

University of Pretoria Yearbook 2020

International business management 359 (OBS 359)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BCom Business Management BCom Marketing Management BCom Supply Chain Management BIT Information Systems BSc Information and Knowledge Systems
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	OBS 114 or OBS 124 with admission to the examination in the other
Contact time	2 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Department	Business Management
Period of presentation	Semester 1

Module content

Introduction to international management

International business management; the process of internationalisation; growth in international trade and investment; the evolution of multinational enterprises; management perspectives on international trade and international trade theories; international trade regulation; economic integration; the formation of trading blocks, and free-trade areas.

The international business environment

The cultural environment of international business; the political and legal environments as well as the economic environment of international business; the international monetary system; the foreign exchange market; and international capital markets.

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