

Courses in English Course Description

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| Department | 10 Business Administration |
| Course title | Going Global |
| Hours per week (SWS) | 4 |
| Number of ECTS credits | 5 |
| Course objective | <p>Going Global is a strategic simulation, in which the positions of companies in international markets with very diverse regions are maintained and expanded if necessary. This includes, among other things, clear analysis of strengths and weaknesses as well as the competition, and opportunities and risks in the various sales and supply markets. It calls for strategic thinking and management of the overall business, applicable beyond the day's activities. It is particularly appropriate for conveying the business challenges brought about by the globalization of markets.</p> <p>The participants of the seminar take over an existing company (MBI), assess international markets and evaluate market penetration and other strategic tasks. It is an interactive teaching and learning system based on the following principles:</p> <p>Competence Profile (Content and Methods). Students are:</p> <ul style="list-style-type: none"> •Recognizing and formulating the general conditions for business success •Experiencing relationships in management by adopting a holistic approach •Defining goals and strategies, and realizing them in an environment in which economic and ecological factors play significant roles •Deriving insights and decisions from industry figures which can be put into practice •Understanding the fundamentals of marketing •Learning to use the instruments of cost accounting, income analysis, product costing, and marginal costing •Coping with complex decision making in uncertain situations •Maintaining control of a business in difficult situations •Developing a sense for the essential and a holistic view on business •Learning to think and act in an inter-disciplinary way •Learning how to define and solve problems •Practicing effective communication through visualization •Arriving at decisions within a team by using various planning models. <p>Competence Profile (Cross-functional)</p> <p>1. Teamwork: Students will be assigned to teams for analysis and class presentation. Students not responsible for case presentation on that specific day will be expected to have analyzed the results and be prepared to ask questions.</p> |
| Prerequisites | Foundation Courses |
| Recommended reading | <p>Going Global User Manual and Class Handouts</p> <p>Supporting Literature:</p> <ul style="list-style-type: none"> •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 •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. |

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| Teaching methods | <p>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.</p> <p>This simulation focuses on business strategies and the process, difficulties, and opportunities of management across functions. The teaching objectives synthesize the theoretical aspects of corporate strategy with practical application of management principles in a simulated work environment. In class students will analyze corporate results, corporate actions, successes and failures, strategy effectiveness, profit results, in view of corporate objectives and make decisions for six game periods.</p> |
| Assessment methods | Module assignment |
| Language of instruction | English |
| Name of lecturer | Dr. Sandra Selmanovic |
| Email | sandra.selmanovic@hm.edu |
| Link | |
| Course content | <ul style="list-style-type: none">•To understand the use of general management skills and concepts in conducting international operations and to integrate the principles of management, marketing, accounting, and finance to successfully manage market entry transactions.•To become aware of how different national cultures directly and indirectly influence the management and the evaluation of businesses in various countries.•To include the concept of Mergers and Acquisitions in the strategic framework of global and multinational companies.•To recognize various differences and similarities between the management techniques and systems of organizations.•To understand the benefits and difficulties of borrowing management techniques and systems from another cultures.•To understand the complexity of decision making and to integrate the principles of management, marketing, accounting, and finance to successfully manage a company.•To communicate the actions and decisions after six periods to a board of directors. |
| Remarks | |