



Hochschule **RheinMain**
University of Applied Sciences
Wiesbaden Rüsselsheim

Modulhandbuch

International Management Master of Arts

Curriculum

International Management (M.A.)

Die Module sind entsprechend der Studierreihenfolge sortiert.

Module und Lehrveranstaltungen	CP	SWS	empfohl. Semester	Lehrform	Leistungsart	Prüfungsformen	fV
Set-up international business activities (siehe Anmerkung 1)	12	10	1.		—	—	
Global Marketing Management	3	3	1.	SU	PL	K120	
International Investments	3	2	1.	SU	—	—	
Country Risk Analysis	3	2	1.	SU	PL	H	
Market Entry Case Study	3	3	1.	SU	PL	Pr	
Operate international business activities	9	7	1.		—	—	
Global Supply Chain Management	3	2	1.	SU	PL	H	
International Accounting & Taxation	3	3	1.	SU	PL	K90	
Business Simulation	3	2	1.	SU	—	[MET]	
Master's Thesis (siehe Anmerkung 2)	18	—	1. - 2.		PL	Th	
Master's Thesis	18	—	1. - 2.	MA	—	—	
Optimize international business activities (siehe Anmerkung 3)	12	9	2.		—	—	
Performance Analysis	3	2	2.	SU	PL	K120	
Operational Performance Improvement	3	2	2.	SU	PL	H	
International Capital Structure	3	2	2.	SU	—	—	
Optimization Case Study	3	3	2.	SU	PL	Pr	
Support international business activities (siehe Anmerkung 4)	9	8	2.		—	—	
Country Competitiveness Assessment	2	2	2.	SU	PL	K120	
International Project Management	2	2	2.	SU	—	—	
Cross Cultural Management	5	4	2.	S	PL	H	

Anmerkungen

Der Masterstudiengang International Management (M.A.) startet jedes Semester, wird jedoch nur jährlich gelesen, d.h. der individuelle Studienverlauf kann von den Angaben zum Fachsemester abweichen.

Case Studies werden gemeinsam von den Dozentinnen und Dozenten der drei Vorlesungen eines Moduls durchgeführt und decken übergreifende Inhalte der jeweiligen Lehrveranstaltungen ab.

- (1) In der Lehrveranstaltung "International Investments" wird eine gemeinsame Klausur mit der Lehrveranstaltung "Global Marketing Management" geschrieben.
- (2) Das Thema der Master-Arbeit muss aus einem der Pflichtmodule gewählt werden. Empfohlenes Semester: Regelmäßig am Ende des 1. Semesters (auf Anfrage auch am Ende des 2. Semesters).
- (3) In der Lehrveranstaltung "International Capital Structure Optimization" wird eine gemeinsame Klausur mit der Lehrveranstaltung "Performance Analysis" geschrieben.
- (4) In der Lehrveranstaltung "International Project Management" wird eine gemeinsame Klausur mit der Lehrveranstaltung "Country Competitiveness Assessment" geschrieben.

Allgemeine Abkürzungen

CP: Credit-Points nach ECTS, SWS: Semesterwochenstunden, PL: Prüfungsleistung, SL: Studienleistung, [MET]: mit Erfolg teilgenommen, ~: je nach Auswahl, —: nicht festgelegt, fV: formale Voraussetzung ("Ja": Näheres siehe Prüfungsordnung und Modulhandbuch)

Lehrformen

SU: Seminaristischer Unterricht, MA: Master-Arbeit, S: Seminar

Prüfungsformen

H: Hausarbeit, K90: Klausur (90 Minuten), K120: Klausur (120 Minuten), Pr: Präsentation, Th: Thesis

Pflichtmodule

Set-up international business activities	4
Operate international business activities	10
Master's Thesis	14
Optimize international business activities	16
Support international business activities	21

MODUL

Set-up international business activities

Modultitel (engl.)	Set-up international business activities
Kürzel	
Modulnummer	1
Studiengang	International Management
Modulverantwortliche(r)	Prof. Dr. Marina Grusevaja, Prof. Dr. Stefan Jugel, Prof. Dr. Carlo Kraemer, Prof. Dr. Andreas Lenel
empfohlene(s) Fachsemester	1
Dauer	1 Semester
Modulverbindlichkeit	Pflicht
Modulverwendbarkeit	The module "Set-up international business activities " is part of the curriculum of the master program "International Management".
Häufigkeit	nur im Wintersemester
Sprache(n)	Englisch
formale Voraussetzungen	
empfohlene fachliche Voraussetzungen	
Kompetenzen	<p>Fach- und Methodenkompetenzen (Wissen und Verstehen sowie Anwendung und Erzeugung von Wissen)</p> <ul style="list-style-type: none">• Mastery in the development and execution of a complete concept of strategic marketing in the stage of market entry• Practice in the evaluation of different strategic options and ability to give recommendations in a complex situation with uncomplete information• Ability to evaluate the set-up of international business activities from a financial perspective using advanced valuation methods• Application of capital budgeting methods for complex multinational projects• Advanced knowledge of the specifics in the evaluation of international projects• Ability to identify and manage risks associated with foreign direct investments• Ability to incorporate methods of country analysis into decisions on set-up of international business activities• Ability to compare different countries according to country competitiveness models• Capacity to consider country assessment models for specific international investment cases• Ability to utilize independently theoretical models for a complex and realistic market entry case <p>Fachunabhängige Kompetenzen (Kommunikation und Kooperation)</p> <p>Fachunabhängige Kompetenzen werden integriert erworben.</p>
Modulprüfung	Summarische Prüfung
Begründung für summarische Pr.	
Modulbenotung	Benotet (differenziert)
Zusammensetzung der Modulnote	
Gewichtungsfaktor für Abschlussnote	nach CP
Credit-Points (CP)	12 CP
Semesterwochenstunden (SWS)	10 SWS
Gesamtworkload des Moduls Arbeitsaufwand = Zeitstunden (h)	360 Stunden
Anteil Präsenzzeit in Zeitstunden (h)	150 Stunden
Anteil Selbststudium inklusive Prüfungsvorbereitung in Zeitstunden (h)	210 Stunden
Zugehörige Lehrveranstaltungen	<p>Pflichtveranstaltung/en:</p> <ul style="list-style-type: none">• 1 Global Marketing Management (SU, 1. Sem., 3 SWS)• 2 International Investments (SU, 1. Sem., 2 SWS)• 3 Country Risk Analysis (SU, 1. Sem., 2 SWS)• 4 Market Entry Case Study (SU, 1. Sem., 3 SWS)
Anmerkungen/Hinweise	

