

The background of the slide is a blurred image of a financial market data screen. It features various stock indices and their values in different colors (green for up, red for down). Visible text includes 'OMX COPENHAGEN 25 INDEX', 'OMXRG1', 'OMX18', and 'OMX ICELAND 8'. There are also line graphs showing price movements and 'Buy'/'Sell' indicators.

# International Management Schwerpunkt Information

Hochschule  
München  
University of  
Applied Sciences

Profs. Drs. Hammer / Kaiser / Peisl / Selmanovic

# **International Management Schwerpunktinformation**



## International Management: Leading the VUCA World

HM 

# International Management: The Challenge...



Complexity



Strategy Design

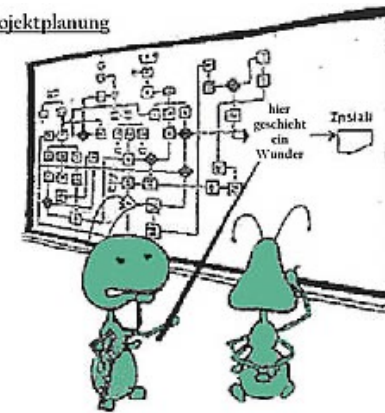


Leadership & Management



Decision Making under Uncertainty

Projektplanung



Project Management



Negotiation

## Overview

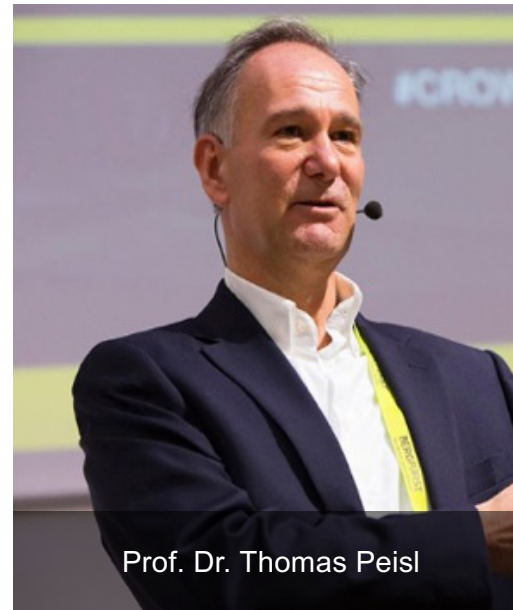
B.A. Business Administration						
7	Bachelor Thesis and Defense			Entrepreneurship	Corporate Strategy	General Studies
6	Major Subject B	Major Subject B	Major Subject B	Seminar	Methodical Competences	Intern. Economics, economic policy & issues in empirical economics
5	Major Subject A	Major Subject A	Major Subject A	Seminar	Intercultural Communication	Principles of Macroeconomics
4	Internship					Social and personal competences
3	Business Taxation	Business English in a Macroeconomic Context	Finance and Investment	Production and Logistics Management	Information Systems for Digital Companies	Methods and Models in Statistics
2	Principles of Microeconomics	Business English in a Company Context	Management Accounting	Civil Law	Methods and Concepts in Business IT	Methods and Models in Optimization
1	Principles of Business Administration	Marketing	Accounting and Financial Statement	Business Organization	Human Resource Management	Principles of Mathematics and Statistics

## Introduction

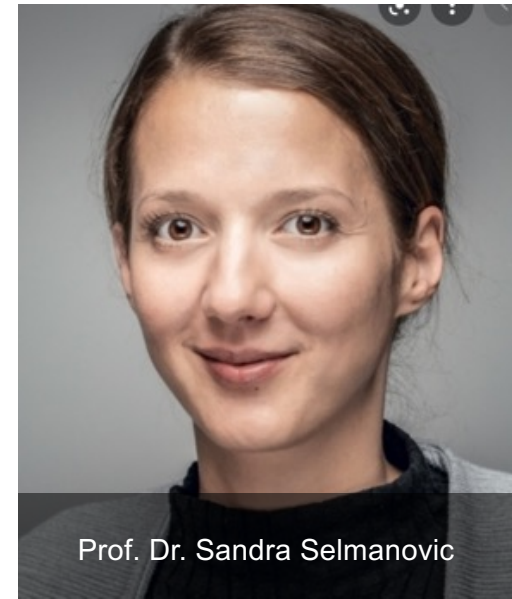
- Semester: 5 and 6
- 30 ECTS major modules
- 10 ECTS seminars (optional)
- 15 ECTS for the Bachelors' dissertation
- Lectures in English

