

Introduction to International Business

General Course Details

Title: Introduction to International Business (IBU 2101)
Language: English
Credits: ECTS 6 (5 weekly contact hrs.)
Level: Advanced (Bachelor, 3rd semester)
Sessions: Three sessions per week, see current curriculum schedule for actual room and time.
Participants: International Business Program IB and ISP students.
Requirements: Participants should have completed all the foundation courses in management - A high proficiency in English is required (B2), this is not a language course.

Lecturers Details

The module is divided into two sections (refer to didactical approach) which are performed by the following lecturers:

International Business

Name: Prof. Dr. Matthias Handrich
Office: W2.3.04
Contact: Email: matthias.handrich@hs-pforzheim.de
Colloquium: Tuesday, 11.30 – 13.00
Lecture Time: Tuesday, 13:45 – 17.00 Room: W1.2.04 From 07.04.2020 to 30.06.2020
Friday, 13:45 – 17.00 Room. W1.3.02 24.04; 15.05; 12.06.2020

International Finance

Name: Guestprof. Anxo Ramón Calvo Silvosa anxo.calvo.silvosa@udc.es
University of A Coruna (UDC)
Lecture Time: Tuesday 13.45-15.15 W1.2.04 From 07.04.2020 to 31.03.2020
Friday 13.45-15.15 W1.3.02 From 20.03.2020 to 31.03.2020

Our purpose is to assist your learning efforts, if you have any questions relating to the content or structure of the lectures, do not hesitate to contact us.

Description of Course

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

First section: 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 (Production & Sourcing, Marketing, Innovation & Technology/ R&D Management, Project Management & IT, Human Resources)

Second section: managing exchange-rate risk, national and international sources of finance, consolidated financial statements, international accounting and multinational tax management.

Learning Objectives

The following illustrates how the course Introduction to International Business supports the Learning Objectives of the International Business programm.

Learning Objectives (General Management)	Contribution of Course
The students demonstrate a broad knowledge of business and management tools, methods and know-how, which are used in an international environment.	The standard theoretical basis and management tools are considered (#1) / Foundations of International Finance, Accounting, and Taxation
The students are able 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. -> Language proficiency tests	The students work in teams consisting of mixed national origins. (#2)
The students understand the business environments, institutions and systems in the Anglo-Saxon and French/Spanish regions and are aware of their implications for International Business.->	Introduction to differences between accounting concepts in anglo-saxon countries and Germany (US-GAAP, IFRS, HGB)
The students are able to analyse problem situations in international business and subsequently develop relevant solutions. -> Seminar work (International Commerce), project work (PCS) and special operational issues	<i>Based upon the knowledge gained the students should be understand actual situations and be able to suggest possible solutions.(#2)</i>

- #1 – Theoretical models, eg. Vernons PLC, Dunning’s “Eclectic Theory”, Porters Diamond, ...
 #2 – To develop answers to a defined situation (case) and subsequently present them, teamwork which has both a group and individual component.

Contents of the Course

The course consists of 3 weekly contact hrs. for International Business (Session 1) and 5 day a`8 hours for International Finance (Session 2). During a semester approximately 12 sessions are available to consider the following main topics:

Session	Topic
1	Section 1 – General introduction, Introduction to International Management Part I Section 2 - General introduction
2	S1 – Introduction to International Management Part II S2 – Types of foreign exchange risk exposure
3	S1 – Global Customer in the digital world, market barriers, global and regional integration, competitive advantages, country culture and ethics S2 – Sourcing of Finance I + II
4	S1 – Coordination Mechanisms, international organizational structures, Corporate Culture and Corporate Social responsibility S2 – Foreign Currency Financial Instruments I
5	S1 – International Strategies S2 - Foreign Currency Financial Instruments II

6	S1 – Digitalization Strategies, digital business models and data protection S2 – Int'l Accounting I: Consolidated Financial Statements
7	S1 – Strategy Implementation: Foreign operation modes, M&A S2 - Int'l Accounting II: Multinational Consolidation and Currency Translation
8	S1 – Global Production and Sourcing including guest lecture S2 - Int'l Accounting Standards I: IFRS and national standards
9	S1 – Global Marketing and Innovation Management S2 - Int'l Accounting Standards II: Differences between IFRS and German HGB
10	S1 – Agile Project Management S2 – Introduction to Multinational Tax Management
11	S1 – Summary, Recap and Q&A for the Exam S2 – FDI and Operating Exposure; Summary
12	S1 - Case Study Presentations Groups 1-4
13	S1 - Case Study Presentations Groups 5-8 (depending on number of students)

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

Didactical Approach and Workload

The course consists of 2 sessions with 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 the each session and to subsequently review the session.

The didactical approach for section 1 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 didactical approach for section 2 is based on theoretical lectures and seminars. In the seminars, the students will be required to work in teams to revise the course material and prepare a thirty-minute presentation about the proposed topics.

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.

Method of Assessment

The final grade is a weighted combination of the assessments of both sections, **both of which have to be passed**. The weighting is 2/3 section 1 and 1/3 section 2. The submission date is January 31, 2020.

