Courses in English
Course Description

Department	10 Business Administration
Course title	**International Market Entry Strategies**
Course number	
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	Learning Goals: International Market Entry Strategies is a strategic lecture, in which the positions of companies in international markets with very diverse regions are focussed. 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. The participants of the seminar take over the perspective of an existing company, assess international markets and evaluate market penetration and other strategic tasks. It is an interactive teaching and learning system based on the following principles:
Prerequisites	Basic Studies
Recommended reading	• 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 • 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. • In addition to the above texts and materials, several articles and multimedia presentations are recommended. These will be listed in the updates on Moodle.
Teaching methods	Seminar
Assessment methods	ModA
Language of instruction	English
Name of lecturer	LB Dr. Valerie Busse
Email	valerie.busse@hm.edu
Link	
Course content	**•Competence Profile (Content and Methods). Students are:** • _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
Remarks	Blocked week