



Date: 07.12.2017

Module code:

MIM 101

Module name:

International Management I

Contact hours:

4 lecture hours per week

Credits:

5 CP

Weighting:

5 CP / 120CP

Module coordinator:

Prof. Dr. Winnewisser

Course of study:

MIM; MBM; IMM

Intended semester:

1 semester

Semester frequency:

Each Semester

Duration:

1 Semester

Type of Module:

Optional compulsory subject

Examination:

Written examination

Prerequisites:

Basic knowledge of business studies, economics, law, languages, international business

Applicability of this module to other study programmes:

The module is also suitable for students of Engineering and Business studies.

Objectives; competencies to be gained

Students will acquire skills to work independently and to assume responsibility in multinational corporations. Students will learn to assess the opportunities and risks of international transactions (Export-Import).

Module content:

"Managing in an international environment"

Total workload:

Lectures: 60 hours / Pre lecture 30 hours, Post lecture 60 hours



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Module Part I:

Global Business Environment

Lecturer:

Prof. Dr. Winnewisser

Teaching method:

Seminar

Language of instruction:

English

Module content:

- Essentials of foreign trade
- Relevance and concept of internationalization
- Understanding international economic developments and their impact on the enterprise
- Global organization
- Culture 2.0: The fine print of doing business abroad
- Short- and long term financing in international trade

Teaching/ Reading material:

Compulsory:

Comprehensive lecture notes (On English)

Additional material/ recommended reading:

Jahrman, F.-U.: Außenhandel, 13. Auflage, Kiehl Verlag, 2010

Kutschker, M., Schmid, S.: Internationales Management, 7. Auflage, 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

Misc:

Discussions on current articles relating to the topic

Module Part II:

Strategic International Sourcing

Lecturer:

Prof. Dr. Koch

Teaching method:

Seminar

Language of instruction:

English / German

Module content:

Relevance of and reasons for Global Sourcing, International Procurement Strategies, International Supplier Management, Strategic Project Management for introducing Global Sourcing



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Teaching/Reading material:

Compulsory:

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

Additional material/ Recommended reading

BME (Hrsg.), Best Practice in Einkauf und Logistik, Wiesbaden 2008

Kerkhoff, Gerd, Zukunftschance Global Sourcing: China, Indien, Osteuropa, Weinheim 2005

Buck, Nina Alexandra, Die Global Sourcing Strategie: Nutzen und Organisation des globalen Einkaufs, Saarbrücken 2007

Gruschwitz, A. Global Sourcing

Hallen, L., International Industrial Purchasing

Kaufmann, L., Internationales Beschaffungsmanagement

Misc.:

Guest lecture by IHK (Chamber of Commerce) relating to customs topics, visit to customs office.