Hochschule  
München  
University of  
Applied Sciences

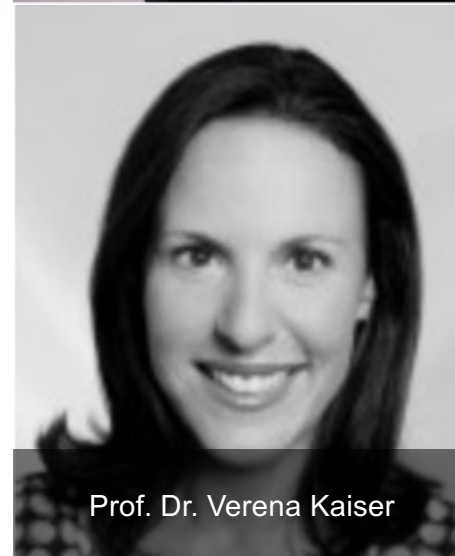
## Lecturers: Core Team Members



Prof. Dr. Thomas Peisl



Prof. Dr. Sandra Selmanovic



Prof. Dr. Verena Kaiser



Prof. Dr. Dominik Hammer



# Module Overview

International Management I						
Modul-nummer	Modultitel	Modultitel (englisch)	SWS	ECTS	Lehrveranstaltungsform	Prüfungsform
IM.1	Global Leadership	Global Leadership	4	5	SU	ModA od. Präs
IM.2	Going Global	Going Global	4	5	SU	ModA od. Präs
IM.3	Managing Innovation	Managing Innovation	4	5	SU	ModA od. Präs

International Management II						
Modul-nummer	Modultitel	Modultitel (englisch)	SWS	ECTS	Lehrveranstaltungsform	Prüfungsform
IM.4	Elective International Management 1	Elective International Management 1	4	5	SU	ModA od. Präs
IM.5	Elective International Management 2	Elective International Management 2	4	5	SU	ModA od. Präs
IM.6	Elective International Management 3	Elective International Management 3	4	5	SU	ModA od. Präs



## IM.1 Global Leadership

- **Learning outcomes / skills:**

- Students can identify the principal factors underlying corporate leadership with particular focus on internationalization, recognize the various global challenges faced by managers and leaders today, and give examples of organizations dealing with the various challenges of businesses globally. Once completed this module students will:
- Demonstrate a critical understanding of the complex nature of the global business development environment and how the social, economic and political factors have influenced, and continue to influence, global business and especially internationalisation.
- Develop a sound understanding of the major theories and application types of leadership.
- Be aware of the role of personalities, regional cultures and organizational behavior and their interaction with leadership.
- Evaluate and apply learned concepts and theories.

# IVAC Project Since Winter 2020/2021



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



International Virtual Academic  
Collaboration (IVAC)



© iStock

# IVAC Project since 2020 (2)

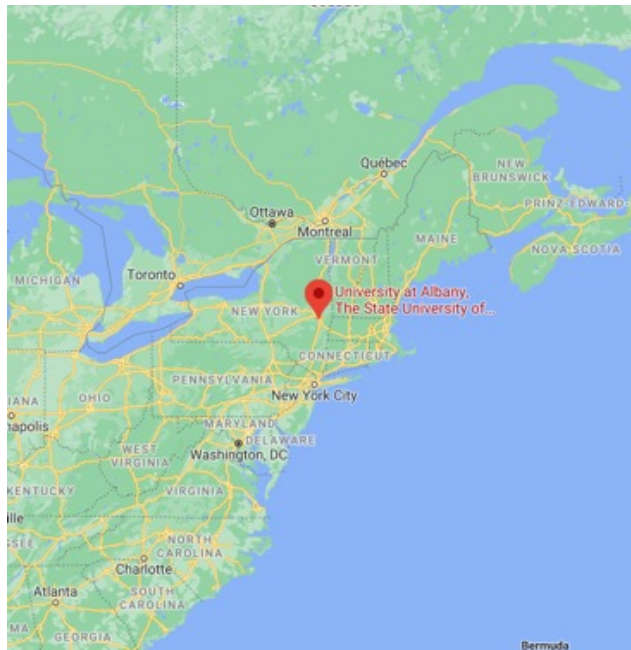


International Virtual Academic Cooperation means:

- »Joint Classes in live sessions
- »Joint student groups
- »Co-Teaching US/ German Lecturerteam
- »Joint Task

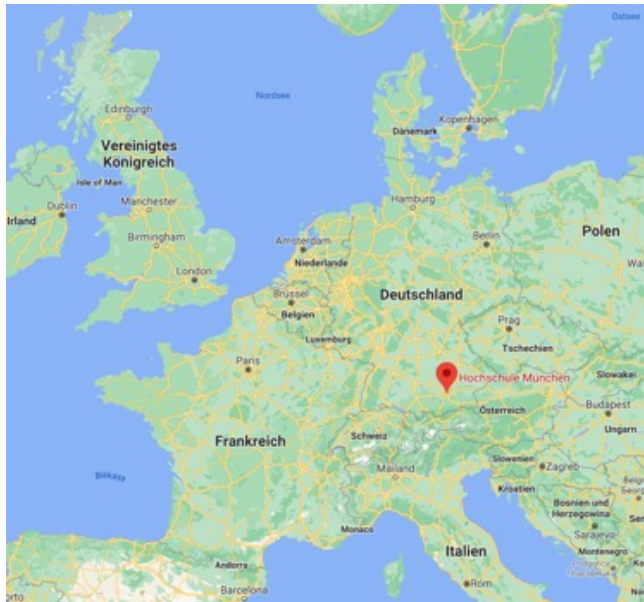


## IVAC Project since 2020 (3)



**UNIVERSITY AT ALBANY**  
State University of New York

## IVAC Project since 2020(4)



**HM** Hochschule  
München  
University of  
Applied Sciences

**HM**

## IVAC Project since 2020 (5)

Prof. Dr. Martha Asselin



Prof. Dr. Dominik Hammer



## IM.2 Going Global

- **Learning outcomes / skills:**

- 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



## New in summer 2023

Cooperation with FH Bern

Live Consulting Project

Flying Classroom to Bern



### Going Global Course Offering

- Bern University of Applied Sciences Business School in collaboration with the Hochschule München, have co-created this Going Global course offering.
- The course is open to bachelor students specializing in Global Management at both institutions, are in their final year of studies willing to demonstrate their knowledge and experience applied to a live case project.
- During the spring semester student teams work on the practical assignment in the field of international expansion or operations defined by a live case company.
- The assignment is divided into two parts: firstly, a global strategic analysis and secondly a presentation of strategic solutions as defined and required by the live case partner.
- These multinational teams take on the challenges not only in the field of international expansion and/or international operations but also dealing with the aspects of virtual teamwork and multi-cultural backgrounds.
- As such, each team brings a unique set of experiences and competences in order to develop innovative strategies and solutions for the practical challenges.
- They are keenly guided by the lecturing staff of both institutions as well as the live case company.

### What we can offer the Live Case company partner

- **We are looking for** a Live Case partner company wishing to cooperate with the universities in this exciting project. Your focus might be:
  - to expand into foreign markets,
  - to optimize your international operations,
  - facing a challenge in particular markets.
- **We offer** an exciting cooperation with a group of multinational, engaged and motivated students providing an in-depth analysis of your international expansion/international operation challenge/etc. We look forward to providing you with innovative, specific, tailor-made suggestions with regards to an expansion strategy, distribution channels, and so forth.

### Live Case Timeline and Assignments

- The timeline of the live case is as follows:
  - Mid November: Live Case preparation together with course responsible lecturers and live case partner
  - March - June: Students work on the live case.
  - 24 March 2023: Live Case presentation to the students (participation of the company representative ca. 2 hours)
  - 5 May 2023: Q & A session with the company representative is planned
  - Study trip to Munich (12 - 14 June 2023)
  - 14 June 2023: Students present their findings (participation in the presentations, one day)

### Going Global Lecturing Team



Omar Serrano  
[omar.serrano@bfh.ch](mailto:omar.serrano@bfh.ch)

Jacqueline Bürki (lead)  
[jacqueline.buerki@bfh.ch](mailto:jacqueline.buerki@bfh.ch)

Dominik Hammer  
[dominik.hammer@hm.edu](mailto:dominik.hammer@hm.edu)

## IM.3 Managing Innovation

- **Learning outcomes / skills:**

- Students can identify the principal factors underlying the successful management of innovation with particular focus on volatile, complex, uncertain und ambidextrous environments, recognize the various global challenges faced by managers and leaders today, and give examples of organizations dealing with the various challenges of businesses globally. Once completed this module students will:
- Demonstrate a critical understanding of the complex nature of the management of innovation and how the social, economic and political factors have influenced, and continue to influence, global decision makers.
- Develop a sound understanding of the major theories of leadership and innovation.
- Be aware of the role of markets, resources and institutions and their interaction with innovation.
- Evaluate and apply learned concepts and theories.



