

Syllabus
BAE4184 International Business 2
Prof. Dr. Katharina Kilian-Yasin
Winter Semester 2021/22

Level	Bachelor	
Credits	3	
Student Contact Hours	2	
Workload	90 hours	
Prerequisites	You should have a good command over the English language (B2). You should have attended the lectures on International Business 1 (IB1, 4 th semester). ISP students are welcome to participate even when they haven't attended IB1.	
Time	s. LSF	
Room	s. LSF (Classes will take place from 04.10.2021 from 17:15-18:45 at the university in T2.4.05!)	
Start Date	s. LSF	
Lecturer(s)	Name	Prof. Dr. Katharina Kilian-Yasin
	Office	T1.5.25
	Virtual Office	Virtual Office Prof. Kilian-Yasin
	Office Hours	by appointment
	Phone	07231 28-6462
	Email	Katharina.kilian-yasin@hs-pforzheim.de (preferred mode of communication)

Summary

During this seminar, students will deepen their knowledge about International Business applying theories and concepts of IB to practical cases. The focus is on analyzing sustainability in the value chain in International Business. Students will present and write about relevant key concepts in the field of sustainability and apply these to practical industry cases. They will discuss their presentation and written assignment project during class. While doing so, students develop an in-depth understanding of sustainability in International Business from a stakeholder perspective. They will discuss up-to-date dynamics in global business critically in the light of sustainability, ethics and corporate social responsibility. Thereby they will acquire the ability to conduct research in the English language and to present their findings in English both orally and in writing. The written assignment is intended as a preparation for writing longer academic texts such as a BA-thesis.

Outline of the Course

- Globalization and internationalization
- Sustainability, corporate social responsibility and ethics in international business
- Management in IB

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

	Learning outcome	Contribution	Assessment
1.1	Students demonstrate key knowledge in Business Administration.	Relevant key concepts of IB, CSR and Sustainability	Participation in class+ Outcome of assignment
1.2	Students demonstrate key knowledge in Economics	Background to IB	Participation in class+ Outcome of assignment
1.3	Students demonstrate the ability to use information systems effectively in real world business settings.	Desk research in academic papers	Participation in class+ Outcome of assignment
1.4	Students are able to apply analytical and critical thinking skills to complex problems.	Apply relevant key concepts of IB, CSR and Sustainability to practical industry challenges	Class work, own case study + presentation
1.5	Students are able to develop business ethics-based strategies and are able to apply them to typical business decision-making problems.	Sustainability, Corporate social responsibility and Ethical decision making in IB	Discussion in Class + outcome of assignment
1.6	Students demonstrate their ability to express complex issues in writing.	Academic standards of written presentations	Written assignments
1.7	Students demonstrate their oral communication skills in presentations and lectures.	Academic standards of oral presentations	Oral presentation
2.1	Students show that they are able to work successfully in a team by performing practical tasks.	Group tasks	Outcome of group work – presentation and assignment
2.2	International Management Competencies	Applying IB and IM theories, models and concepts to international business cases, recommending appropriate practical problem solutions, applying integrative communication skills and behavior in class, displaying open-mindedness and flexibility, as well as critical awareness of ethical issues in IB	Participation in class discussions, group work and presentation, team assignment

Teaching and Learning Approach

Learning will be achieved through reading, analyzing, presenting and writing up academic research results, group tasks, classroom discussions and exercises.

Literature and Course Materials

Course Materials:

- Handouts / eLearning uploads;

Background Readings:

- Carroll, Archie and Buchholtz, Ann. (2009). *Business & Society*. 7th International Student Edition. Mason: Thompson South-Western.
- Crane, Andrew and Matten, Dirk. (2016). *Business ethics: managing corporate citizenship and sustainability in the age of globalization*. Oxford: Oxford University Press.
- Epstein, M. J. and Rejc Buhovac, A. (2014). *Making Sustainability Work*. New York: Routledge
- Wheelen, T. L. and Hunger, J. D. (13th ed. 2012). *Strategic Management and Business Policy: Toward Global Sustainability*. London: Pearson

Assessment

Assessment Criteria:

30% Active Participation in the course

- Criterion 1: Active contribution to the discussions;
- Criterion 2: Completion of Moodle tasks (learning summaries and task sheets);
- Criterion 2: Readiness for deep reflection and analysis.

30% Presentation with structured handout (1-2 pages):

- Criterion 1: Ability to analyse an academic journal paper and present it to an audience in academic style;
- Criterion 2: Audience / reader orientation;
- Criterion 3: Alignment of presentation partners (team work!)
- Criterion 4: Form of presentation slides (academic standards – include references and bibliography)

40% Written Case Study Assignment (group assignment):

- Criterion 1: Ability to present a qualified summary of an academic journal paper in writing, following academic structure, style and standards (preparation for Bachelor`s thesis!);
- Criterion 2: Appropriate transfer of theory to real-life international business mini case;
- Criterion 3: Alignment of all contributions of each group member (no patchwork!!!).

Please note: The passing mark is 60%. Achieving below 60% of full points in any one of the three grade components (active participation, presentation and written assignment) means failing the course!

Grading:

Based on seminar/ assignment results

Students will be graded on a scale of 1= excellent, 2= very good, 3= satisfactory, 4= pass and 5= fail.

Schedule

N/A

Academic Integrity and Student Responsibility

Please do not hesitate in case you have any questions regarding the course. You are also welcome to make suggestions on the course.

Code of Conduct for Students

[Link to the Code of Conduct for online Teaching](#)

Teaching Philosophy

At this stage of your studies you don't need to be taught but are able to teach yourselves. I will be there to give you impulses for research, to instigate your ability to ask good questions, to support you in finding further readings and guide you in discovering different approaches to solve a problem.

Discussion in class and within your team will be essential for the course as will be your group research and readings.

Whenever you have questions or suggestions for the course please do not hesitate to address me either in class, or during my office hours, or via email.

Additional Information

Language:

English

Learning Objectives:

After completing this course, students are able to:

- Analyse, understand and present specific challenges of managing sustainability in international value chains in depth;
- Analyse and discuss issues and cases in the context of International Business critically from a stakeholder perspective;
- Reflect upon the implications of International Business in the light of sustainability, ethics and corporate social responsibility;
- Apply theories, concepts, models and tools of international business analysis to practical problems and develop viable solutions for IB challenges.
- Present research results orally and in writing;
- Do research and write academic papers such as the BA thesis.