

International Business

- Courses in English -

- International Business Law
- International Economics
- International Finance
- International Human Resource Management/Change Management
- International Logistics
- International Management (4 courses)
- International Management Seminar
- International Marketing
- International Trade

- Country Studies / Country Analysis
- Intercultural interaction
- Intercultural communication & Competence
- Project Work & Intercultural Project Management (2 semester programme)

Course Name: International Business Law

Degree programme:

Foreign Trade / International Management (Bachelor)

Responsible Lecturer:

Prof. Dr. Michael Gille

Work load: 150 hours**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

The aim of the course is to provide students with a basic understanding of the legal framework within which international businesses operate. Students are able to anticipate, analyse and avoid/solve some of the legal problems that international businesses typically encounter from the perspective of WTO law and EU law. The students will be able to work on and solve simple cases and questions of the international corporate practice and to present the results in a discussion.

At the end of this course students will be able to:

- explain how international law is made
- identify and explain the legal effects of public and private international law
- identify and analyse international legal conflicts that arise over specific situations
- formulate persuasive arguments for the resolution of international disputes in consideration of the relevant sources of international law
- explain how international legal conflicts can be settled in international tribunals.

Content:

The course explores the rules that apply to international trade in goods, services and labour with emphasis on the WTO multilateral trade system and the EC Treaty. In this context, the students will also be introduced to the rules that apply to IP protection, foreign investment and transportation.

About didactics and work load distribution:

Seminar teaching, exercises and case study discussion.

Requirements for participation:

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Course language:
English**Type of exam:**

Written examination (2h). A test (20-30 min.) is a prerequisite for participation in the final examination. Students are allowed to bring primary sources and dictionaries. Electronic devices (laptop or PC) are not allowed, except for non-programmable calculators.

Requirements for credit point allocation:

The students will be assessed on the basis of their performance in the written examination. The grades will vary according to the degree, to which students demonstrate fulfilment of the course objectives.

Literature:

- Materials from wto.org and brochure "Understanding the WTO"
- Materials from www.jeanmonnetprogram.org
- August/Mayer/Bixby, International Business Law, 5th ed., Prentice Hall, 2009
- Primary sources, e.g. EC Treaty and secondary legislation, GATT, GATS, TRIPS

Course Name: International Economics		
Degree programme: Foreign Trade/International Management (Bachelor)		Responsible Lecturer: Prof. Dr. Stephan Boll
Work load: 150 hours	Lecture hours per week: 4	ECTS Credits: 5
Course objectives: <p>The course provides an in-depth insight into the economic consequences of globalisation. Through this students will be able to understand that economic decisions have to be aligned with international points of view. As future managers in international operating companies or organisations, the students will learn to forecast the consequences of own decisions and to prepare long-term corporate strategies.</p>		
Contents: <p>In this course various aspects of the internationalisation of corporate activity are examined. Main topics are macro-economical reasons for international trade as well as characteristics and consequences of globalisation on international business relations, on national and international income distribution and on economic options. Various case studies with student participation serve illustration purposes.</p>		
About didactics and work load distribution: <p>50% problem based learning, presentations and group work; 50% lectures</p>		
Requirements for participation: <p>Intermediate knowledge in economics</p>		Course language: <p>English</p>
Type of exam: <p>Presentation (oral and essay) of group works + written examination</p>		
Requirements for credit point allocation: <p>Active participation in group work and lessons</p>		
Literature: <ul style="list-style-type: none"> • Burda, M., Wyplosz, C., Macroeconomics, A European Text, Oxford 1997. • Paul Krugman, Maurice Obstfeld, International Economics, Theory and Policy. • John Micklethwait, A. Wooldridge, A Future Perfect, The Challenge and Hidden Promise of Globalization, New York 2000. • Alan M. Rugman, Richard M. Hodgetts, International Business, A Strategic Management Approach, 2nd edition, 2000. • George Stonehouse, et. al., Global and Transnational Business, Strategy and Management, 2000. • World Bank (2002), Globalization, Growth, and Poverty: Building an Inclusive World Economy. • Charles W.L. Hill, International Business, Competing in the Global Market Place, 2007 		

Course Name: International Finance

Degree programme:

Foreign Trade / International Management (Bachelor)

Responsible Lecturer:

Prof. Dr. Christian Decker

Work load: 150 hours**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

Students develop a general insight into the complexity of international corporate and structured Finance. They learn to analyse, understand and explain the logic of financial instruments and related structures within an international context.