Services

Success Stories

Team

Career

Contact

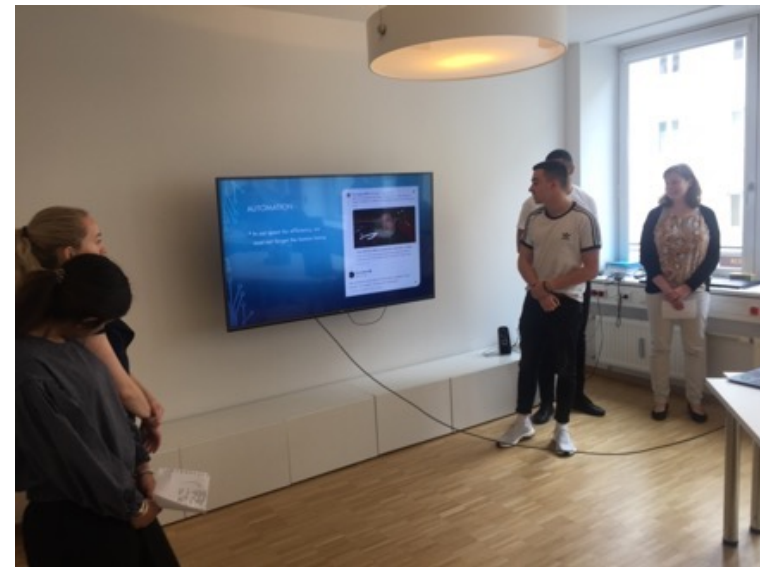
English

Innovation as a Service

**We drive successful innovation  
to make change happen**

HM





## **IM.4 Elective International Management**

SoSe 2024:

Cross Cultural Management 6 Negotiation – Prof. Dr. Sierk Horn, HM

Blockwoche 0

Nice to know:

Bestens geeignet für die Anerkennung von Fächern die im Ausland erbracht worden sind!



## **IM.5 Elective International Management**

SoSe 2024:

International Financial Modelling – Prof. Dr. Florent Deisting, Frankreich

Blockwoche 2

Nice to know:

Bestens geeignet für die Anerkennung von Fächern die im Ausland erbracht worden sind!





## **IM.6 Elective International Management**

SoSe 2024:

International Marketing – Prof. Dr. Scott Ambrose, USA

Blockwoche 1

Nice to know:

Bestens geeignet für die Anerkennung von Fächern die im Ausland erbracht worden sind!





**Exklusiv im Schwerpunkt International Management:**

**→ Chance auf ein Double Degree**

- Grundsätzlich für alle Studierende des Bachelorstudiengangs BA Betriebswirtschaft (nach neuer SPO) offen
- Studienaufenthalt von zwei Semestern an einer Partnerhochschule (60 ECTS im Ausland)
- Zwei Abschlüsse, Hochschule München und Abschluss der Partnerhochschule

## TEILNAHMEVORAUSSETZUNGEN

- ✓ Start immer im Wintersemester
- ✓ Aufenthalt im 5.+ 6. Semester (bei Studienstart an der HS München im WS) ODER 6.+7. Semester (bei Studienstart an der HS München im SoSe)
- ✓ Automatisch dem Studienschwerpunkt „International Management“ zugeordnet
- ✓ Zeitpunkt der Bewerbung: 3. Semester (Datum siehe Terminplan)



## TEILNAHMEVORAUSSETZUNGEN

- ✓ Teilnahme an der **Kick-Off-Veranstaltung** zum Double-Degree-Programm (3. Semester)
- ✓ Bisheriger **Notendurchschnitt: 2,5** oder besser bei Bewerbung
- ✓ Erreichte **ECTS Punkte**:
  - mindestens **50** bei **Bewerbung**
  - mindestens **120/150** bei **Antritt** des Auslandssemesters
- ✓ Absolvierte **Studiensemester**: mindestens **vier** bei Antr Auslandsjahres
- ✓ Außercurriculares: Teilnahme am **Buddy Programm**



