

Module Description/Syllabus

BE
 IM
 HM
 CfPS



Module	International Business			Module-Number	
Course Title	International Business			Overall grade weighting (in %)	2,38
Recommended alternative modules or courses	Intercultural Communication				
Course of Studies	Industrial Engineering				
Examination No. (SuP)				valid SER	PO20222
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time				
Study Cycle	EQF-Level	<input checked="" type="radio"/> Bachelor <input type="radio"/> Master			
Frequency	<input type="radio"/> winter term <input type="radio"/> summer term <input checked="" type="radio"/> each semester				
Language Competence Level and Course code SAP	<input type="checkbox"/>				
Responsible for the module	Prof. Dr. Johannes Schmitz				
Lecturer/s	Prof. Dr. Johannes Schmitz				
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional				
Mode of delivery	In-class lectures and blended learning				
Language of instruction	<input checked="" type="radio"/> English <input type="radio"/> German		Level of course	6th semester	
Teaching Methods	Seminar teaching			Duration	1 semester
	Group presentations on selected topics				
Work parameters	contact hours in lecture form	exercises (hours)	self-studies (hours)	total (hours)	
	90	60		150	
	eLearning (hours)	examination preparation (hours)	Transfer (hours)	Units ("UE")	
Number of participants min./max.	10 /	ECTS-Points	05	Volume (hours per semester week)	04
Use for other studies					

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<p>Prerequisites/ Required competencies</p>	<p>None.</p>
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p> <div data-bbox="193 1084 531 1155" style="border: 1px solid black; padding: 5px; margin-top: 20px;"> <p>Description eight EQF Levels and Learning Outcome (1-3)</p> </div>	<p>(1) Professional and methodological competencies Students</p> <ul style="list-style-type: none"> • describe and discuss macro-trends of international developments that are important for companies and describe the fundamental effects on opportunities and challenges for companies in an international context; • explain the specific business requirements for the development of companies and management in an international environment and critically evaluate them using subject specific terminology, concepts and frameworks; • apply relevant analysis and assessment methods for different situations of international business development in exemplary problems and case study situations and use subject specific terminology, concepts and frameworks to discuss them. <p>2) Personal and social competencies Students</p> <ul style="list-style-type: none"> • present business problems and solutions to them in an appropriate and professional manner in English and design and present arguments in well structured and convincing manner based on appropriate facts and analyses
<p>Content</p>	<p>Focus of the lecture and exercises</p> <ul style="list-style-type: none"> • Scope and challenges of the management of international businesses • Macro-trends of international developments (e.g. economical, political, health, social development, trade/globalization) • Specificities of the international business context (e.g. culture, economic conditions, legal/political constraints) • Internationalization strategies and market entry strategies • Assessing international business opportunities and applying strategy and marketing concepts and techniques in the international context • Developing and implementing international business strategies <p>Focus of the team work on an international case study (in parallel)</p> <ul style="list-style-type: none"> • Introduction to developing a storyline and a management presentation / report (for decision making) • Tips on the development of a management presentation as a written report and on slide design (in English) • Application and detailing of select international strategy and marketing topics in a case study (team work; guided and supported by individual coaching sessions for each team) • Presentation and discussion of the results in class (in English) <p>The students do deep-dives in selected topics by working in groups on an exemplary case study. The results are elaborated in a written paper in the style of a management presentation and presented to the other students in English in class. In the context of the portfolio examination, the written work is included in the grading, equally weighted with the written exam.</p>

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Particular admission requirements (if applicable)	-
Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination	-
Assessment method(s)	Portfolio exam with 2 elements (equally weighted): a) group work with elaboration of a written presentation (approx. 60-90 pages ppt for a group of around 2-5 students; individual contributions per page must be documented) and b) written exam (60min).
Assessment criteria	-
Required reading resources	Required Literature: Ghauri, P.N.; Cateora, P.R.: International Marketing. McGraw-Hill, 2021 Luthans, F.; Doh, J.P.: International Management. McGraw-Hill, 2017 Wunder, T.: Essentials of Strategic Management: Effective Formulation and Execution of Strategy. Stuttgart: SchäfferPoeschel, 2016. Minto, B.: The Pyramid Principle. Logic in Writing and Thinking. FT Prentice Hall, 2008. Further recommended Literature: Kotler, P.; Keller, K.L.; Brady, M.; Goodman, M.; Hansen, T.: Marketing Management,
Additional (module) information	
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