

International Business Management (IBM, B.A.) Managing International Business

Module (B-IBM 9.1.1): International Management					
ID No.	Workload	Credit Points	Semester	Module Frequency	Duration
B-IBM 9.1.1	175 h	7	4 th /5 th Semester	Every semester	1 Semester
1	Courses		In-class study	Self-study	Planned group size
	Seminar "International Management" (4 WCH)		56 TU	119 h	25
2	<p><u>Learning Outcomes/Competences</u></p> <p>The students recognize the complexity of international activity. They have the competence to implement and evaluate planning processes in internationally active organizations. The participants can identify alternative strategies for entering international markets, integrate these into a coherent overall strategy and compare the various possibilities for their organizational implementation. In addition, the students critically evaluate the behavioral principles and corporate decisions of multinational organizations in the context of international stakeholders from an ethical perspective. The students are familiar with the use of different economic approaches, can apply various quantitative business management methods and can evaluate these with regards to their advantages and limitations.</p>				
3	<p><u>Content (56 Teaching Units)</u></p> <p>1. Basic Foundations (4 TU)</p> <ul style="list-style-type: none"> • International, multinational, transnational and global organizations • Demands of a globalized market • Standardization versus differentiation <p>2. Planning of International Activity</p> <ul style="list-style-type: none"> • Internationalization as vision of necessity, international corporate evolution • Strategic Management in MNCs (Ideal types of strategic alternatives, market entry and Ownership strategies) • Internationalization process (strategic analysis; country observation and risks; market analyses; country, market and location selection; market segmentation; internationalization forms; timing strategies) • International Mergers and Acquisitions - Analysis, Transactions (Due Diligence, Negotiations), Integration (Organization, Staffing, Processes, Accounting) <p>3. Structure of the International Organization (10 TU)</p> <ul style="list-style-type: none"> • Structure of parent / subsidiary relationship, centralization versus decentralization • Organizations structural alternatives (non-specific, segregated, integrated, network structures) • Case studies <p>4. Behavior of MNCs / Public Affairs Management (10 TU)</p> <ul style="list-style-type: none"> • Business Ethics in international business (behavioral principles, CSR / Corporate Governance, corruption, working conditions...) • Relevant stakeholder groups in host country (government, trade unions, media...) <p>5. Application of quantitative methods in international Management (14TU)</p> <ul style="list-style-type: none"> • Feasibility analysis, cost/benefit analysis • Scoring methods, utility analysis • Location planning • Case studies 				

4	<p><u>Teaching Methods</u></p> <p>In-class study: Seminar-type lectures, role plays</p> <p>Self-study: Reading the literature and preparation of presentations</p>
5	<p><u>Prerequisites</u></p> <p>The successful completion of the following modules is recommended:</p> <p>IBM 1.1: International Business, Bookkeeping and Cost Accounting; IBM 2.1: Microeconomics; IBM 2.2: Macroeconomics; IBM 6.2: Digital Transformation</p>
6	<p><u>Assessment method(s)</u></p> <p>The students complete the module with a semester paper (10-15 text pages) and a presentation (15-20 minutes). The module grade is calculated via the semester paper grade and the presentation grade, with a weighting of 70% for the semester paper and 30% for the presentation.</p>
7	<p><u>Prerequisites for the award of ECTS points</u></p> <p>A pass in a module is achieved when the overall grade is greater than or equal to 4.0.</p>
8	<p><u>Use of this module within the study program</u></p> <p>International Business Management and International Business Psychology: B-IBM 9.1.2: Functional Management in International Organizations; B-IBM 9.1.3: International Economic Relations</p> <p><u>Use of this module for other study programs</u></p> <p>This module can be used for students in International Business Management and International Business Psychology.</p>
9	<p><u>Grade Weighting</u></p> <p>Credit Points: 7/180 ECTS-Points</p>
10	<p><u>Module Coordinator(s)</u></p> <p>Amit Ray Prof. Dr. Rainer Türck</p>
11	<p><u>Literature</u></p> <ul style="list-style-type: none"> • Deresky, Helen: International Management. Managing Across Borders and Cultures, Prentice Hall International, 8th edition, Upper Saddle River 2013. • Hill, C.W.L.: International Business: Competing in the Global Marketplace, 10th ed., Maidenhead 2012. • Luthans, F./Doh, J.P.: International Management: Culture, Strategy, and Behavior, 9th ed., New York 2014. • Morschett, D./Schramm-Klein, H./Zentes, J.: Strategic International Management – Text and Cases, 2. ed., Wiesbaden 2010.