

International Management II

SWS	4
ECTS	5
Sprache(n)	Deutsch (Standard) Englisch
Lehrform	SU mit Übung
Angebot	nach Ankündigung
Aufwand	Präsenzstudium: ca. 42 Std., Eigenstudium: ca. 108 Std.
Voraussetzungen	The course builds on International Management I seminar.
Ziele	<p>Learning Objectives</p> <p>Course objective is to provide students with a global overview of various types of business organizations and environments that shape organizational decisions. Emphasis is on the MARKET-BASED view as well as the INSTITUTIONS-BASED view, i.e. regulatory structures, legal systems, governance models, and policy making that define the internal and external functions of business at the confluence of local, state, national, and international affairs.</p> <p>Competence Profile (Content and Methods)</p> <p>Students are trained:</p> <p>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.</p> <p>Cross-functional Competence Profile</p> <ol style="list-style-type: none"> 1. 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. 2. Case studies: The context of international management issues will be covered and discussed through lectures, cases, note sets, and readings. 3. 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.
Inhalt	<p>Topics include:</p> <ul style="list-style-type: none"> • local-global interaction, • critical thinking, • international ethics, • business strategy, *innovation, • social responsibility, and • the impact of economics and technology. <p>Though the focus is primarily from a management perspective, we will look at the implications of international business from a varied angle.</p>
Medien und Methoden	<p>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.</p> <p>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.</p> <p>All material will be provided in Moodle.</p> <p>Field trips (excursion) may be integrated to support the learning outcome.</p>

Literatur	<ul style="list-style-type: none"> • Peng, M. and Meyer, K. (2023). International Business. 4e, Cengage • Hill, C. (2022). Global business today. 12e, McGraw Hill, <p>SUPPLEMENATARY 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.</p> <p>In addition to the above texts and materials, several articles and multimedia presentations are recommended. These will be listed in the updates on Moodle.</p>				
Zuordnungen Curricula	SPO	Fachgruppe	Code	ab Semester	Prüfungsleistungen
	IB Version 2010	FWP	IF-WI-B-31-34-5	6	benotete Studienarbeit (40%) benotetes Kolloquium (60%)