ZUGEHÖRIGE LEHRVERANSTALTUNG

Global Marketing Management

Lehrform-Titel	Global Marketing Management
englischer LV-Titel	Global Marketing Management
Kürzel	
LV-Nummer	1
Dozent(inn)en	Prof. Dr. Stefan Jugel, Dipl.-Kulturwirt (Univ.) Peter Krause
empfohlene(s) Fachsemester	1
LV-Verbindlichkeit	Pflicht
Verwendbarkeit der LV	Set-up international business activities
Häufigkeit des Angebots	nur im Wintersemester
Sprache(n)	Englisch
ggf. besondere formale Voraussetzungen	
ggf. bes. empfohlene fachliche Voraussetzungen	• Marketing Know-how on Bachelor Level
Kompetenzen/Lernziele der LV	<ul style="list-style-type: none"> • Ability to develop a Marketing Concept for Global Markets • Learn to establish alternative Strategic Options and set up criteria to evaluate them • Know how to derive recommendations in a situation of limited information • Practice in creating Global Marketing Programs • Qualification to manage the Global Marketing Program • Getting to know frameworks for set-up of marketing programs with a digital focus (social, mobile, search, email) • Understand requirements of customer experience in digital marketing • Assess the role of technology in today's marketing • Derive success factors for online marketing programs in an omni-channel world • Learn to lead successful digital campaigns of global brands
Themen/Inhalte der LV	<ul style="list-style-type: none"> • Global Marketing Research • Global Marketing Strategies • Global Decisions in Product, Price, Communication and Distribution • Global Marketing, the Internet and Social Media • Social Media Marketing • Mobile Marketing • Search Engine Marketing • Email Marketing • Organizing and Controlling Global Marketing • Global Corporate Social Responsibility
Veranstaltungsform	Seminaristischer Unterricht
Literatur	<p>Most recent edition of:</p> <ul style="list-style-type: none"> • Anderson, C.: The long tail. Why the future of business is selling less of more, Hype- rion • Anderson, C.: Free. How today's smartest businesses profit by giving something for nothing, Random House • Ford, R., Wiedemann, J.: The App & Mobile Case Study Book, Taschen • Glowik, M.: Market Entry Strategies, Oldenbourg • Jarvis, J.: What would Google do? Reverse-engineering the success of the fastest growing company in the history of the world, the one company that truly understands how to succeed in the internet age, HarperCollins • Kaushik, A.: Web Analytics 2.0. The art of online accountability and science of custo- mer centricity, Sybex • Kotabe, M.; Helsen, K.: Global Marketing Management, John Wiley & Sons • Keegan, W.J.; Green, M.: Global Marketing, Pearson • Li, C.; Bernoff, J.: Groundswell. Winning in a world transformed by social technologies, Harvard Business Press • Morschett, D.; Schramm-Klein, H.; Zentes, J.: Strategic International Management • Solis, B.: Engage! The complete guide for brands and businesses to build, cultivate and measure success in the new web, Wiley • Steel, J.: Perfect pitch. The art of selling ideas and winning new business, Adweek • Theobald, E.; Haisch, P.: Brand Evolution: Moderne Markenführung im digitalen Zeit- alter, Gabler
Medienformen	
Credit-Points (CP)	3 CP
Semesterwochenstunden (SWS)	Seminaristischer Unterricht: 3 SWS

ZUGEHÖRIGE LEHRVERANSTALTUNG (Fortsetzung)

Global Marketing Management

Arbeitsaufwand der LV in Zeitstunden (h)	90 Stunden
Anmerkungen / Hinweise	<ul style="list-style-type: none">• Written Examination (together with International Investments, in total 120min.)
LV-Prüfung	Prüfungsleistung Klausur (120 Minuten)
LV-Benotung	Benotet

ZUGEHÖRIGE LEHRVERANSTALTUNG

International Investments

Lehrform-Titel	International Investments
englischer LV-Titel	International Investments
Kürzel	
LV-Nummer	2
Dozent(inn)en	Prof. Dr. Carlo Kraemer
empfohlene(s) Fachsemester	1
LV-Verbindlichkeit	Pflicht
Verwendbarkeit der LV	Set-up international business activities
Häufigkeit des Angebots	nur im Wintersemester
Sprache(n)	Englisch
ggf. besondere formale Voraussetzungen	
ggf. bes. empfohlene fachliche Voraussetzungen	
Kompetenzen/Lernziele der LV	<ul style="list-style-type: none">• Understanding of advantages of foreign direct investment over other forms of internationalization• Ability to evaluate the set-up of international business activities from a financial perspective using advanced methods• Competence to perform capital budgeting for complex international projects considering the firm's financing strategy• Ability to apply methods to various realistic case studies• Knowledge of specifics in the evaluation of multinational projects• Ability to identify and manage risks associated with foreign direct investments
Themen/Inhalte der LV	<ul style="list-style-type: none">• The Multinational Corporation• Fundamentals of Capital Budgeting• Capital Budgeting and Valuation with Leverage• International Aspects of Capital Budgeting• Risks in International Investment
Veranstaltungsform	Seminaristischer Unterricht
Literatur	Most recent edition of: <ul style="list-style-type: none">• Berck, J.; DeMarzo, P.: Corporate Finance, Pearson• Bekaert, G.; Hodrick, R.: International Financial Management, Pearson• Cheol, E.; Resnick, B.: International Financial Management, McGraw-Hill• Eiteman, D.; Stonehill, A.; Moffett, M.: Multinational Business Finance, Pearson
Medienformen	
Credit-Points (CP)	3 CP
Semesterwochenstunden (SWS)	Seminaristischer Unterricht: 2 SWS
Arbeitsaufwand der LV in Zeitstunden (h)	90 Stunden
Anmerkungen / Hinweise	<ul style="list-style-type: none">• Written Examination (together with Global Marketing Management, in total 120min.)
LV-Prüfung	Kein Prüfungstyp definiert
	—
LV-Benotung	Benotet

