# Module/Course Description/Syllabus

<table>
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<tr>
<th>Module:</th>
<th>International Management and Leadership</th>
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| Module courses: | International Marketing  
International Case Studies  
International Law and Human Resource Management  
International Management |
| Course Title: | International Management |
| Recommended alternative module or courses: | International Law and Human Resource Management |
| Course of studies: | Business Studies |
| HISinOne Code: | 1141422 |
| Study Cycle: | first  
second  
third  
short |
| Frequency: | winter term  
summer term  
each semester |
| Language competence Level: | ☑ |
| Responsible for the Module/Course: | Prof. Dr. Thomas Wunder |
| Lecturer/s: | Prof. Dr. Elmar Steurer  
Prof. Dr. Julia Künkele  
Prof. Dr. Johannes Schmitz  
Prof. Dr. Carsten Langbein |
| Type of course: | ☑ optional  
compulsory |
| Mode of delivery: | |
| Language of Instruction: | ☑ English  
German |
| Level of course: | 4th semester |
| Teaching Methods: | Lecture |
| Volume: | hours per semester week 02 |
| Group Presentations | |
| Exercises | |
| Work parameters: | Contact hours in lecture form 3  
Exercises (hours) 0  
Self-studies (hours) 4  
All together (hours) | |
| ECTS-Credits: | 03 |
| Number of Participants: | unlimited |
| Length of programme: | 1 semester |
| Use for other studies: | Financial Decision Making  
International Business Administration |
### Prerequisites:

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<th>Knowledge of basics in finance and corporate organisation</th>
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### Learning outcomes:

**Professional competence (Knowledge & Skills)**

On completion of the module students know:

- to analyze a company’s international footprint and design comprehensive international strategies
- tools to analyze and assess the competitive environment and companies resources and capabilities
- core concepts and theories in order to develop international business-level and corporate-level strategies.
- the challenges and pitfalls in strategy implementation and change management in an international organization.
- key success factors of business development units in comparison to strategy consulting in the field of internationalisation.
- state of the art internationalisation tools and agile corporate development methods.

**Personal competence (Social competence & Autonomy)**

Students are able to:

- achieve results in a cohesive and consolidated teamwork and to communicate information by giving convincing presentations.

### Content:

The course addresses following contents:

- What is international management?
- Relevance of internationalization/globalization
- Driving forces of internationalization/globalization
- International Competitiveness - comparisons
- Internationalization as a strategic decision
- “Traditional” model of the internationalization process
- The New Global Challengers from Rapidly Developing Economies
- Decisions in the internationalization process (case example)
## Examination Regulations:

| Written examination & Group presentation |

## Assessment methods/components:

| Group presentation with a weighting of 30% |
| Written examination 90 minutes with a weighting of 70% |
| The written examination is a module consisting of International Management and International Law and Human Resource Management |
| Remark: In-Comings are allowed to solve each part separate. One of the two parts covers 45 minutes. |

## Assessment criteria:

| more than 50% of available points |

## Planned learning activities and teaching methods:

| Seminaristic lecture 40% |
| Discussions 20% |
| Case studies 20% |
| Exercises 20% |
### Required reading and other learning resources/tools:

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### Additional information:

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<td>Document Date:</td>
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<td>07.05.2018</td>
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<td>Document was created by:</td>
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<tr>
<td>Prof. Dr. Elmar Steurer</td>
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*Internationalisierung/BetreuungIncomings/Modul-/Kursbeschreibung/V1.1/08.17/QM/skk*