

<b>Module Nr.</b>	<b>6.3.x</b>		
<b>Title</b>	<b>Going International: How to shape international markets, products and expansion</b>		
Applicability / Relevance	Year 3 and 4, Business Students		
Module Type	Seminar		
Teaching Methods	SU	Frequency of Delivery	Weekly
Language of Instruction	English		
Semester	6		
SWS	4		
ECTS-Credits	5	Workload	50 / 40 / 20 / 40
Related Courses	All Major Modules	Prerequisite Courses	Foundation Courses
Assessment Method	ModA (Assignment and Presentation)	Exam aids permitted	
Module Leader	Prof. Dr. Thomas Peisl		
Lecturer(s)	Dr. Marc Ebel (LB)		

#### **Learning outcomes / skills:**

Students will get a comprehensive overview of the challenges and opportunities companies are facing when expanding internationally into other countries. The students will learn how to plan international expansion and the international organization of a company from a strategic perspective and will know how to put this in action. Students will understand the concepts and tool-kits of international market entries, understanding the main determinant culture, language, political/legal systems, economic systems, and technological differences. Students will learn, which structures successful companies have implemented for their international operations and how to analyze prospect countries. The students will be able to understand the strategic considerations for product development, pricing and communication strategies across the world and will have a toolkit to shape and implement those in a company context. Participants gain insights and understand concepts of standardization vs. localization and will gain a broad range of ideas how to develop their “global mindset” and their personal values in their private and professional life.

#### Competence Profile (Content and Methods):

- To understand the use of management models and concepts in crafting international strategies
- To integrate the different views on international operations, i.e. markets and institutions.
- To analyze the various conflicting stakeholder interests in the context of dynamic environments and futures.
- To become aware of how different cultures and resources directly and indirectly influence the management and the evaluation of businesses in various countries.
- To recognize the benefits and difficulties of adapting and adopting management techniques and systems from another culture.

#### Cross-functional Competence Profile

Teamwork: Students will be assigned to teams, with case assignment, for analysis and class presentation. Students not responsible for case presentation on that specific day will be expected to have analyzed the case and be prepared to ask questions.

Case studies: The context of international management issues will be covered and discussed through lectures, cases, note sets, and readings.

Action Learning: Assigned cases and readings will be the responsibility of the student and may not be part of the classroom lectures. Students are expected to have read the class text assignments and be prepared to make quality comments during class discussions.

## **Contents:**

Topics include:

- Structures of international companies (multinational vs. international vs. global)
- Expansion strategies of international companies, Market-entry strategies, Country analysis
- Determinants of target countries: culture, language, political/legal systems, economic systems, and technological differences (as stand-alone criteria and in relationship of the 4Ps of marketing)
- Developing Products for the international market place
- International Pricing strategies
- International Communication strategies
- International E-Commerce and Digital Business models
- Conflicts in the international environment

Though the focus is primarily from a management perspective, we will look at the implications of international business from different perspectives.

## **Deployed methods of business administration:**

- *Models and Methods of analytics (research- and analytic models):*
  - Content discussion and delivery follows a case-based research philosophy. Cases will be used to support student learning.
- *Quantitative-empirical methods (comparative – statistic, mathematic methods, data analyses):*
  - In selected cases qualitative, inductive theory will be used to display the critical deficits in using (historical) data only.
- *Qualitative-interpretative methods (expert interview, surveys, standardized inquiry):*
  - Current research findings will be continuously used in class to provide frameworks and content focus.

## **Methods of Teaching and Learning:**

Prerequisites include: In order to successfully pass this module you need to have a sound understanding of business and strategy as well as appropriate English language skills. The seminar is open to qualified Erasmus students.

The pedagogical approach for this class will include interactive lectures, case analysis and group work. Class participation is expected as a part of the learning process. You are encouraged to bring in relevant current event updates and articles to share with the class. In class activities students will analyze corporate actions, successes and failures, strategy effectiveness, profit results, in view of corporate objectives. We will use the Moodle learning platform to distribute course material.

The assessment will be through participation and a final assignment. Assigned readings will be the responsibility of the student and may not be part of the classroom lectures. Students are expected to have read the class text assignments and be prepared to make quality comments during class discussions.

**Literature:**

Peng, M. and Meyer, K. (2016). International Business. 2e, Cengage, ISBN 978-1473722644

Hill, C. (2017). International Business: Competing in the Global Marketplace. 11e, McGraw Hill, ISBN ISBN-13: 978-1260084153

Burgelman, R., Christensen, C. and Wheelwright, S. (2008). Strategic Management of Technology and Innovation. 5e, McGraw-Hill, ISBN-13: 978-0071263290

Black, D. and Czarnecka, B. (2018), International Marketing

Doole, I. and Lowe, R. (2008), International Marketing Strategy

Lane, H. and DiStefano, J. (2009), International Management Behavior: Leading with a Global Mindset

**SUPPLEMENTARY READING AND MATERIALS**

The Economist, Business Week, The Financial Times, The Wall Street Journal.

Corporate Annual Reports

Class Handouts, Readings, Journal Articles and other business publications as announced in class.

In addition to the above texts and materials, several articles and multimedia presentations are recommended. These will be listed in the updates on Moodle.