

# University of Pretoria Yearbook 2020

## International business management 369 (OBS 369)

**Qualification** Undergraduate

**Faculty** [Faculty of Economic and Management Sciences](#)

**Module credits** 20.00

**Programmes** [BCom Supply Chain Management](#)

[BSc Information and Knowledge Systems](#)

**Service modules** Faculty of Engineering, Built Environment and Information Technology

**Prerequisites** Admission to the exam in OBS 359

**Contact time** 2 lectures per week

**Language of tuition** Module is presented in English

**Department** Business Management

**Period of presentation** Semester 2

### Module content

International financial management

Purpose, scope and principles of international financial management; international cashflow management; foreign exchange risk and foreign exchange risk management; international investment and financing decisions; import and export management; import and export financing, and international purchasing and sourcing.

International management, leadership and market entry

International management and leadership; dimensions of strategic international human resource management; international market entry and introduction to international marketing strategy, and future perspectives on Southern Africa as an emerging market.

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