



Module:

Fundamentals in Business Administration

Course:

Introduction to International Management

Professor in charge:

Prof. Dr. Jürgen Bode

Lecturer:

Prof. Dr. Jürgen Bode

Target Group:

1st semesters

Scope:

1 semester periods per week

ECTS- Points:

1,25

Workload:

Class Contact:	11,3 h
Examination according to §14 Abs. 3:	0,5 h
Examination preparatory:	14,2 h
Self study/preparatory and follow-up study:	7,5 h
Group Work (Mandatory):	4,0 h
Total:	<u>37,5 h</u>

Objectives:

Obtain basic knowledge in International Management; learn basic skills for managers (read business press, interpret charts, use business vocabulary, discussion skills, English language skills)

Contents:

Week	Content	References
1.	Globalisation as a challenge for businesses and economies	Case Study "Bata Shoes", Video "Red Wing"
2.	The internationalisation of the world economy	Wild/Wild/Han, ch.1
3.	The internationalisation of the world economy (cont'd)	Wild/Wild/Han, ch.1
4.	International Trade and foreign direct investment	Wild/Wild/Han, ch.5, 7
5.	International Trade and foreign direct investment (cont'd)	Wild/Wild/Han, ch.5, 7

6. Internationalisation strategies Kutschker/Schmid, ch.6
7. Internationalisation strategies (cont'd) Kutschker/Schmid, ch.6
8. Repetition
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

Teaching Methods:

Lecture
Discussion
Role play
Press reading (homework)

Examination:

written exam

Language:

English 100%

Planned Case Studies:

Go Global (Harvard Business Review)

Miscellaneous:

Biweekly lecture