ZUGEHÖRIGE LEHRVERANSTALTUNG

Country Risk Analysis

Lehrform-Titel	Country Risk Analysis
englischer LV-Titel	Country Risk Analysis
Kürzel	
LV-Nummer	3
Dozent(inn)en	Prof. Dr. Marina Grusevaja, Prof. Dr. Andreas Lenel
empfohlene(s) Fachsemester	1
LV-Verbindlichkeit	Pflicht
Verwendbarkeit der LV	Set-up international business activities
Häufigkeit des Angebots	nur im Wintersemester
Sprache(n)	Englisch
ggf. besondere formale Voraussetzungen	
ggf. bes. empfohlene fachliche Voraussetzungen	
Kompetenzen/Lernziele der LV	<ul style="list-style-type: none">• Capability to apply most relevant economic indicators to different countries• Ability to compare different countries according to most important economic indicators• Competence to independently understand and apply most relevant economic indicators for country assessments• Capacity to use economic indicators for the selection of locations for international investment cases• Capability to utilize methods in various case studies• Analysis and application of scientific considerations in the evaluation of international projects• Consideration of country assessment models in specific international investment cases• Capability to utilize scientific methods in various case studies• Analysis and application of scientific considerations in the evaluation of international projects• Application of methods to a complex and realistic market entry case study• Ability to structure and solve new and complex practical and scientific tasks – based on independently acquired knowledge• Ability to set-up convincing presentation• Acquisition of competence to write scientific papers on master level
Themen/Inhalte der LV	<ul style="list-style-type: none">• Possibilities for Economic Assessment of Countries• Macroeconomic Indicators for Country Assessment• Application of Most Relevant Macroeconomic Indicators for Specific Country Cases• Comparison of Selected Countries According to Macroeconomic Indicators
Veranstaltungsform	Seminaristischer Unterricht
Literatur	Most recent edition of: <ul style="list-style-type: none">• Blanchard, Olivier: Macroeconomics, Pearson• Krugman, Paul R.; Obstfeld, Maurice: International Economics: Theory and Policy, Pearson• Rugman, Alan M.; Collinson, Simon: International Business, Pearson• Todaro, Michael P.; Smith, Stephen C.: Economic Development, Pearson
Medienformen	
Credit-Points (CP)	3 CP
Semesterwochenstunden (SWS)	Seminaristischer Unterricht: 2 SWS
Arbeitsaufwand der LV in Zeitstunden (h)	90 Stunden
Anmerkungen / Hinweise	<ul style="list-style-type: none">• Lecture and student presentations
LV-Prüfung	Prüfungsleistung Hausarbeit
LV-Benotung	Benotet

ZUGEHÖRIGE LEHRVERANSTALTUNG

Market Entry Case Study

Lehrform-Titel	Market Entry Case Study
englischer LV-Titel	Market Entry Case Study
Kürzel	
LV-Nummer	4
Dozent(inn)en	Prof. Dr. Stefan Jugel, Prof. Dr. Carlo Kraemer, Prof. Dr. Andreas Lenel
empfohlene(s) Fachsemester	1
LV-Verbindlichkeit	Pflicht
Verwendbarkeit der LV	Set-up international business activities
Häufigkeit des Angebots	nur im Wintersemester
Sprache(n)	Englisch
ggf. besondere formale Voraussetzungen	
ggf. bes. empfohlene fachliche Voraussetzungen	
Kompetenzen/Lernziele der LV	<ul style="list-style-type: none">• Application of the concepts taught in the courses “Global Marketing Management“, “International Investments” and “Country Risk Analysis” to a complex and realistic case study• Development of a market entry strategy targeted at regional or product expansion in a complex environment• Set-up of a concurrent marketing strategy for the market entry• Evaluation of risks associated with the entry into a foreign market• Valuation of the market entry using discounted cash flow methods• Presentation of the evaluation results to an investment committee
Themen/Inhalte der LV	<ul style="list-style-type: none">• Introduction Case Study• Strategic evaluation• Development of marketing strategy• Evaluation of risks• Market entry business case• Assessment of alternative business locations• Risk management• Investor presentation
Veranstaltungsform	Seminaristischer Unterricht
Literatur	<ul style="list-style-type: none">• Varying case study materials used
Medienformen	
Credit-Points (CP)	3 CP
Semesterwochenstunden (SWS)	Seminaristischer Unterricht: 3 SWS
Arbeitsaufwand der LV in Zeitstunden (h)	90 Stunden
Anmerkungen / Hinweise	Case Studies werden gemeinsam von den Dozentinnen und Dozenten der drei Vorlesungen eines Moduls durchgeführt und decken übergreifende Inhalte der jeweiligen Vorlesungen ab.
LV-Prüfung	Prüfungsleistung Präsentation
LV-Benotung	Benotet

MODUL

Operate international business activities

Modultitel (engl.)	Operate international business activities
Kürzel	
Modulnummer	2
Studiengang	International Management
Modulverantwortliche(r)	Prof. Dr. Benjamin Bierwirth, Prof. Dr. Carlo Kraemer, Prof. Dr.-Ing. Klaus North, Prof. Dr. Heiko Schön
empfohlene(s) Fachsemester	1
Dauer	1 Semester
Modulverbindlichkeit	Pflicht
Modulverwendbarkeit	The module "Operate international business activities " is part of the curriculum of the master program "International Management".
Häufigkeit	nur im Wintersemester
Sprache(n)	Englisch
formale Voraussetzungen	
empfohlene fachliche Voraussetzungen	
Kompetenzen	<p>Fach- und Methodenkompetenzen (Wissen und Verstehen sowie Anwendung und Erzeugung von Wissen)</p> <ul style="list-style-type: none">• Broad knowledge of global supply chain management, common and established tools• Understanding of challenges in global supply chains and current fields of research• Ability to apply supply chain management tools in global supply chains• Ability to use accounting information as part of a management information system to operate an international business• Ability to analyze and apply international financial reporting standards (IFRS)• Competence to solve specific, complex accounting topics and apply new IFRS• Competence to solve specific consolidation topics (types of consolidation, business combinations, structured entities)• Ability to discuss the international corporate governance framework and how it relates to external accounting (Sarbanes Oxley Act, German Corporate Governance Codex)• Competence to analyze and apply international taxation rules (e.g. tax treaties, transfer pricing, tax inversions)• Application of methods to complex and realistic case studies, related to several industries• Familiarization with business decisions encountered while operating an international business• Understanding and application of a holistic approach to decision making in a firm <p>Fachunabhängige Kompetenzen (Kommunikation und Kooperation)</p> <ul style="list-style-type: none">• Ability to make complex decisions with interdependencies in teams under time constraints
Modulprüfung	Summarische Prüfung
Begründung für summarische Pr.	
Modulbenotung	Benotet (differenziert)
Zusammensetzung der Modulnote	
Gewichtungsfaktor für Abschlussnote	nach CP
Credit-Points (CP)	9 CP
Semesterwochenstunden (SWS)	7 SWS
Gesamtworkload des Moduls Arbeitsaufwand = Zeitstunden (h)	270 Stunden
Anteil Präsenzzeit in Zeitstunden (h)	105 Stunden
Anteil Selbststudium inklusive Prüfungsvorbereitung in Zeitstunden (h)	165 Stunden
Zugehörige Lehrveranstaltungen	<p>Pflichtveranstaltung/en:</p> <ul style="list-style-type: none">• 1 Global Supply Chain Management (SU, 1. Sem., 2 SWS)• 2 International Accounting & Taxation (SU, 1. Sem., 3 SWS)• 3 Business Simulation (SU, 1. Sem., 2 SWS)
Anmerkungen/Hinweise	

