

**Course:**

Course Code: BAE 4181 – International Management

Credits: 3 credit points, 2 weekly hours

Language: English, level: advanced (C1)

Lecturing day: See LSF

Venue: See LSF

First lecture: See LSF

**Lecturer:**

Prof. Dr Ludwig Martin

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**Covid-19:** Please note that all information contained in this document is subject to change to the Covid-19 pandemic. Check regularly for updates on [www.hs-pforzheim.de](http://www.hs-pforzheim.de) as well as the eLearning portal „Moodle“.

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

**Overview:**

This course provides a well-structured platform for students to learn about international management with a focus on specific aspects of industrial / engineering companies.

**Prerequisites:**

Students should possess advanced English language skills (C1 level). International Study Program (ISP) students: do not need to have an engineering background to attend. Business students are welcome.

**Learning Objectives:**

After attending the course, students will know common approaches and methods of problem analysis and their applications in an international context. They will further know typical issues of management tasks in an international setting and are able to apply current approaches to tackle such tasks.

**Core topics:**

- Business Analysis in the international context
- International market entry mechanisms
- Feasibility studies for investments abroad
- Challenges in business development abroad
- Licensing in international contexts
- Innovating in emerging markets
- Corporate Social Responsibility and ethics

**Contribution to program goals:**

No	Learning outcome	Contribution
1.3	Strengthened understanding of management and business concepts as applied in an international context	Through lectures on management theory and use of sample applications students are made to understand such concepts.
3.1	Case studies are being work-shopped focusing on competing interests and aspects wrt. management of situations and problem solving approaches in an international context.	During lectures case studies (sample companies) will be used and particular challenges discussed, incl. possible solutions for these.
7.2	Case studies are being work-shopped focusing on competing interests and aspects wrt. management of situations and problem solving approaches in an international context.	Ditto

**Teaching and learning approach:**

This course is an interactive lecture which is based on traditional lecturing blended with problem-based learning and case study methods. To participate fully in class, students are expected to attend classes, read the assigned literature / cases and prepare respectively for a guided in-class discussion. Current topics regarding International Management per se will be discussed.

**Course Material:**

Course Materials for this course will be available via e-learning, and will be uploaded during the semester. The materials includes:

- Schedule of lectures.
- Class handouts / PowerPoint slides.
- Case study materials for allocated assignments, if required.
- Literature.

Students are to make sure to check the E-learning system regularly for updates.

**Assessment:**

Students are expected to write an essay on a given topic. The essay will be due 1 week after the formal teaching period for this course ends. The grading of the essay will take into consideration: structure, academic rigor, mastering of contextualization of topic, quality of analysis and discussion given. Group work may be possible – as discussed and agreed to with the lecturer.

Instruction for the essay and its topics will be given in class.

**Grading:**

Students will receive grades based on exam results and the course. The given grade represent:

'Sehr gut'	represents exceptional work, far above average.
'Gut'	represents good work, above average.
'Befriedigend'	represents average work.
'Ausreichend'	represents below average work with considerable shortcomings.
'Mangelhaft'	is work in the wrong direction or with unacceptable shortcomings.