



## Universiteit van Pretoria Jaarboek 2018

# International business and emerging markets 852 (GIF 852)

<b>Kwalifikasie</b>	Nagraads
<b>Fakulteit</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Modulekrediete</b>	15.00
<b>Programme</b>	<a href="#">MPhil Internasionale Bedryf (Gedoseer)</a>
<b>Voorvereistes</b>	Geen voorvereistes.
<b>Kontaktyd</b>	28 kontakure per 3 week siklus
<b>Onderrigtaal</b>	Module word in Engels aangebied
<b>Departement</b>	Gordon Institute of Business Science
<b>Aanbiedingstydperk</b>	Semester 1

### Module-inhoud

\*Hierdie inligting is slegs in Engels beskikbaar.

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.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.