

Management in the Global Economy

Course title <i>Titel</i>	Management in the Global Economy
Course status <i>Fachstatus</i>	Mandatory within specialisation International Business (English Track)
Frequency/Duration <i>Häufigkeit / Dauer</i>	Winter term, 1 semester
Target Group <i>Zielgruppe</i>	3rd term in the program Betriebswirtschaftslehre with specialisation in International Business (English Track)
Course description <i>Kurzbeschreibung</i>	The course introduces concepts of international management which will be applied to current developments.
Prerequisites (recomm.) <i>Vorkenntnisse (empf.)</i>	- Grundlagen der BWL - Volkswirtschaftslehre
Required materials <i>Arbeitsmittel</i>	- Lecture slides - Kutschker, M. / Schmid, S.: Internationales Management, 7. Auflage, München 2011, Oldenbourg-Verlag - Holtbrügge, M. K. / Welge, D.: Internationales Management: Theorien, Funktionen, Fallstudien, 6. Auflage, Stuttgart 2015, Schäffer-Poeschel-Verlag - Söllner, A.: Einführung in das Internationale Management. Eine institutionenökonomische Perspektive, Wiesbaden 2008, Gabler-Verlag. - Deresky, H.: International Management, 2013, Prentice Hall - Morschett, D. / Hanna Schramm-Klein, H. / Zentes, J.: Strategic International Management: Text and Cases, Berlin 2015, SpringerGabler - Various current and international articles, white papers, videos
Course outcomes <i>Lehrresultate</i>	The students will be enabled to understand, question and apply modern concepts of international management.
Course topics <i>Inhaltsangaben</i>	<ul style="list-style-type: none">• Internationalisation/Globalisation/International trade• International institutions• Theories and paradigms of international business activity• Organizational structures for international companies• Strategies for international companies• International Finance and Controlling, International Public Affairs• International Human Resource Management• Culture in international organizations
Course methods <i>Lehrmethoden</i>	Lecture/seminar, exercises, case studies

Course and examination language <i>Lehr- und Prüfungssprache</i>	English
Special features <i>Besonderheiten</i>	Students have to research and read a number of actual articles in this course
Related courses <i>Weiterführende Kurse</i>	International Markets, International Marketing
Applicability <i>(Verwendbarkeit)</i>	Creditable in the program Wirtschaftsingenieurwesen upon request
Umfang / Credits <i>Course structure</i>	4 – 0 – 5 (Lecture hours – Practise – Credits)
Workload	60 – 0 – 90 (Lecture hours – Practise – Self study)
Assessment / Duration <i>Leistungsnachweis / Dauer</i>	Written test 120 minutes
Lecturers <i>Lehrpersonen</i>	Prof. Dr. Ulf J. Timm, Prof. Dr. Marc-Andreas Prill
Coordinator <i>Verantwortlich</i>	Prof. Dr. Ulf J. Timm
Last review <i>Letzte Überprüfung</i>	March 2017