

Kursnummer: BWINT01	Kursname: International Management	Gesamtstunden: 150 h
Kurstyp: Wahlpflicht Kursangebot: WS, SS Course Duration: 1 Semester		ECTS Punkte: 5 ECTS
Kurskoordinator(en) / Dozenten / Lektoren: Siehe aktuelle Liste der Tutoren im Learning Management System		Zugangsvoraussetzungen: English language proficiency
Kurskoordinator(en) / Dozenten / Lektoren: Siehe aktuelle Liste der Tutoren im Learning Management System		Bezüge zu anderen Modulen: Siehe Modulbeschreibung
<p>Beschreibung des Kurses:</p> <p>Globalization presents opportunities and challenges to product and service industries. Many companies previously engaged in local markets only, must consider global trends and international markets, both on the demand and on the supply side. With this come new opportunities to market products and services. At the same time complexity in daily business increases and managers have to face ambiguities and frequently changing contexts. With more competition, more different markets, cultural, political and legal challenges abroad, it has become more difficult to run a company efficiently. All these factors call for managers who avail a global mindset along with cultural sensitivity.</p> <p>The course delivers the economic, organizational and cultural underpinning for students to understand the challenges in a global business. Participants of this course will be provided with state of the art knowledge and first hand experiences from international management. Based on cases in the study script, online lectures, and tutorials, students will be enabled to understand the strategies and operational patterns necessary to persist in international markets.</p> <p>Course Objectives and Outcome:</p> <ul style="list-style-type: none"> • Understanding the particularities of global business operations • Understanding of global business trends • Ability to appropriately assess the political, legal, economic, cultural and social context of foreign countries • Understanding of international strategy development • Ability to connect strategy to operational issues in international business • Understanding of organizational, marketing, human resources aspects in international business • Capacity to link context factors in foreign markets to international strategies and operating patterns of a company <p>Teaching Methods:</p> <p>The learning material is offered in such a way as to allow for self-study and time and place independent preparation of the main course content. Formats include printed and online scripts, vodcasts, podcasts, self-test questions, case studies and tutorials to foster the transfer from theory into practice.</p> <p>Course Content:</p> <p>1 Managing in a Global Economy</p> <p>1.1 What is Globalization?</p> <p>1.2 Facts about Globalization and the Global Economy</p>		

1.3 Theoretical Explanations for Globalization

2 The International Company and its Environment

2.1 International Companies and their Operations

2.2 Operational Patterns in International Markets

2.3 Assessment of the Environment for Internalization

3 Culture and International Business

3.1 A Generic Perspective on Culture

3.2 Organizational Culture

3.3 Cultural Diversity and the Contemporary Manager

4 Strategy Development in International Business

4.1 Strategy in Globalized Business Operations

4.2 Strategy Concepts and Strategic Options

4.3 Managing Strategy

5 International Human Resource Management

5.1 Characteristics of International Human Resource Management

5.2 The Global Manager

5.3 Instruments in International Human Resource Management

6 Organization in International Business

6.1 Traditional Perspectives on Business Organization

6.2 Modern Views on Business Organization

6.3 Coordination of Intra-Organization Collaboration

7 International Marketing

7.1 Marketing in International Business

7.2 Strategic Choices in International Marketing

7.3 Marketing Mix Choices in International Marketing

Literatur:

- Rugman A. M., Collinson S.: International Business, Pearson Longman; 6th revised edition; 2012 (ISBN: 0273760971)
- Deresky H.: International Management, Prentice Hall International, 8th revised edition, 2013 (ISBN: 0273787055)
- Peng M. W., Meyer, K.: International Business, Cengage Learning Emea, 2011 (ISBN: 1408019566)
- Daniels, J.D./Radebaugh, L.H./Sullivan, D. P.: International Business, Environments and Operations, Pearson, 14th ed. 2013 (ISBN: 9780132668668).
- Johnson, G./Scholes, K./Whittington, R.: Exploring Corporate Strategy, 8th ed, Prentice Hall 2008 (ISBN: 978-0-273-71191-9)
- Morgan, G./Kristensen, P.H./Whitley, R. (eds): The Multinational Firm. Organizing Across Institutional and National Divides, Oxford University Press 2001 (ISBN 0-19-924755-2)
- Wall, St./Minocha, S./Rees, B.: International Business, Prentice Hall, 3rd ed. 2010 (ISBN 978-0-273-72372-1)

Prüfungszugangsvoraussetzung:

Prüfungsleistung:

Accompanying online tests (max. 15 minutes per section, pass / fail) as prerequisite for the final exam

Module final examination (90 min.), 100 %

Student Workload (in hours): 150

Self-study: 90

Self-testing: 30

Tutorials: 30

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