

International Management					
Identification number	Workload	Credits	Semester	When	Duration
4191	160 h	6	7 th semester	Winter semester	1 semester
1	Lectures International Management	Class contact time 4 contact hrs / 60 h	Self-study 100 h	Planned group size 30 students	
2	Learning Outcomes / Skills Students will be made familiar with the economic reasons of the internationalisation strategies of companies. They will learn about the success factors for the market entry and relevant growth strategies. They will understand the impacts on functional aspects of internationalisation (procurement, production, logistics, marketing, finance, HR). The goal is in particular to understand intercultural challenges. In order to gain deeper understanding, different internationalisation strategies will be taught. In the end, attendants should be able to analyse real internationalisation strategies of different companies and evaluate their chances of success.				
3	Contents <ul style="list-style-type: none"> • Forms of Foreign Commitment • Chances and Risks of internationalisation • Phase Model of International Planning (international, global, multinational, transnational strategies) • Corporate Governance for the Control of Stakeholder Interests • Standardisation or Localisation • Intercultural Management (The Cultural Studies of Hofstede) • M & A • Basic Characteristics • Process & Strategy (Planning, Transaction, Integration) with aspects of Due Diligence, of Negotiation Processes, of Communications • Structural Process Integration Challenges, Dealing with the Merger Syndrome 				
4	Course type Lecture, discussion, exercises on applying individual strategic instruments (SWOT, Portfolio, Strategy Diamond etc.), 4 case studies (three medium-sized and one large case study) for work in subgroups, presentation of a case study and subsequent discussion with a member of the board				
5	Participation requirements none				
6	Examination form Written exam or term paper / Presentation or oral examination				
7	Requirements for the Awarding of Credits Minimum grade of „sufficient“ in the examination				
8	Application of the Module (in other programmes of study) BA International Business and Management				
9	Module supervisor and full-time lecturer Prof. Dr. Meyer-Schwickerath; Dr. Mario Lucas				
10	Reading list: <ul style="list-style-type: none"> • Carpenter, M. /Sanders, Wm.: Strategic Management, Pearson, New Jersey 2009. • Hofstede, G.: Culture's Consequences, Sage, California 1984. • Hofstede, G. et al.: Cultures and Organisations, 3rd ed., Mc Graw Hill, New York 2010. • Meckl, R.: Internationales Management, Munich 2010. • Welge, M./Holtbrügge, D.: International Management, 5. Auflage, Landsberg/Lech 2010. 				