Course title: Business in a Global Context

Hours per week (SWS): 4

Number of ECTS credits: 5

Course objective: By the end of the course, you should be able to identify the principal factors underlying global business, recognise the various global challenges faced by today’s managers and give examples of organisations dealing with the challenges of doing business globally. Once you have completed this module you will:

- Demonstrate a critical understanding of the complex nature of the global business environment and how the social, economic and political factors have influenced, and continue to influence, global business.
- Develop a sound understanding of the major theories of international trade, foreign direct investment and regional integration.
- Be aware of the role of international trading and regulatory institutions and their interaction with firm strategy.
- Evaluate and apply learned concepts and theories.

Prerequisites: final year students only

Recommended reading:

Teaching methods: seminar

Assessment methods: exam

Language of instruction: English

Name of lecturer: Prof. Dr. Dominik Hammer

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Course content: The module is designed to develop the knowledge and understanding of the major issues that businesses are confronted with when operating in global markets. It is devoted to the theoretical and applied aspects of global business environments such as social, financial, economic and political systems, risks and entry barriers. It introduces key theories of international business, including the determinants and the impact of international trade, foreign direct investment and regional integration. Business environmental issues such as business ethics and intellectual property right in the global context are also discussed. The theoretical understanding is illustrated and examined by reference to the examples of countries, international institutions, industries and companies.

Remarks: