

Module description

Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

Valid as of:

Module number:
BBW 40205, IMB 302

Module designation:
International Management I

Scope of module:
4 contact hours per week

Credits:
5 CP

Weighting of the grade in the overall grade:
(5 CP / 150 CP)*0.75

Responsible for the module:
Prof. Dr. Winnewisser

Degree programme:
BBW, IMB

Semester:
4th semester

Module available:
Every semester

Duration of the module:
1 semester

Type of module:
Optional compulsory

Type of examination
Written examination

Requirements for admission:

Basic skills in business administration, economics, law and commercial languages

Applicability of the module within the same degree programme:

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Applicability of the module for other degree programmes:

Bachelor of Business Administration
Bachelor's degree programme, International Marketing

Skills to be acquired:

Students acquire the ability to work autonomously and independently in multi-national companies. They can assess the opportunities and risks of international supply business (export-import).

Module content:

"Understanding foreign trade"

Total workload and its composition:

60 hours of lectures / 30 hours of preparation / 60 hours of subsequent work

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Valid as of:

Module part a:

Global Business Environment
Framework conditions of international business

Lecturer:

Prof. Dr. Winnewisser

Type of course:

Seminar

Language:

English / German

Contents:

- Relevance and basic concepts of internationalisation
- Introduction to foreign trade
- Institutions of foreign trade and conflict settlement
- Basic theories of foreign trade and practical relevance
- Export, import and special forms of foreign trade
- Legal frameworks and contracting in foreign trade
- Foreign trade risk and risk mitigation
- Compliance issues in foreign trade

Literature used:

Compulsory:
Comprehensive script (in English)

Supplementary:

Jahrman, F.-U.: Außenhandel, 13. Auflage, Kiehl Verlag, 2010
Kutschker, M., Schmid, S.: Internationales Management, 7th edition, Oldenbourg, 2010
Deresky, H.: International Management. Managing Across Borders and Cultures. Text and Cases, 7th edition, Prentice Hall, 2010
Krugman, P., Obstfeld, M., Melitz, M.: International Economics, 9th edition, Prentice Hall, 2011
Salvatore, D.: Introduction to International Economics, 2nd edition, John Wiley & Sons, 2009

Special factors:

Discussion of current articles on the topic

Module part b:

Global Sourcing

Lecturer:

Prof. Dr. Koch

Type of course:

Seminar

Language:

English / German

Contents:

The significance of global sourcing for the success of companies, significance of imports, global procurement market research, customs handling of imports, factors of success and requirements for successful introduction of global sourcing in companies

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Literature used:

Arnolds, H./ Heege, F./Röh, C./Tussing, W., Materialwirtschaft und Einkauf – Grundlagen, Spezialthemen, Übungen, Gabler Lehrbuch, 11th edition, Wiesbaden, 2010

Further reading (excerpts):

Kerkhoff, Gerd, Zukunftschance Global Sourcing: China, Indien, Osteuropa – Ertragspotenziale der internationalen Beschaffung nutzen, Verlag Wiley-VCH, Weinheim, 2005

Buck, Nina Alexandra, Die Global Sourcing Strategie: Nutzen und Organisation des globalen Einkaufs, VDM Verlag Dr. Müller, Saarbrücken, 2007

BME (ed.), Best Practice in Einkauf und Logistik, Gabler Verlag, Wiesbaden, 2008

Special factors:

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