Courses in English
Course Description

Department
10 Business Administration

Course title
International Strategy

Hours per week (SWS)
4

Number of ECTS credits
5

Course objective
This course is focused on international business strategies and the process, difficulties, and opportunities of management across borders through Mergers and Acquisitions (M&A). The teaching objectives synthesize the theoretical aspects of international management objectives and M&A with practical application of management principles in a work environment. This will be accomplished through text readings, case studies, discussions, and presentations. In class activities students will analyze corporate actions, successes and failures, strategy effectiveness, profit results, in view of corporate objectives.

The global overview of various types of business organizations and environments that shape organizational decisions will also be discussed. Emphasis is on regulatory structures, legal systems, governance models, and policy making that define the internal and external functions of business at the confluence of local, state, national, and international affairs. In addition this module includes critical thinking, ethics, business sustainability, social responsibility, and the impact of economics and technology.

Prerequisites
final year students only

Recommended reading
• Peng, Mike: Global Business, 2e, Cengage 2011

In addition to the literature stated above, articles and multimedia presentations will be recommended. These will be provided in the weekly assignments section on Moodle.

Teaching methods
seminar, case studies, group work

Assessment methods
exam

Language of instruction
English

Name of lecturer
Prof. Dr. Sudnik

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Course content
Course Objectives include:

• Objective 1. Construct a global approach to the processes of business management.
• Objective 2. Understand the effect that country and regional culture, ethics and law have on the business practices of global companies.
• Objective 3. Assess risks and opportunities in terms of economic, social and environmental forces in global business planning.
• Objective 4. Apply theories of international trade, in the context of the regulatory environment, technology, e-trade, global competition, and strategy.
• Objective 5. Determine how direct investment and economic integration adjust to each other, and impact on barriers to the flow of knowledge, goods, services and technology.
• Objective 6. Examine forces that shape international markets in money and energy, and the impact of these forces on business.
• Objective 7. Determine how the choice of business model affects business success and requires adaptation in response to changes impacting on the business.
• Objective 8. Identify forces impacting on what global business managers and leaders need to know in uncertain times.
• Objective 9: Understand the importance of IT in successfully managing and leading international organizations.

Remarks