

## Management and Strategy

# Lecture: International Management

Summer Semester

Institute:	Professorship for International Management
Lecturer:	Prof. Dr. Helene Tenzer
Assistant:	Melissa Bel-Lahsen
Weekly hours:	2 hours
Credits	3 ECTS
Examination:	Written exam (1 hour People & Organizations, 1 hour International Management)
Prerequisites:	none
Course Material:	Slides, mandatory readings

## Course Description & Main Objectives

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In today's global environment, literally no business remains unaffected by international forces. Whereas some companies are expanding to foreign markets, others are confronted with the entry of international companies in their home locations, and many more companies and communities are affected by the operations of global corporations. Not surprisingly, cross-border activities of businesses are never out of the news. This course is aimed at helping students develop an understanding of the cultural and political environment of today's global businesses and management issues that are important in such a context. Relevant theories of business ethics, strategic management, organization, production, marketing and human resource management are applied to the specific challenges of organizing and managing cross-border and cross-cultural business activities.

This lecture provides a comprehensive introduction to international business environments, strategies and operations. Having completed this course, students will understand the basics of international business and be able to discuss the challenges confronting international and intercultural management. Through the use of short case studies, the coverage of current issues and presentations by practitioners, students will learn to apply theories and concepts to the solution of practical business problems.

# Lectures Overview/ Course Outline

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The Context of International Management	Globalization and International Management
	Cross-Cultural Management
	International Management Ethics
	Governmental Influence on International Management
	Regional Economic Integration and International Management
International Strategy and Organization	International Management Strategies
	The Organization of Multinational Corporations
International Management Functions	Global Production and Supply Chain Management
	Marketing Globally
	International Human Resource Management
	Guest lecture

## Literature

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Daniels, J., Radebaugh, L., Sullivan, D.P., & Click, R. W. 2019. International Business: Environments and Operations. 17th Edition. Pearson.