International Management I

Studiengang               Bachelor Wirtschaftsinformatik
Modulbezeichnung         International Management I
Semester                 4., 6. oder 7. Semester
Modulverantwortliche(r)  Prof. Dr. Thomas Peisl
Dozent(in)               Prof. Dr. Thomas Peisl
Gastprofessoren          internationaler Partneruniversitäten
Sprache                  Englisch
Curriculum               Bachelor Wirtschaftsinformatik, Wahlpflicht, WiSe/ SoSe
Lehrform / SWS           Seminaristischer Unterricht und Übungen: 4 SWS
Arbeitsaufwand           Präsenzstudium: ca. 42 Std., Eigenstudium: ca. 108 Std.
Kreditpunkte             5
Voraussetzung            nach Prüfungsordnung

Empfohlene Voraussetzungen

Prerequisites: In order to successfully pass this class you should have an understanding of business and strategy as well as good English language skills. The seminar is open to Erasmus students as well as students from other departments who qualify as stated above.

Lernziele/Kompetenzen:
The teaching objectives will synthesize the theoretical aspects of international management strategy with practical application of management principles in a work environment. This will be accomplished through interactive discussions, text readings, case studies, and team presentations. In class students will analyze corporate actions, successes and failures, strategy effectiveness, and profit results in view of corporate objectives.

Inhalt: To understand the use of general management skills in conducting international operations. This requires integration of knowledge from management, marketing, accounting, and finance courses. To become aware of how different national cultures directly and indirectly influence the management of businesses in various countries. To recognize various differences and similarities between the management techniques and systems of US/EU organizations and the organizations of other nationalities. To understand the benefits and difficulties of borrowing management techniques and systems from another culture. To develop a better ability to manage cultural diversity.