

Module description

Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

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:

$(5 \text{ CP}/150 \text{ CP}) \cdot 0.75$

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

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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:

Jahrmann, 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, 200

Special factors:

Discussion of current articles on the topic