

University of Pretoria Yearbook 2021

Managing the multinational corporation 853 (GIF 853)

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

Module content

Operating across geographic and cultural boundaries is a reality in today's globalised world, and this module explains how to manage the multinational to support the achievement of strategic objectives in the international environment. This module deals with how line managers should engage with people, both employees and consumers/clients from different countries and cultures to achieve optimal performance. It uses a holistic approach and therefore includes operational or strategic elements that may need to be changed in response to employee and customer/client needs.

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