



Course Specification

Date: 07.12.2017

Module code:

MBM 20105, MBM 20205, IMM 202

Module name:

Internationales Management II

Contact hours:

4 lecture hours per week

Credits:

5 CP

Weighting:

5 CP / 120 CP

Module co-ordinator:

Prof. Dr. Winnewisser

Course of study:

MIM; IMM; MBM

Intended Semester:

2nd semester

Module frequency:

Each semester

Duration:

1 Semester

Type of Module:

Optional compulsory subject

Form of assessment:

Assignment/ Essay und Presentation (Group)

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 in international business and develop strategies for internationalization.

Module content:

„Strategies for the globalized world“



Course Specification

Date: 07.12.2017

Total workload:

Lectures: 60 hours / Post lecture, group work, presentation: 60-90 hours

Lecturer:

Prof. Dr. Winnewisser

Teaching method:

Seminar

Language of instruction:

English / German

Topics:

- Trends shaping the future competitive landscape
- Understanding global forces
- Exploring international opportunities
 - Developing an international strategy
 - Changes and risks of FDI
 - Partner selection in an international context
- Case studies for the fastest growing regions

Teaching / Reading material:

Compulsory:

Comprehensive lecture notes (in English)

Additional material/ Recommended reading:

Jahrmann, 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.