

Courses in English Course Description

Department	07 Computer Science and Mathematics
Course title	International Management I
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	The teaching objectives will synthesize the theoretical aspects of international management strategy with practical application of management principles in a work environment. This will be accomplished through interactive discussions, text readings, case studies, and team presentations. In class students will analyze corporate actions, successes and failures, strategy effectiveness, and profit results in view of corporate objectives.
Prerequisites	Prerequisites: In order to successfully pass this class you should have an understanding of business and strategy as well as good English language skills. The seminar is open to Erasmus students as well as students from other departments who qualify as stated above.
Recommended reading	* Textbook: International Business: International Version: The New Realities by S. Tamer Cavusgil, Gary Knight und John Riesenberger von Prentice Hall International. * Peng, Mike, Global Business, International Edition 1e, ISBN-13: 9780324585940, ISBN: 0324585942, Published by South Western, 2009 * Reference Materials: Corporate Annual Reports, The Wall Street Journal Europe, The Financial Times, The Economist, Harvard Business Review * Class Handouts and other business publications.
Teaching methods	Hands-on learning supported by online publications, textbooks, and papers
Assessment methods	Paper (40%), Oral Examination (60%)
Language of instruction	English
Name of lecturer	F. Albritton
Email	
Link	
Course content	To understand the use of general management skills in conducting international operations. This requires integration of knowledge from management, marketing, accounting, and finance courses. To evaluate how different national cultures directly and indirectly influence the management of businesses in various countries. To analyse various differences and similarities between the management techniques and systems of US/EU organizations and the organizations of other nationalities. To understand the benefits and difficulties of borrowing management techniques and systems from another culture. To develop a better ability to manage cultural diversity.
Remarks	