

Syllabus
IBU2101E Introduction to International Business
Dr. Villy Abraham
Summer Semester 2024

Level	Bachelor
Credits	6 ECTS
Student Contact Hours	5 SWS
Workload	180 Hours (60 hours contact + 120 hours group work)
Prerequisites	Participants should have completed all the foundation courses in management – A high proficiency in English is required (B2), this is not a language course.
Time	See LSF/Moodle
Room	See LSF/Moodle
Start Date	See LSF/Moodle
Lecturer	Name Dr. Villy Abraham
	Office
	Virtual Office
	Colloquium
	Phone
	Email

Summary

This course provides an introduction to international business and detailed knowledge about the theory and practice of international corporations in two sections:

Introduction to International Management, External Environment – Markets and Customers, Internal factors - Coordination and Corporate Structures, International Strategies (Defining internationalization strategies & entry modes, Digitalization strategies, International digital business models, Data protection issue for digital business models)

Strategy Implementation – Foreign Operation Modes, Selected international business functions (e.g. Innovation & Technology/ R&D Management, Agile Project Management, Corporate Entrepreneurship).

Outline of the Course

The course consists of 4.5 weekly contact hours. During a semester approximately 13 sessions are available to consider the following main topics:

Session	Topic
1	General introduction, Introduction to International Management Part I
2	Introduction to International Management Part II
3	Global Customer in the digital world, market barriers, global and regional integration, competitive advantages, country culture and ethics
4	International organizational structures, coordination and supply chain management in international business
5	International Strategies
6	Digitalization Strategies, digital business models, and data protection
7	Strategy Implementation: Foreign operation modes, M&A
8	Guest lecture
9	The international business environment analyzed from the perspective of PEST model
10	Boycotts as barriers to international business development
11	Summary, Recap and Q&A for the Exam
12	Case Study Presentations Groups 1-4
13	Case Study Presentations Groups 5-8 (depending on number of students)

The detailed, preliminary schedule is available at the end of the document.

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

Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Methods		
		Participation in Class	Presentation	Written Exam
After completion of the program the students will be able...	After completion of the course the students will be able...	20%	10%	70%
		Collective	Collective	Individual
1 Expert Knowledge				
1.1 ...to demonstrate their distinguished and sound competencies in General Business Administration.	...to demonstrate a broad knowledge of business and management tools, methods and know-how, which are used in an international environment.	X	X	X
1.2 ...to demonstrate their distinguished and sound competencies in Economics.	...to demonstrate basic knowledge in foreign operation modes for companies.			X
1.5 ...to demonstrate profound expert knowledge in their field of specialization.	...to operate in an international business.		X	X
2 Digital Skills				
3 Critical Thinking and Analytical Competence				
3.2 ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	...to reflect on theoretical approaches during critical discussions in class and by developing solutions to case studies.	X	X	
4 Ethical Awareness				
...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	...to discuss implications of international business activities for all stakeholders involved.			X
5 Communication and Collaboration Skills				
5.1 ...to express complex issues effectively in writing.	...to provide handouts for each presentation.	X		X
5.2 ...to demonstrate their oral communication skills in presentations.	...to communicate/negotiate in English and French/Spanish and are able to use the relevant cultural skills necessary to work successfully in an international environment.	X	X	
5.3 ...to work successfully in a team by performing practical tasks.	...to master complex practical topics based on various case studies.	X	X	
6 Internationalization				
6.1 ...to understand and explain business challenges in an international context.	...to understand actual business situations and be able to suggest possible solutions.			X
6.2 ...to articulate themselves in a professional manner in international business.	...to communicate/negotiate in English and are able to use the relevant cultural skills necessary to work successfully in an international environment.	X	X	X
6.3 ...to successfully demonstrate awareness of cross-cultural differences.	...to understand differences in management leadership styles and theories.			X

Teaching and Learning Approach

The course consists of 4½ hours per week and awards 6 credits for successful completion of the course. It is therefore expected that at least 90 hours are used by the students to prepare themselves for each session and to subsequently review the session.

The didactical approach is a formal lecture, followed by a practical case study presentation by a student group. During the formal lectures it is expected that students are actively involved, especially in the break-out discussions and in-class case studies. A Guest speaker will be part of the lecture. In addition, videos and other media will enhance the learning situation.

The basis for successful sessions is mutual respect, trust and fairness, which together with involvement, consistency and a willingness to perform and inevitably results in an interesting and stimulating atmosphere in which learning can also be fun. A few fundamental rules should be remembered:

- Punctual Start
- Mobile phones – not to be heard and used!
- Only one person speaks at once (not necessarily the lecturer)
- All relevant material is brought to the sessions, only relevant material should be read in class

Every student is required to sign up for the course at the Pforzheim University eLearning platform, where discussion and documentation of materials is available.

Literature and Course Materials

The course for section 1 is based on the reference books:

Del Marmol, T. (2015). PESTLE Analysis: Understand and plan for your business environment (Management & Marketing Book 28), www.50minutes.com

Grant, R. M. (2021). Contemporary strategy analysis. 11th edition. John Wiley & Sons.

Hill, C. W. (2022). International Business: Competing in the Global Marketplace. 14th edition. McGraw-Hill Education Ltd.

Morschett, D., Schramm-Klein, H., & Zentes, J. (2015). Strategie International Management: Text and Cases. 3rd edition. Springer Gabler.

Neilson, L.A. (2010). Boycott or boycott? Understanding political consumerism. *Journal of Consumer Behaviour*, 9, 214 – 227.

Sanjoy Kumar Paul, Priyabrata Chowdhury, Md. Abdul Moktadir, et al. (2021). Supply chain recovery challenges in the wake of COVID-19 pandemic. *Journal of Business Research*, 136, 316-329. <https://doi.org/10.1016/j.jbusres.2021.07.056>

Welge, M. K., Al-Laham, A., & Eulerich, M. (2017). Strategisches Management: Grundlagen – Prozess – Implementierung. 7th edition. Springer Gabler.

The course materials necessary for are available in the e-learning platform, after registration for this course. Student presentations should be up-loaded 24 hours before the presentation.

Assessment

The final grade is comprised of class attendance, class participation, group presentation and exam. It is computed as follows:

- Break-out discussions and in-class case studies 20% (participation and discussion)
- Case Study: discussion, discussion input 20% (preparation of case and presentation)
- Exam 60% (quality of answer to questions)

The examination is 90 minutes based upon the contents considered in the sessions.

The grading is as follows:

- Very good, a performance significantly above the average
- Good, an above average performance
- Satisfactory, an average performance
- Adequate, a below average performance with noticeable shortcomings
- Fail, an unacceptable performance (usually 10-15%)

For details, please refer to the study rules (*Studien- und Prüfungsordnung, SPO*) of the Business School of the Pforzheim University.