

International Business Management (IBM, B.A.) Major: International Management

Module (B-IBM 9.1.2): Functional Management in International Organizations					
ID No.	Workload	Credit Points	Semester	Module Frequency	Duration
B-IBM 9.1.2	175 h	7	4 th /5 th Semester	Every semester	1 Semester
1	Courses		In-class study	Self-study	Planned group size
	Seminar "Functional Management in International Organizations" (4 WCH)		56 TU	119 h	25
2	<u>Learning Outcomes/Competences</u>				
	<p>The module prepares the students for key management positions in an internationally active organization. They know the structure of operational functions on an international dimension and are able to analyze and assess the distinctive features and impacts of internationalization on these. They recognize the significance of important inter-disciplinary functions such as Human Resource Management, procurement and logistics, or financial accounting. They can compare alternative models of implementation and can create practical solutions. They are also capable of critically evaluate the effect of globalization on individual operative functions.</p>				
3	<u>Content (56 Teaching Units)</u>				
	<ul style="list-style-type: none"> • Global Corporations in the 21st Century (6 TU) <ul style="list-style-type: none"> ○ Changes in corporate structures from the 20th to the 21st century – new company structures and market entry strategies (Global Start-ups, Base of Pyramid Companies) • Human Resource Management (20 TU) <ul style="list-style-type: none"> ○ Staffing policies and planning (... as management task, ... as part of corporate planning, Methods, organizational positioning) ○ Human Resource Management and the challenges posed by internationalization (Tasks, responsibilities, Diversity Management) ○ Recruitment and Staffing (goals, instruments, international recruitment and selection, intercultural requirement profiles, international placement policies) ○ HR Development (goals, instruments, development of intercultural competence) ○ Reward and Incentive Systems (forms, criteria of success, performance evaluation, international remuneration) ○ Intercultural leadership (intercultural communication and competence, leadership styles in the international context, requirements of the international manager, multicultural teams, Diversity Management) • Operations Management (10 TU) <ul style="list-style-type: none"> ○ Global procurement, outsourcing ○ Supply Chain Management and Production ○ Logistics ○ Quality management • Financing, Accounting and external Bookkeeping (20 TU) <ul style="list-style-type: none"> ○ Globalization of capital markets ○ Financing the MNC (International Development Banks, Euro market, capital costs of foreign investment, Working Capital Management) ○ Financing and promotion of SMEs ○ Basic foundation of international accounting (systems, International Balanced Scorecard, corporate ratings and Basel II/III) ○ Financial accounting of the internationalization process (accounting of location, market entry, equity holding) 				

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>B-IBM 1.1: International Business, Bookkeeping and Cost Accounting; B-IBM 2.1: Microeconomics; B-IBM 2.2: Macroeconomics; B-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 9.1.1: International Management; 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"> • Dicken, P.: Global Shift: Mapping the Changing Contours of the World Economy, 6th ed., London 2014. • 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. • Shapiro, A.C.: Multinational financial management, 10. ed., Hoboken 2013. • Sollish, F./Semanik, J.: Strategic global sourcing – Best practices, Hoboken 2011.