

B 24 International Management

Module No./Code:	B24
Module title:	International Management
Semester/ Trimester:	Semester
Length of the module:	One semester

Frequency of module: **Winter semester**

Usage of the module for other modules or degree programmes: The module is also aimed at students in related degree programmes, such as Healthcare Management or Business Information Systems.

Responsible for module: Professor Dr. E. Lachman
Lecturer: Professor Dr. E. Lachman

Language of instruction: English

Number of ECTS credits allocated: 3

Total workload and its composition: 90 hours total workload, of which
36 hours attendance in person and
54 hours of individual and team preparation and study

Hours per week: 2

Type of examination: Written examination or coursework

Weighting of the score in the overall grade: 5 of 190 ECTS = 2.63%

Qualification objectives of the module

a) Subject-related qualification objectives:

- Students can explain global economic relationships and formulate internationalisation
- They will learn intercultural understanding and action
- Participants will strengthen their language skills for intercultural communication
- They will obtain an overview of the market situation of internationally active companies
- They will gain familiarity with the procedures and methods of global sourcing
- Students will be familiar with interfaces between Purchasing and Sales, Development and Production
- They will learn how different methods of global sourcing can influence quality and costs
- Students will learn cultural models and be capable of transferring them to their own actions
- They will learn the special characteristics of international personnel work and be able to translate that knowledge into current practical examples in order to be able to work successfully on an international basis

b) Interdisciplinary qualification objectives:

- Students will improve their understanding of foreign cultures
- They will be able to select, apply to examples, and present suitable methods and procedures depending on the required task and industry
- They will be able to recognise and adequately communicate cultural differences in international projects

Module contents

1. Internationalisation and globalisation
2. Management of global sourcing
3. Tasks, goals, concepts and strategies
4. Supply chain management
5. Success factors and obstacles
6. Special characteristics of international project work
7. Influence of culture on decision-making
8. Examination of case studies
9. Intercultural skills

Methods of teaching and learning within the module:

Seminar lectures, exercises, project work

Special features (e.g. online part, practical field visits, guest lectures, etc.)

Guest lectures, practically-relevant issues and case studies

Recommended list of literature (teaching and learning materials, literature)

Basic literature:

- Gruschwitz, A., Global Sourcing-Konzeption einer internationale Beschaffungsstrategie, Stuttgart ,1993
- Welge, M.K., Holtbrügge, D : Internationales Management, Theorien, Funktionen, Fallstudie 4. Aufl., Stuttgart, 2006.

Additional literature:

- Hoffmann, H-E., Schoper, Y.-G., Fitzsimons, C.J.,Internationales Projektmanagement, Interkulturelle Zusammenarbeit in der Praxis, dtv, München, 2004
- Holtbrügge, D.: Die Internationalisierung von kleinen und mittleren Unternehmen, Ibidem Verlag, Stuttgart, 2003.
- Kutschker, M./Schmid, S.: Internationales Management. 6. Aufl., Oldenbourg, München/Wien, 2008
- Perlitz, M.: Internationales Management. 5. Aufl., Stuttgart, Jena., München, 2004.

The lectures will be supplemented with current texts and curricular material.