ZUGEHÖRIGE LEHRVERANSTALTUNG

Global Supply Chain Management

Lehrform-Titel	Global Supply Chain Management
englischer LV-Titel	Global Supply Chain Management
Kürzel	
LV-Nummer	1
Dozent(inn)en	Prof. Dr. Benjamin Bierwirth, Prof. Dr.-Ing. Klaus North
empfohlene(s) Fachsemester	1
LV-Verbindlichkeit	Pflicht
Verwendbarkeit der LV	Operate international business activities
Häufigkeit des Angebots	nur im Wintersemester
Sprache(n)	Englisch
ggf. besondere formale Voraussetzungen	
ggf. bes. empfohlene fachliche Voraussetzungen	
Kompetenzen/Lernziele der LV	<ul style="list-style-type: none"> • Deeper understanding of the fundamental knowledge, processes and terminology needed for effective supply chain management • Broad knowledge of most common challenges in global supply chains • Ability to apply basic supply chain management tools (e.g. supplier evaluation, Score-approach to supply chain controlling) and other established approaches in supply chain design, management and controlling • Ability to analyze and configure global supply chains • Insights in current fields of research related to global supply chains • Cross-company and international view on supply chains • Improved social competence (cooperation, communication, conflict) through group presentations
Themen/Inhalte der LV	<ul style="list-style-type: none"> • Configuring/ design of global supply chains • Challenges in global supply chain management (GSC) • Global supplier management (selection, development, relations) • Global logistics • Eco and social standards in GSC • Managing information and knowledge in GSC • GSC controlling • Innovating in global value chains • Case work on specific GSC (e.g. textile, electronics, food, automotive)
Veranstaltungsform	Seminaristischer Unterricht
Literatur	<p>Most recent edition of:</p> <ul style="list-style-type: none"> • Bowersox; Closs; Bixby-Cooper: Supply Chain Logistics Management. McGraw-Hill/Irwin • Hult; Closs; Frayer: Global supply chain management. New York. McGrawHill • North, K.; Kumta, G.: Knowledge Management. Heidelberg: Springer • North, K: Localising global production. Geneva: International Labour Office • Simchi-Levi, D: Designing and Managing the Supply Chain. Irwin Professional Publications • Chopra, S., Meindl, P., Supply Chain Management. Pearson • Mangan, J. et. Al., Global Logistics and Supply Chain Management. Wiley
Medienformen	
Credit-Points (CP)	3 CP
Semesterwochenstunden (SWS)	Seminaristischer Unterricht: 2 SWS
Arbeitsaufwand der LV in Zeitstunden (h)	90 Stunden
Anmerkungen / Hinweise	<ul style="list-style-type: none"> • Lectures, group and case work, presentations • Examination Format: Scientific Term Paper (alternatively Written Examination 90min.)
LV-Prüfung	Prüfungsleistung Hausarbeit
LV-Benotung	Benotet

ZUGEHÖRIGE LEHRVERANSTALTUNG

International Accounting & Taxation

Lehrform-Titel	International Accounting & Taxation
englischer LV-Titel	International Accounting & Taxation
Kürzel	
LV-Nummer	2
Dozent(inn)en	Dr. Stephan Kaiser, Prof. Dr. Heiko Schön
empfohlene(s) Fachsemester	1
LV-Verbindlichkeit	Pflicht
Verwendbarkeit der LV	Operate international business activities
Häufigkeit des Angebots	nur im Wintersemester
Sprache(n)	Englisch
ggf. besondere formale Voraussetzungen	
ggf. bes. empfohlene fachliche Voraussetzungen	
Kompetenzen/Lernziele der LV	<ul style="list-style-type: none"> • Ability to use accounting information as part of a management information system to operate an international business • Ability to analyze and apply international financial reporting standards (IFRS) • Competence to solve specific, complex accounting topics and apply new IFRS • Competence to solve specific consolidation topics (types of consolidation, business combinations, structured entities) • Ability to discuss the international corporate governance framework and how it relates to external accounting (Sarbanes Oxley Act, German Corporate Governance Codex) • Competence to analyze and apply international taxation rules (e.g. tax treaties, transfer pricing, tax inversions) • Application of methods to complex and realistic case studies, related to several industries
Themen/Inhalte der LV	<ul style="list-style-type: none"> • Introduction to IFRS • In-depth IFRS accounting: assets and liabilities • Revenue recognition • Consolidation methods and business combinations • Structured entities • Accounting and the Corporate governance framework (Sarbanes Oxley Act, German Corporate Governance Codex) • Topics of international taxation
Veranstaltungsform	Seminaristischer Unterricht
Literatur	<p>Most recent edition of:</p> <ul style="list-style-type: none"> • Wiley-VCH: IFRS (German/English Textbook) • Christian, D./Lüdenbach, N.: IFRS Essentials • Kieso, D./Weygandt, J: Intermediate Accounting: IFRS Edition • Tricker, B: Corporate Governance: Principles, Policies, and Practices • Arnold, B: International Tax Primer
Medienformen	
Credit-Points (CP)	3 CP
Semesterwochenstunden (SWS)	Seminaristischer Unterricht: 3 SWS
Arbeitsaufwand der LV in Zeitstunden (h)	90 Stunden
Anmerkungen / Hinweise	<ul style="list-style-type: none"> • Lecture and student presentations
LV-Prüfung	Prüfungsleistung
	Klausur (90 Minuten)
LV-Benotung	Benotet

ZUGEHÖRIGE LEHRVERANSTALTUNG

Business Simulation

Lehrform-Titel	Business Simulation
englischer LV-Titel	Business Simulation
Kürzel	
LV-Nummer	3
Dozent(inn)en	Prof. Dr. Carlo Kraemer
empfohlene(s) Fachsemester	1
LV-Verbindlichkeit	Pflicht
Verwendbarkeit der LV	Operate international business activities
Häufigkeit des Angebots	nur im Wintersemester
Sprache(n)	Englisch
ggf. besondere formale Voraussetzungen	
ggf. bes. empfohlene fachliche Voraussetzungen	
Kompetenzen/Lernziele der LV	<ul style="list-style-type: none">• Familiarization with business decisions encountered while operating an international business• Understanding and application of a holistic approach to decision making in a firm by taking into account interdependencies between different business areas• Ability to analyze large amounts of information under time constraints• Ability to make complex decisions with interdependencies under time constraints• Ability to manage a single product firm in a dynamic and changing environment• Organization of decision making within a team
Themen/Inhalte der LV	<ul style="list-style-type: none">• Introduction/team building• Expert groups• Corporate strategy• Balance sheet and P&L analysis• Financial planning• Decision rounds• Final presentations
Veranstaltungsform	Seminaristischer Unterricht
Literatur	<ul style="list-style-type: none">• Most recent edition of TATA Interactive Systems: TOPSIM – General Management, Participant's Manual
Medienformen	
Credit-Points (CP)	3 CP
Semesterwochenstunden (SWS)	Seminaristischer Unterricht: 2 SWS
Arbeitsaufwand der LV in Zeitstunden (h)	90 Stunden
Anmerkungen / Hinweise	
LV-Prüfung	Kein Prüfungstyp definiert —
LV-Benotung	Mit Erfolg teilgenommen

