

Course: International Business 2, “Sustainability in IB”. WI International, 6th semester
Course Code: BAE 4184
Credits: 3 ECTS, 2 SWS
Language: English, advanced level (B2-C1)
Date: Mondays, 01:45-03:15 pm. For exceptions, please see the separate schedule handout, the Moodle platform, and the LSF.
First session: October, 5th (kick-off), Room: see LSF. This course operates with obligatory attendance in the presence sessions.
Room: Please see LSF
Lecturer: Prof. Dr. Ansgar Kühn
Office: T1.5.23
Contact: ansgar.kuehn@hs-pforzheim.de (email preferred mode of communication)

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

Overview:

During this seminar, students will deepen their knowledge about International Business by analyzing case studies and applying theories and concepts of international business and trade to the cases. The focus is on analyzing sustainability in the value chain in International Business. They will write an own case study on a relevant topic of their choice. They will discuss their project during class. While doing so, students develop an in-depth understanding of 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.

Prerequisites:

You should have a good command over the English language (B2). You should have attended the lectures on International Business 1 (IB1, 4th semester). ISP students are welcome to participate even when they haven't attended IB1 – there will be a brush-up of 4th semester content in the beginning of this course.

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;
- Present research results orally and in writing;
- Do research and write academic papers such as the BA thesis.

Course Topics

- Globalisation and internationalization
- Sustainability, corporate social responsibility and ethics in international business and foreign trade
- Management in IB

Teaching and Learning Approach

Learning will be achieved through case study work on practical examples, discussion, assignments and presentation of assignment outcome.

Contribution to Program Goals:

	Learning outcome	Contribution	Assessment
1.1	Students demonstrate key knowledge in Business Administration.	Strategic decisions, theories and instruments of foreign trade	Participation in class+ Outcome of assignment
1.2	Students demonstrate key knowledge in Economics	Background to management of foreign trade	Participation in class+ Outcome of assignment
1.3	Students demonstrate the ability to use information systems effectively in real world business settings.	Research on different countries	Participation in class+ Outcome of assignment
1.4	Students are able to apply analytical and critical thinking skills to complex problems.	Develop own case study in international business with a critical perspective	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 the Management of Foreign Trade	Discussion in Class + outcome of assignment
1.6	Students demonstrate their ability to express complex issues in writing.	Presentations, written assignment	Poster presentations
1.7	Students demonstrate their oral communication skills in presentations and lectures.	Presentation, communication of knowledge of management of foreign trade	Discussion in class + poster presentations
2.1	Students show that they are able to work successfully in a team by performing practical tasks.	Conducting group work	Outcome of group work - 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	Participation in class discussions, group work and presentation, team assignment

Course Materials:

- Handouts / eLearning uploads;
- Further literature depends on the individual topic (literature research is part of the requirements for the assignment).

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
- Frynas, Jędrzej Georg and Mellahi, Kamel. (2011). *Global Strategic Management*. Oxford: Oxford University Press.
- Hill, Charles and Hult, G. T. M. (2017). *International Business. Competing in the Global Market Place*. International Edition. New York: McGraw Hill
- Wheelen, T. L. and Hunger, J. D. (13th ed. 2012). *Strategic Management and Business Policy: Toward Global Sustainability*. London: Pearson

Assessment:

- 25%: Group presentation, including handout (following academic standards)
- 25%: Active participation in class activities and discussions (including Moodle tasks)
- 50%: Written assignment (individual contribution of each group member to the group assignment must be described and explained as an annex to the assignment)

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.

My 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.