Module description

Valid as of:

Module number:
BBW 50205, IMB 402

Module designation:
International Management II

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

Semester:
5th semester

Module available:
Every semester

Duration of the module:
1 semester

Type of module:
Optional compulsory

Type of examination
Academic paper and presentation (group)

Requirements:
Pass in the International Management I module

Applicability of the module within the same degree programme:
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Applicability of the module for other degree programmes:
Bachelor’s degree programme, International Marketing

Skills to be acquired:
The students acquire the ability to work autonomously and independently in multi-national companies. They can assess the opportunities and risks of international deals and develop internationalisation strategies.

Module content:
"International Enterprises"

Total workload and its composition:
60 hours of lectures / 60 – 90 hours of subsequent work and group work / presentation
Module description

Valid as of:

Lecturer:
Prof. Dr. Winnewisser

Type of course:
Seminar

Language of instruction:
English / German

Contents:
- Calculation in foreign trade
- Financial management in foreign trade
- International organisation
- Understanding the principles of growth
- International collaboration and alliances
- Talent management in the international context
- Understanding cultural differences

Literature used:
Compulsory:
Comprehensive script (in English)

Supplementary:

Special factors:
Discussion of current articles on the topic