MODUL

Master's Thesis

Modultitel (engl.)	Master's Thesis
Kürzel	
Modulnummer	5
Studiengang	International Management
Modulverantwortliche(r)	Dozentinnen und Dozenten des Studiengangs
empfohlene(s) Fachsemester	1, 2
Dauer	1 Semester
Modulverbindlichkeit	Pflicht
Modulverwendbarkeit	The module "Master's Thesis" is part of the curriculum of the master program "International Management".
Häufigkeit	jedes Semester
Sprache(n)	Englisch
formale Voraussetzungen	
empfohlene fachliche Voraussetzungen	
Kompetenzen	<p>Fach- und Methodenkompetenzen (Wissen und Verstehen sowie Anwendung und Erzeugung von Wissen)</p> <ul style="list-style-type: none">• Ability to structure and solve a complex task under time constraints in a self-contained way• Extended competence to apply state-of-the-art scientific methods and insights to anew, application-oriented problem• Capability to apply insights and methods from other modules to a complex and cross-functional problem• Ability to write scientific papers on master level <p>Fachunabhängige Kompetenzen (Kommunikation und Kooperation)</p> <p>Fachunabhängige Kompetenzen werden integriert erworben.</p>
Modulprüfung	Prüfungsleistung Thesis
Modulbenotung	Benotet (differenziert)
Zusammensetzung der Modulnote	
Gewichtungsfaktor für Abschlussnote	
Credit-Points (CP)	18 CP
Semesterwochenstunden (SWS)	SWS
Gesamtworkload des Moduls Arbeitsaufwand = Zeitstunden (h)	540 Stunden
Anteil Präsenzzeit in Zeitstunden (h)	0 Stunden
Anteil Selbststudium inklusive Prüfungsvorbereitung in Zeitstunden (h)	540 Stunden
Zugehörige Lehrveranstaltungen	<p>Pflichtveranstaltung/en:</p> <ul style="list-style-type: none">• Master's Thesis (MA, 1. - 2. Sem., SWS)
Anmerkungen/Hinweise	Recommended semester: Regularly at the end of 1st semester (with special request at the end of 2nd semester)

ZUGEHÖRIGE LEHRVERANSTALTUNG

Master's Thesis

Lehrform-Titel	Master's Thesis
englischer LV-Titel	Master's Thesis
Kürzel	
LV-Nummer	
Dozent(inn)en	Dozentinnen und Dozenten des Studiengangs
empfohlene(s) Fachsemester	1,2
LV-Verbindlichkeit	Pflicht
Verwendbarkeit der LV	Master's Thesis
Häufigkeit des Angebots	jedes Semester
Sprache(n)	Englisch
ggf. besondere formale Voraussetzungen	
ggf. bes. empfohlene fachliche Voraussetzungen	
Kompetenzen/Lernziele der LV	<ul style="list-style-type: none">• Ability to structure and solve a new, complex task under time constraints in a self-contained way• Extended competence to apply state-of-the-art scientific methods and insights to an application-oriented problem• Capability to apply insights and methods from other modules to a complex and cross-functional problem• Ability to write scientific papers on master level
Themen/Inhalte der LV	
Veranstaltungsform	Master-Arbeit
Literatur	
Medienformen	
Credit-Points (CP)	18 CP
Semesterwochenstunden (SWS)	Master-Arbeit: —
Arbeitsaufwand der LV in Zeitstunden (h)	540 Stunden
Anmerkungen / Hinweise	The required competences for scientific writing on master level will be taught in the "Country Risk Analysis" course in the winter semester and the "Cross Cultural Management" course in the summer semester.

MODUL

Optimize international business activities

Modultitel (engl.)	Optimize international business activities
Kürzel	
Modulnummer	3
Studiengang	International Management
Modulverantwortliche(r)	Prof. Dr. Benjamin Bierwirth, Prof. Dr. Carlo Kraemer, Prof. Dr.-Ing. Klaus North, Prof. Dr. Heiko Schön
empfohlene(s) Fachsemester	2
Dauer	1 Semester
Modulverbindlichkeit	Pflicht
Modulverwendbarkeit	The module "Optimize international business activities " is part of the curriculum of the master program "International Management".
Häufigkeit	nur im Sommersemester
Sprache(n)	Englisch
formale Voraussetzungen	
empfohlene fachliche Voraussetzungen	
Kompetenzen	<p>Fach- und Methodenkompetenzen (Wissen und Verstehen sowie Anwendung und Erzeugung von Wissen)</p> <ul style="list-style-type: none">• Ability to analyze and compare the financial performance of an international company with horizontal and vertical analysis and financial Key Performance Indicators (KPIs)• Application of value-based management and the economic value added• Understanding of the implementation of the Balanced Scorecard concept and non-financial KPIs• Capacity to identify key value drivers• Ability to assess strategic levers to increase performance• Ability to measure achievement of strategic objectives using key performance indicators• Analysis of the current situation of an international business activity suffering from poor profitability• Understanding of Lean thinking, knowledge of basic tools and ability to apply these independently• Identification of optimization levers in different business areas• Comprehensive understanding of different types of capital• Understanding of the relevance of the capital structure under different market conditions and identification of levers to optimize the capital structure• Identification of opportunities for capital structure optimizations by leveraging international capital markets• Application of methods to a complex and realistic optimization case study <p>Fachunabhängige Kompetenzen (Kommunikation und Kooperation)</p> <p>Fachunabhängige Kompetenzen werden integriert erworben.</p>
Modulprüfung	Summarische Prüfung
Begründung für summarische Pr.	
Modulbenotung	Benotet (differenziert)
Zusammensetzung der Modulnote	
Gewichtungsfaktor für Abschlussnote	nach CP
Credit-Points (CP)	12 CP
Semesterwochenstunden (SWS)	9 SWS
Gesamtworkload des Moduls Arbeitsaufwand = Zeitstunden (h)	360 Stunden
Anteil Präsenzzeit in Zeitstunden (h)	135 Stunden
Anteil Selbststudium inklusive Prüfungsvorbereitung in Zeitstunden (h)	225 Stunden
Zugehörige Lehrveranstaltungen	<p>Pflichtveranstaltung/en:</p> <ul style="list-style-type: none">• 1 Performance Analysis (SU, 2. Sem., 2 SWS)• 2 Operational Performance Improvement (SU, 2. Sem., 2 SWS)• 3 International Capital Structure (SU, 2. Sem., 2 SWS)• 4 Optimization Case Study (SU, 2. Sem., 3 SWS)
Anmerkungen/Hinweise	