The final score of section 1 is comprised of class attendance, class participation, group presentation and exam. It is computed as follows:

- Break-out discussions and in-class case studies 10 % (participation and discussion)
- Case Study: discussion, discussion input 30% (preparation of case and presentation)

- Exam 60% (quality of answer to questions)

The final score of section 2 is comprised of class attendance, workshops, seminars (presentations) and exam. It is computed as follows:

- Group presentations & paper: 30% (workshops and seminars (presentations))
- Exam: 70% (quality of answer to questions)

Any student has the opportunity to improve their grades up to 10% by submitting an additional case study. The write-up has to be submitted before the written exam.

The examination for both section 1 & 2 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.

Literature

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

Grant, R.M.: Contemporary Strategy Analysis, 7th Edition
2010

Hill, C. and Hult T. (2017) International Business: Competing in the Global Marketplace, 11th edition

Morschett, D., Schramm-Klein, H., & Zentes, J. (2015). Strategic international management, Springer.

Welge, M.K./ Al-Laham, A.: Strategisches Management. Grundlagen – Prozess – Implementierung. 5. Auflage, Wiesbaden 2008

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

The course materials for section 2 are:

Waldemar Pfoertsch (ED.) Basics in Finance for International Marketers, WAP Books 2017

Available as eBook https://www.amazon.com/dp/B075RCNP1B/ref=sr_1_5?ie=UTF8&qid=1505979864&sr=8-5&keywords=pfoertsch and

- 1 Student presentation
- 2 Student papers

All are digitized and are available in the on the E-Learning platform

Further suggested literature includes:

1. Arnold, G., Corporate Financial Management, Harlow, Fifth Ed. Chapter 22.
2. Berk, J./ DeMarzo, P., Corporate Finance, Pearson, Fourth Ed., Global Edition. Harlow.
3. Eiteman, D.K. / Stonehill, A.I. / Moffett, M.H., Multinational Business Finance, Boston

4. et al, latest edition
5. Hill, C.W.L., International Business - Competing in the Global Marketplace, New York et al, latest edition, Chapter 19 and 20 Eiteman, D.K. / Stonehill, A.I. / Moffett, M.H., Multinational Business Finance, Boston et al, latest edition.
6. Madura, J., International Financial Management, Cincinnati et al. (latest edition)
7. Nobes, C. / Parker, R., Comparative International Accounting, Harlow, England et al, latest edition
8. Ross, S.A./ Westerfield, R. W. / Jaffe, J., Corporate Finance, Boston et al, latest Edition

Session 1 detailed schedule

Session	Activity (Topic)	METHODOLOGY	DATE
1	General introduction, Introduction to International Management Part I	Lecture, Break-out discussions and in-class case studies	07.04
2	Introduction to International Management Part II	Lecture, Break-out discussions and in-class case studies	21.04
3	Global Customer in the digital world, market barriers, global and regional integration, competitive advantages, country culture and ethics	Lecture, Break-out discussions and in-class case studies	24.04
4	Coordination Mechanisms, international organizational structures, Corporate Culture and Corporate Social responsibility	Lecture, Break-out discussions and in-class case studies	28.04
5	International Strategies	Lecture, Break-out discussions and in-class case studies	12.05
6	Digitalization Strategies, digital business models and data protection	Lecture, Break-out discussions and in-class case studies	15.05
7	Strategy Implementation: Foreign operation modes, M&A	Lecture, Break-out discussions and in-class case studies	19.05
8	Global Production and Sourcing including guest lecture	Guest lecture	26.05
9	Global Marketing and Innovation Management	Lecture, Break-out discussions and in-class case studies	09.06
10	Agile Project Management	Lecture, Break-out discussions and in-class case studies	12.06

11	Summary, Recap and Q&A for the Exam	Lecture and discussions	23.06
12	Case Study Presentations Groups 1-4	Case Study Presentation	30.06
13	Case Study Presentations Groups 5-8	Case Study Presentation	Tbd, if needed

Session 1: Student groups and case studies will be assigned in the first lecture.

Session 2 Schedule

Session 2: Student groups and topics will be determined by Professor Anxo Ramón Calvo Silvosa at the beginning of the 1st period. The exam is also planned for Jan. 18th.

Session	Activity (Topic)	METHODOLOGY	DATE
	Introduction to the course	Lecture	
	Managing exchange-rate risk (1)	Lecture	
	Managing exchange-rate risk (2)	Lecture	
	WORKSHOP 1: International Environment	Workshop	
	Managing exchange-rate risk (3)	Lecture	
	PRESENTATION 1: International Environment	Seminar	
	Sources of Finance	Lecture	
	WORKSHOP 2: Sources of Finance	Workshop	
	PRESENTATION 2: Sources of Finance	Seminar	
	WORKSHOP 3: International Accounting (1)	Workshop	
	PRESENTATION 3: International Accounting	Seminar	
	WORKSHOP 4: Multinat. Tax Manag.(1)	Workshop	

	PRESENTATION 4: Multinational Tax Management	Seminar	
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