

<b>International Management</b>					
<b>Module no.</b>	<b>Credits</b>	<b>Workload</b>	<b>Term</b>	<b>Frequency</b>	<b>Duration</b>
073015	5 CP	150 h	3.-6. Sem.	Summer	1 Semester
<b>Courses</b>			<b>Contact hrs</b>	<b>Self-Study</b>	<b>Group size</b>
Lecture			2 SWS	122 h	25
<b>Language</b>			<b>Prerequisites</b>		
English			None		
<b>Registration</b>					
The registration is made via FlexNow within the period announced by the examination office.					
<b>Module application</b>			Compulsory Module Basic Phase		
			Compulsory Module Profiling Phase		
			Elective Economics		
		<b>X</b>	Elective Management		
			Elective Law of Economics		
<b>Specializations</b>			Finance, Accounting, Auditing, Controlling and Taxation (FAACT)		
		<b>X</b>	Strategie, Sales & Marketing		
			Entrepreneurship, Innovation and Transformation		
			Umwelt, Ressourcen und Energie		
			Regional, International and Development Economics		
			General Management and Economics		
			Data Science and Quantitative Economics		
<b>Learning outcomes</b>					
<p>Key learning outcomes include understanding the global business landscape and the impact of economic, social, and legal factors. Participants develop cultural awareness and cross-cultural management skills essential for leadership in diverse environments. They learn to craft international strategies for competitive advantage, manage global supply chains, and design localized marketing approaches. The course emphasizes ethics and corporate social responsibility, preparing students to incorporate sustainable practices. Further, it builds knowledge in global talent management, while enhancing adaptability, critical thinking, and problem-solving for complex international scenarios. These learning outcomes combine theoretical knowledge with practical skills, preparing students to navigate the dynamic and interconnected world of international business.</p>					
<b>Content</b>					
<p>The course offers an introduction to international management and consists of four parts:</p> <ul style="list-style-type: none"> <li>• The Global Economy, Nations and Firms (Drivers of Globalization, Globalization and Localization, National Differences, PESTL, Comparison of Countries)</li> <li>• International Business Strategies (Expanding Abroad, Internationalization Strategies, Competitive Advantages, Market Entry Strategies)</li> <li>• International Organizations (Developing a Transnational Organization, Organizational Structure and Culture, Global Supply Chain Management, Global Marketing, Global HRM)</li> <li>• Implications for the Global Leader (Building new Management Capabilities, Intercultural Management, Managing the SDGs, Managing Expatriate Assignments, Ethics and Corporate Responsibility)</li> </ul>					
<b>Teaching methods</b>					
Lecture					
<b>Mode of assessment</b>					

The module grade results from the final presentation in this course (100%).
<b>Requirement for the award of credit points</b> Credit points are awarded after successful completion of the module examination.
<b>Weight of the mark for the final score (based on a required coursework of 180 ECTS)</b> 2,77 %
<b>Module coordinator and lecturer(s)</b> Coordinator: Busse Lecturer: Bender
<b>Learning material and relevant literature</b> Will be announced in the first lecture.
<b>Further information</b> -