ZUGEHÖRIGE LEHRVERANSTALTUNG

Performance Analysis

Lehrform-Titel	Performance Analysis
englischer LV-Titel	Performance Analysis
Kürzel	
LV-Nummer	1
Dozent(inn)en	Prof. Dr. Heiko Schön
empfohlene(s) Fachsemester	2
LV-Verbindlichkeit	Pflicht
Verwendbarkeit der LV	Optimize international business activities
Häufigkeit des Angebots	nur im Sommersemester
Sprache(n)	Englisch
ggf. besondere formale Voraussetzungen	
ggf. bes. empfohlene fachliche Voraussetzungen	
Kompetenzen/Lernziele der LV	<ul style="list-style-type: none">• Capacity to analyze the financial performance of an international company with horizontal and vertical analyses and financial Key Performance Indicators (KPIs)• Ability to implement the value-based management and the economic value added• Understanding of the implementation of the Balanced Scorecard concept and non-financial KPIs• Capacity to identify of key value drivers• Valuation of strategic levers to increase performance• Ability to set up and present one holistic business case of performance optimization
Themen/Inhalte der LV	<ul style="list-style-type: none">• Financial statement analysis and financial KPIs in complex and international context• Value-based Management from concept to implementation• Balanced Scorecard and non-financial KPIs• Key value drivers, KPI systems and benchmarking• Strategic levers to increase performance and its valuation
Veranstaltungsform	Seminaristischer Unterricht
Literatur	Most recent edition of: <ul style="list-style-type: none">• Gabriel Hawawini and Claude Viallet: Finance for Executives: Managing for Value Creation, 5/e, South-Western Thomson Learning, 2015.• Gerald I. White, Ashwinpaul C. Sondhi, and Dov Fried: The Analysis and Use of Financial Statements, 3/e Wiley, 2003• Kaplan, Robert S. and Norton, David P.: Linking the Balanced Scorecard to Strategy, California Management Review 39, No. 1, pp 53-79, 1996.• Parmenter, David: Key Performance Indicators: Developing, Implementing, and Using Winning KPIs, John Wiley & Sons, 2015.• Young, S. David and O'Byrne, Stephen F.: EVA and Value-Based Management: A Practical Guide to Implementation, New York et al., 2001
Medienformen	
Credit-Points (CP)	3 CP
Semesterwochenstunden (SWS)	Seminaristischer Unterricht: 2 SWS
Arbeitsaufwand der LV in Zeitstunden (h)	90 Stunden
Anmerkungen / Hinweise	Written Examination (together with International Capital Structure Optimization, in total 120min.)
LV-Prüfung	Prüfungsleistung Klausur (120 Minuten)
LV-Benotung	Benotet

ZUGEHÖRIGE LEHRVERANSTALTUNG

Operational Performance Improvement

Lehrform-Titel	Operational Performance Improvement
englischer LV-Titel	Operational Performance Improvement
Kürzel	
LV-Nummer	2
Dozent(inn)en	Prof. Dr. Benjamin Bierwirth, Prof. Dr.-Ing. Klaus North
empfohlene(s) Fachsemester	2
LV-Verbindlichkeit	Pflicht
Verwendbarkeit der LV	Optimize international business activities
Häufigkeit des Angebots	nur im Sommersemester
Sprache(n)	Englisch
ggf. besondere formale Voraussetzungen	
ggf. bes. empfohlene fachliche Voraussetzungen	
Kompetenzen/Lernziele der LV	<ul style="list-style-type: none"> • Ability to analyze a complex set of factors influencing operational performance in order to constantly optimize an international business • Ability to communicate performance management challenges and measures of improvement • Comprehensive understanding and ability to apply the fundamental knowledge, processes and terminology to new and specific performance management tasks • Understanding of Lean thinking, knowledge of basic tools and ability to apply these independently • Ability to improve performance applying systematic problem solution and lean thinking to complex business cases • Ability to measure performance • Application of methods to a complex and realistic optimization case study
Themen/Inhalte der LV	<ul style="list-style-type: none"> • Challenges of performance improvement • Overview over methods and approaches of performance improvement • Models and Indicators of operational excellence • Lean Thinking and lean tools • Six Sigma • Systematic problem solution with DMIAC/ PDCA • Knowledge Management • Change Management • Business cases
Veranstaltungsform	Seminaristischer Unterricht
Literatur	<p>Most recent edition of:</p> <ul style="list-style-type: none"> • Bicheno, J.; Holweg, M.: The Lean Toolbox: The Essential Guide to Lean Transformation , Picisie Books • Martin, K.; Osterling, M.: Value Stream Mapping: How to Visualize Work Flow and Align People for Organizational Transformation ,Irwin: McGraw-Hill • North, K.; Kumta, G.: Knowledge Management. Heidelberg: Springer • Prokopenko, J.; North,K (Ed): Productivity and Quality Management: A Modular Programme, ILO/APO.: Geneva/Tokyo • Womack, J. P.; Jones, D. T: Lean Thinking, Simon & Schuster
Medienformen	
Credit-Points (CP)	3 CP
Semesterwochenstunden (SWS)	Seminaristischer Unterricht: 2 SWS
Arbeitsaufwand der LV in Zeitstunden (h)	90 Stunden
Anmerkungen / Hinweise	<ul style="list-style-type: none"> • Lectures, group and case work, presentations • Scientific Term Paper (alternatively Written Examination 90min.)
LV-Prüfung	Prüfungsleistung
	Hausarbeit
LV-Benotung	Benotet

ZUGEHÖRIGE LEHRVERANSTALTUNG

International Capital Structure

Lehrform-Titel	International Capital Structure
englischer LV-Titel	International Capital Structure
Kürzel	
LV-Nummer	3
Dozent(inn)en	Prof. Dr. Carlo Kraemer
empfohlene(s) Fachsemester	2
LV-Verbindlichkeit	Pflicht
Verwendbarkeit der LV	Optimize international business activities
Häufigkeit des Angebots	nur im Sommersemester
Sprache(n)	Englisch
ggf. besondere formale Voraussetzungen	
ggf. bes. empfohlene fachliche Voraussetzungen	
Kompetenzen/Lernziele der LV	<ul style="list-style-type: none">• Comprehensive understanding of the advantages and disadvantages using debt and equity based on real world examples• Identification of capital structure optimization levers to increase the value of the firm• Understanding of the relevance of the capital structure under different market conditions• Evaluation of the various impacts of capital structure decisions on the value and capital costs of the company• Understanding of the influence of principal agent relations and asymmetric information on capital structure decisions• Ability to define a value maximizing payout policy based on state-of-the-art scientific knowledge of capital markets• Integrating opportunities for capital structure optimizations by leveraging international capital markets
Themen/Inhalte der LV	<ul style="list-style-type: none">• Capital Structure in a Perfect Market• Capital Structure with Taxes• Financial Distress Costs and Managerial Incentives• Influence of Asymmetric Information• Payout Policy• International Aspects of Capital Structure
Veranstaltungsform	Seminaristischer Unterricht
Literatur	Most recent edition of: <ul style="list-style-type: none">• Berck, J.; DeMarzo, P.: Corporate Finance, Pearson• Bekaert, G.; Hodrick, R.: International Financial Management, Pearson• Cheol, E.; Resnick, B.: International Financial Management, McGraw-Hill• Madura, J.; Fox, R.: International Financial Management, Cengage
Medienformen	
Credit-Points (CP)	3 CP
Semesterwochenstunden (SWS)	Seminaristischer Unterricht: 2 SWS
Arbeitsaufwand der LV in Zeitstunden (h)	90 Stunden
Anmerkungen / Hinweise	Written Examination (together with Performance Analysis, in total 120min.)
LV-Prüfung	Kein Prüfungstyp definiert
	—
LV-Benotung	Benotet