## ANSPRECHPARTNER



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# Q & A

## The Major in International Management...

- ...helps to develop many of the components of successful leadership:
  1. Ability to take unpleasant decisions based on ambiguous information – Cases and Real Projects
  2. Clarity and focus despite lack of time and too much "noise" – Structure and Discipline
  3. Ambition (to create, not just ego-boosting) – Changing the world through entrepreneurial thinking
  4. Effective communications skills – Presentations and active participation
  5. Ability to judge, lead, and develop talent – Teamwork and fun
  6. A good ethical compass – Sound and sustainable values

## Why should I choose this specialisation?

- You are already studying business at a university of Applied Sciences - a good choice since the whole approach of our faculty is to create a balance between theoretical and practical knowledge generally. In this specialisation, this same approach is applied across the broader spectrum of international management so making your studies globally relevant and providing you with an understanding of business management issues in disparate markets in various regions of the world.

Increasingly, we see the impact of globalisation on everyday management decision making, so studying this specialisation will provide the insights and skills necessary for you to thrive in the interdisciplinary global world. In turn, this will help you make better career assessments and to compete successfully with peers who are your future competitors in the job market.

By applying yourself to this specialisation you will stay abreast of the latest business techniques and tools whilst obtaining the cultural literacy that differentiates the most successful modern leaders.



## What are the most important learning outcomes?

- There is increasing demand in the jobs market for people who can manage in global contexts. These range from supply chain management through international trade to the management of cross-border investments. As a graduate of this specialisation you will have the knowledge to deal with these environments. Importantly you will also know how to adapt to the cultural and ethical issues that are at the root of successful international management practice. By studying this specialisation you will learn how to manage across different world cultures and societies, we will challenge you to approach issues from a systems integrated perspective so as to develop skills which are increasingly sought by employers who are trying to deal with the opportunities of simultaneously developing and integrating multiple markets whilst embedding cohesion and collegiality in an ever increasingly diverse workforce. You will obtain working knowledge of, and the ability to apply, a tool box of skills relevant to modern international management practice.

## What are my future career prospects?

- Studying the international management specialisation prepares our students for roles in the public, private and non-profit sectors within businesses, government service and international agencies or NGOs. Students normally would expect their day-to-day work to involve activities associated with international trade, global business operations and planning or industrial development. In addition, this specialisation can be a useful platform for students who wish to pursue Master studies in business or in related areas such as digitalisation, law or public policy - where a deep knowledge of international management can be

## What are my prospects for professional development?

- Munich University of Applied Sciences has excellent relations with local and global businesses as well as with a range of universities in other countries. Thus students of this specialisation will have the benefit of exposure to cutting edge international business management practice as well as the opportunity of winning high calibre work placements whilst studying in this area.

This specialisation will provide you with the transferable skills necessary to develop your career in a number of possible areas: you might live in Germany and work for an international company or you might live internationally and work for a German company – or any of a large number of other combinations. Since you will understand how any organisation operates, communicates and makes decisions you will have a wide variety of career choices ahead of you and the ability to work in any industry.

## **What skills will I develop?**

- By the end of the specialisation you will have acquired the in-depth knowledge and understanding of concepts and theories relevant to contemporary international management and have the self-belief, reliability and passion to be a success in the international business context.

## Module Philosophy

- The international management specialisation highlights the way in which today's businesses are often connected to international networks, for example through suppliers and customers or subsidiaries and joint ventures. So the specialisation aims at providing integrated content which focusses on international business strategy as a foundation and then moves into several functionally oriented directions: for example towards international selling, marketing, finance, human resource management and leadership.

This approach ensures that students have the analytical skills necessary to evaluate data needed for international strategic decision making and for resolving the challenges that arise in international management.

## Module Philosophy

- This international management specialisation is designed to provide students with an in-depth understanding of the global practices across a broad spectrum of interdisciplinary business fields based on the New St. Gallen Management Model - Basic Categories of an Approach to Integrated Management.

## International Dimensions

- Three dimensions
  - Content
  - Language
  - Location

