

**International Management
(073 015)
Summer Term 2025**

Course Description

This course provides an essential introduction to international management, equipping students with the knowledge and skills needed to navigate the complexities of the global business environment. Participants will gain a deep understanding of the global business landscape and the influence of economic, social, and legal factors on international operations.

Key learning outcomes include developing cultural awareness and cross-cultural management skills critical for leadership in diverse environments. Students will learn to formulate international strategies for competitive advantage, manage global supply chains efficiently, and design localized marketing approaches. The course also emphasizes ethics and corporate social responsibility, ensuring students can integrate sustainable business practices.

Combining theoretical foundations with practical applications, this course prepares students to thrive in today's dynamic and interconnected global marketplace.

Enrolment

Enrolment is open to Bachelor students only. Students from abroad (Erasmus or other exchange students) are most welcome to join the course. Due to the character of the course, enrolment will be limited. To apply for this course, students must send their (up-to-date) Transcript of Records to iwb@rub.de by Monday, 7 April 2025, 8.00 am, indicating in the e-mail that they are applying for the module International Management. International (exchange) students should send the transcript from their home university. Afterwards, we will screen all applications and select those who will be admitted until 10 am on that day. A list of all admitted students will be uploaded to Moodle around that time. In addition, students admitted to the course **MUST** attend the first (introductory) session on 7 April 2025 to secure their participation. Five credit points (ECTS) can be earned upon completing this course.

Prerequisites

Before enrolling in this course, it is recommended that you have taken several core courses in Business Administration and Economics ("Grundlagenphase: BWL und VWL").

Class Times

Mondays, 2.00-5.30 pm (with a break in-between), GD 03/158, every other week, starting 7 April 2025. Note that there will be no session on 21 April (Easter Monday) but on 28 April. The course will be taught in person only; online recordings will **NOT** be provided. The last session of the course takes place on 30 June 2025.

Topics Covered

- (1) The Global Economy, Nations and Firms (Drivers of Globalization, Globalization and Localization, National Differences, PESTL, Comparison of Countries)
- (2) International Business Strategies (Expanding Abroad, Internationalization Strategies, Competitive Advantages, Market Entry Strategies)
- (3) International Organizations (Developing a Transnational Organization, Organizational Structure and Culture, Global Supply Chain Management, Global Marketing, Global HRM)
- (4) Implications for the Global Leader (Building new Management Capabilities, Intercultural Management, Managing the SDGs, Managing Expatriate Assignments, Ethics and Corporate Responsibility)

Literature

Hill, C. W. L. (2019). *International business: Competing in the global marketplace* (9th ed.). McGraw-Hill/Irwin.

Wild, J. J., Wild, K. L., & Wild, J. A. (2023). *International business: The challenges of globalization* (10th ed.). Pearson.

Grading and Registration in FlexNow

The module grade is based on a presentation in this course only (100%). Details on the presentation and the assessment will be provided in the course's first session. The registration period in FlexNow for students accepted for participation runs from 27 May to 30 June 2025 (same for deregistration). Please note that all participants are responsible for registration; we will not register any students.

Moodle

Slides and additional material will be uploaded in Moodle. The password for accessing Moodle can be obtained in the first lecture or via the FSI Student Council (Fachschaftsinitiative) password distribution online list ("Passwortverteiler"): <https://www.fsi-wiwi.de/tools/passwortverteiler/>.

Language of Instruction

The lecture, presentations and discussions will all be in English.

Contact Person for Enquiries

Prof. Bender is the contact person for all enquiries regarding the organization and contents of the course. **Do not contact** the lecturer before the course starts on 7 April 2025!