ZUGEHÖRIGE LEHRVERANSTALTUNG

Optimization Case Study

Lehrform-Titel	Optimization Case Study
englischer LV-Titel	Optimization Case Study
Kürzel	
LV-Nummer	4
Dozent(inn)en	Prof. Dr. Benjamin Bierwirth, Prof. Dr. Carlo Kraemer, Prof. Dr.-Ing. Klaus North, Prof. Dr. Heiko Schön
empfohlene(s) Fachsemester	2
LV-Verbindlichkeit	Pflicht
Verwendbarkeit der LV	Optimize international business activities
Häufigkeit des Angebots	nur im Sommersemester
Sprache(n)	Englisch
ggf. besondere formale Voraussetzungen	
ggf. bes. empfohlene fachliche Voraussetzungen	
Kompetenzen/Lernziele der LV	<ul style="list-style-type: none">• Application of concepts taught in courses "Performance Analysis", "Operational Performance Improvement" and "International Capital Structure" to a complex and realistic case study• Ability to analyze the current situation of a company suffering from poor profitability• Identification of optimization levers in different business areas• Ability to value levers and construct a comprehensive business case• Capacity to prioritize optimization levers and develop an implementation plan• Capacity to identify implementation risks• Ability to present results to the Board of Directors
Themen/Inhalte der LV	<ul style="list-style-type: none">• Introduction Case Study• Analysis of current situation• Identification of optimization levers• Development of Business Case• Implementation plan• Board presentation
Veranstaltungsform	Seminaristischer Unterricht
Literatur	<ul style="list-style-type: none">• Varying case study materials used
Medienformen	
Credit-Points (CP)	3 CP
Semesterwochenstunden (SWS)	Seminaristischer Unterricht: 3 SWS
Arbeitsaufwand der LV in Zeitstunden (h)	90 Stunden
Anmerkungen / Hinweise	
LV-Prüfung	Prüfungsleistung Präsentation
LV-Benotung	Benotet

MODUL

Support international business activities

Modultitel (engl.)	Support international business activities
Kürzel	
Modulnummer	4
Studiengang	International Management
Modulverantwortliche(r)	Prof. Dr. Marina Grusevaja, Prof. Dr. Andreas Lenel, Prof. Dr.-Ing. Klaus North, Prof. Dr. Thorsten Petry
empfohlene(s) Fachsemester	2
Dauer	1 Semester
Modulverbindlichkeit	Pflicht
Modulverwendbarkeit	The module "Support international business activities" is part of the curriculum of the master program "International Management".
Häufigkeit	nur im Sommersemester
Sprache(n)	Englisch
formale Voraussetzungen	
empfohlene fachliche Voraussetzungen	
Kompetenzen	<p>Fach- und Methodenkompetenzen (Wissen und Verstehen sowie Anwendung und Erzeugung von Wissen)</p> <ul style="list-style-type: none">• Extended subject and methodical competences to analyze unknown countries and cultures• Ability to compare different countries according to most important economic indicators• Ability to master new, complex, functional and cross-functional management challenges in an international, i.e. cross cultural environment• Comprehensive, detailed and specialized knowledge about the state-of-the-art in cross cultural management research• Ability to manage international projects• Personal, subject and methodical competences to perform the role of a project manager <p>Fachunabhängige Kompetenzen (Kommunikation und Kooperation)</p> <ul style="list-style-type: none">• Ability to communicate and negotiate with people from different cultures• Competence to motivate and lead culturally diverse employees and project teams• Ability to structure and solve new and complex practical and scientific tasks – based on independently acquired knowledge• Ability to set-up convincing presentations• Ability to write scientific papers on master level
Modulprüfung	Summarische Prüfung
Begründung für summarische Pr.	
Modulbenotung	Benotet (differenziert)
Zusammensetzung der Modulnote	
Gewichtungsfaktor für Abschlussnote	nach CP
Credit-Points (CP)	9 CP
Semesterwochenstunden (SWS)	8 SWS
Gesamtworkload des Moduls Arbeitsaufwand = Zeitstunden (h)	270 Stunden
Anteil Präsenzzeit in Zeitstunden (h)	120 Stunden
Anteil Selbststudium inklusive Prüfungsvorbereitung in Zeitstunden (h)	150 Stunden
Zugehörige Lehrveranstaltungen	<p>Pflichtveranstaltung/en:</p> <ul style="list-style-type: none">• 1 Country Competitiveness Assessment (SU, 2. Sem., 2 SWS)• 2 International Project Management (SU, 2. Sem., 2 SWS)• 3 Cross Cultural Management (S, 2. Sem., 4 SWS)
Anmerkungen/Hinweise	

ZUGEHÖRIGE LEHRVERANSTALTUNG

Country Competitiveness Assessment

Lehrform-Titel	Country Competitiveness Assessment
englischer LV-Titel	Country Competitiveness Assessment
Kürzel	
LV-Nummer	1
Dozent(inn)en	Prof. Dr. Marina Grusevaja, Prof. Dr. Andreas Lenel
empfohlene(s) Fachsemester	2
LV-Verbindlichkeit	Pflicht
Verwendbarkeit der LV	Support international business activities
Häufigkeit des Angebots	nur im Sommersemester
Sprache(n)	Englisch
ggf. besondere formale Voraussetzungen	
ggf. bes. empfohlene fachliche Voraussetzungen	• Macroeconomic Theories
Kompetenzen/Lernziele der LV	<ul style="list-style-type: none">• Ability to compare different countries according to different international assessment of country competitiveness models• Competence to understand and apply country rating models• Identification and management of economic and political risks of foreign direct investments• Capability to apply different models of country competitiveness assessment to specific international investment projects• Ability to use the results of country rating models for specific international project evaluations• Evaluation of country alternatives for international projects by using models of competitiveness assessment• Capability to utilize scientific methods in various case studies• Analysis and application of scientific considerations in the evaluation of international projects• Ability to structure and solve new and complex practical and scientific tasks – based on independently acquired knowledge
Themen/Inhalte der LV	<ul style="list-style-type: none">• Criteria for Assessment of Political Risk• Models of Assessment of Country Competitiveness• Models for Predicting Sovereign Risk• Models for Assessment of Foreign Exchange Development• Theories of International Development
Veranstaltungsform	Seminaristischer Unterricht
Literatur	Most recent edition of: <ul style="list-style-type: none">• Blanchard, Olivier: Macroeconomics, Pearson• Krugman, Paul R.; Obstfeld, Maurice: International Economics: Theory and Policy, Pearson• World Economic Forum, Global Competitive-ness Report• World Bank: Doing Business
Medienformen	
Credit-Points (CP)	2 CP
Semesterwochenstunden (SWS)	Seminaristischer Unterricht: 2 SWS
Arbeitsaufwand der LV in Zeitstunden (h)	60 Stunden
Anmerkungen / Hinweise	<ul style="list-style-type: none">• Lecture and student presentations• Written Examination (together with International Project Management, in total 120-min.)
LV-Prüfung	Prüfungsleistung Klausur (120 Minuten)
LV-Benotung	Benotet

