



University of Pretoria Yearbook 2019

International business management 780 (INR 780)

Qualification Postgraduate

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

Module credits 15.00

Programmes [BComHons Business Management](#)

Prerequisites Only for BComHons (Business Management) students OBS 310 and OBS 320

Language of tuition Module is presented in English

Department Business Management

Period of presentation Semester 1 or Semester 2

Module content

The purpose of this module is to enhance the international perspective of South African business people and other interested parties in order to increase the competitiveness of local businesses. This can be done by the student gaining appropriate knowledge on international trade in general and international or multinational businesses in particular.

Study themes:

- Globalisation;
- National differences in political economy;
- International trade theory;
- Foreign direct investment;
- The strategy of international business;
- The organising of international business;
- Entry strategy and strategic alliances and
- Global marketing and RandD.

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