

# University of Pretoria Yearbook 2021

## International business and emerging markets 852 (GIF 852)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	15.00
<b>NQF Level</b>	09
<b>Programmes</b>	<a href="#">MPhil International Business (Coursework)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	28 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 1

### Module content

The rationale for the module is that all businesses are increasingly exposed to the global context, whether in terms of their competitors, their markets or their supply chains. As such, it is incumbent upon all managers to have an appreciation of the opportunities and threats that exist in doing business on an international scale. To operate effectively in a global context, managers need to be able to evaluate differences between countries in terms of issues such as economic policy, cluster development, industry structure, and the impact of these differences on firm behaviour. This module aims to provide students with the skills necessary to develop global business strategies and meet the challenges entailed.

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