ZUGEHÖRIGE LEHRVERANSTALTUNG

International Project Management

Lehrform-Titel	International Project Management
englischer LV-Titel	International Project Management
Kürzel	
LV-Nummer	2
Dozent(inn)en	Michael Bohnert, Prof. Dr.-Ing. Klaus North
empfohlene(s) Fachsemester	2
LV-Verbindlichkeit	Pflicht
Verwendbarkeit der LV	Support international business activities
Häufigkeit des Angebots	nur im Sommersemester
Sprache(n)	Englisch
ggf. besondere formale Voraussetzungen	
ggf. bes. empfohlene fachliche Voraussetzungen	
Kompetenzen/Lernziele der LV	<ul style="list-style-type: none"> • Understanding of the complex challenges as well as factors of success of international projects • Understanding of the fundamental knowledge, processes and terminology needed for effective project management performance • Ability to apply the most common PM tools in an international case setting • Competences to perform in the role of a project manager, specifically in leading and directing projects • Ability to develop international projects systematically based on project management theory and practical project case work.
Themen/Inhalte der LV	<ul style="list-style-type: none"> • Introduction to Project Management • Specific challenges of international projects • The Key Project Management Processes • The Key Project Management tools and techniques • Initiate the project • Plan the project • Execute, control and wrap-up the project • Project Communication and Leadership
Veranstaltungsform	Seminaristischer Unterricht
Literatur	<p>Most recent edition of:</p> <ul style="list-style-type: none"> • Lientz, B.; Rea, K.: International Project Management • Lake, Cathy: Mastering project management. London: Thorogood • Project Management Institute (PMI): PMBOK Guide • Goldratt, Eliahu: Critical chain. New York
Medienformen	
Credit-Points (CP)	2 CP
Semesterwochenstunden (SWS)	Seminaristischer Unterricht: 2 SWS
Arbeitsaufwand der LV in Zeitstunden (h)	60 Stunden
Anmerkungen / Hinweise	<ul style="list-style-type: none"> • Lecture, project work and student presentations • Written Examination (together with Country Competitiveness Assessment, in total 120min.)
LV-Prüfung	Kein Prüfungstyp definiert
	—
LV-Benotung	Benotet

ZUGEHÖRIGE LEHRVERANSTALTUNG

Cross Cultural Management

Lehrform-Titel	Cross Cultural Management
englischer LV-Titel	Cross Cultural Management
Kürzel	
LV-Nummer	3
Dozent(inn)en	Prof. Dr. Thorsten Petry
empfohlene(s) Fachsemester	2
LV-Verbindlichkeit	Pflicht
Verwendbarkeit der LV	Support international business activities
Häufigkeit des Angebots	jedes Semester
Sprache(n)	Englisch
ggf. besondere formale Voraussetzungen	
ggf. bes. empfohlene fachliche Voraussetzungen	
Kompetenzen/Lernziele der LV	<ul style="list-style-type: none"> • Ability to master new, complex, functional and cross-functional management challenges in an international, i.e. cross cultural environment • Comprehensive subject and methodical competences to analyze unknown cultures • Ability to communicate and negotiate with people from different cultures as well as to motivate and lead culturally diverse employees and teams • Extended knowledge regarding some of the most important international cultures • Comprehensive, detailed and specialized knowledge about the state-of-the-art in cross cultural management research • Ability to structure and solve new and complex practical and scientific tasks – based on independently acquired knowledge • Ability to set-up convincing presentations • Competence to write scientific papers on master level
Themen/Inhalte der LV	<ul style="list-style-type: none"> • Relevance of International Business • Characteristics of International Business • Cultural Diversity in International Business • Approaches to describe National Cultures • Cross Cultural Communication • Cross Cultural Motivation • Cross Cultural Leadership • Cross Cultural Negotiation • Doing Business in different Countries (e.g. USA, France, Russia, Brasilia, Saudi Arabia, China, India) • Convincing Presentations • Scientific Writing on master level
Veranstaltungsform	Seminar
Literatur	<p>State-of-the-art research articles in Cross Cultural Management plus current issues of</p> <ul style="list-style-type: none"> • Adler, N.J.: International Dimensions of Organizational Behavior • Browaays, M.-J., Price, R.: Understanding Cross-cultural Management • Deresky, H.: International Management: Managing Across Borders and Cultures • Dowling, P. J., Festing, M., Engele, A. D.: International Human Resource Management: Managing People in a Multinational Context • Gesteland, R.R.: Cross-cultural Business Behavior • Hall, E.T., Hall, M.R.: Understanding Cultural Differences • Hammerich, K., Lewis, R.D.: Fish can't see water • Hofstede, G., Hofstede, G., J., Minkow, M.: Cultures and Organizations - Software of the Mind: Intercultural Cooperation and Its Importance for Survival • Luthans, F., Doh, J. P.: International Management: Culture, Strategy, and Behavior • Morrison, T., Conway, W. A.: Kiss, Bow, or Shake Hands: How to Do Business in Sixty Countries • Morschett, D., Schramm-Klein, H., Zentes, J.: Strategic International Management • Meyer, E.: The Culture Map • Trompenaars, F., Hampden-Turner, C.: Riding the Waves of Culture
Medienformen	
Credit-Points (CP)	5 CP
Semesterwochenstunden (SWS)	Seminar: 4 SWS
Arbeitsaufwand der LV in Zeitstunden (h)	150 Stunden

ZUGEHÖRIGE LEHRVERANSTALTUNG (Fortsetzung)

Cross Cultural Management

Anmerkungen / Hinweise

- Scientific Term Paper (alternatively Written Examination 90min.)

LV-Prüfung

Prüfungsleistung

Hausarbeit

LV-Benotung

Benotet