Contents:**0 Introduction**

- 0.1 Finance, Corporate Finance, International Finance
- 0.2 Financial Markets, Banks, Intermediaries
- 0.3 Objectives & Problems of Financial Management

1 Cash Flow, DCF, Cost of Capital

- 1.1 Cash Flow
- 1.2 Discounted Cash Flow
- 1.3 Cost of Capital

2 Debt – Credit Risk

- 2.1 Risk and Risk Management
- 2.2 Risks of Lending
- 2.3 Measuring Credit Risk
- 2.4 The Price of a Loan
- 2.5 Credit Risk Transfer

3 Debt – Loans

- 3.1 Forms of Loans
- 3.2 Syndicated Lending
- 3.3 Loan Documentation

4 Debt – Bonds

- 4.1 Definition & Features
- 4.2 Interest Rate
- 4.3 Bond Valuation

5 Project Finance

- 5.1 Structured Finance
- 5.2 Definitions and Features
- 5.3 Typical Sectors
- 5.4 Analysing and Structuring
- 5.5 Process

6 Asset Finance

- 6.1 Definition of Asset Finance
- 6.2 Rationale of Asset Finance
- 6.3 Loan-to-Value (LTV)
- 6.4 Covered Bonds

7 M&A, Acquisition Finance

- 7.1 M&A
- 7.2 Leveraged Finance
- 7.3 Tranching Arbitrage
- 7.4 M&A Process & Financing Pitch

8 Asset Securitisation

- 8.1 Definition & Overview
- 8.2 True Sale Securitisation
- 8.3 Synthetic Securitisation
- 8.4 Asset Backed Commercial Paper

About didactics and work load distribution:

20% problem based learning and group work; 80% interactive lectures

Requirements for participation:

Basic knowledge in finance, accounting, mathematics and statistics

Type of exam:

Written examination

Course language:

English

Requirements for credit point allocation:

Active participation in group work and lessons

Literature:

- Brealey, Richard A.; Myers, Stewart C.; Allen, Franklin: Principles of Corporate Finance, 9th ed., International Student Edition, McGraw-Hill Higher Education 2008.
- Ross, Stephen A.; Westerfield, Randolph W.; Jaffe, Jeffrey: Modern Financial Management, 8th ed., McGraw-Hill / Irwin 2008.
- Ernst, Dietmar; Häcker, Joachim: Applied International Corporate Finance 1st ed., Verlag Vahlen/Munich 2007

Course Name: International Human Resource Management, Organisation & Change Management

Degree programme:

Foreign Trade/International Management (Bachelor)

Responsible Lecturer: Prof. Dr. Annette Schikarski

Work load: 150 hours

Lecture hours per week: 4

ECTS Credits: 5

Course objectives:

International Human Resource Management

The objective is to gain profound knowledge in HR strategies and operational practices needed to professionally carry out the functions of a Human Resource Manager or Line Manager in an international organization.

Organisation & Change Management

The objective is to deeply understand the relations between multinational corporations and host countries at different stages of the internationalization process. The lecture is focussing on the impact on organizational design and organizational change.

Contents:

International HR Management:

- Linking Human Resource Strategy to Corporate strategy to build competitive advantage in a global environment
- Conducting job analysis
- Recruiting and selecting job candidates
- Planning intercultural training
- Conducting appraisals
- Compensating employees
- Course addresses international issues such as off shoring and expatriation

Organisation & Change Management:

- Fundamental Organizational Theories
- International Organizational Design
- Internationalization Strategies and Organizational Focus
- Organizational Change

Course addresses also relations between multinational corporations and host countries, and special problems associated with international cooperations.

About didactics and work load distribution:

Case Studies, Role Play, Discussion, Break out groups, Moderation, Audio tapes, Short ad-hoc presentations

Requirements for participation:

Type of exam:

60 minute written examination

Course language:
English

Requirements for credit point allocation:

Active participation in group work and lessons

Literature:

- Dressler, G. (2005): Human Resource Management, Upper Saddle River
- Noe, R.A. et al. (2005): Human Resource Management, Boston
- Dowling, P.J. et al (2004): International Human Resource Management- managing people in a multinational context, London
- Griffin R.W./Pustay M.W. (2005): International Business
- Weber, W./ Festinger, M. /Dowling, P. J./ Schuler, R.S. (2001): Internationales Personalmanagement
- Deresky H. (2006): International Management—Managing across Borders and Cultures
- Scherm E./ Süß, S. (2004): Internationales Personalmanagement, München
- Scholz, C. (2000): Personalmanagement,
- Heenan, D. A./Perlmutter, H. V. (1979) Multinational organization development, Reading
- Latest studies of leading consult companies (McKinsey, PWC, BCG etc.)
- Picot, A./ Dietl, H./ Frank, E. (2005): Organisation eine ökonomische Perspektive, Stuttgart
- Jones, R. G. (2004): Organizational Theory, Design, and Change, Upper Saddle River
- Staehle, W. /Sydow, (1999): Management, München
- Kreikebaum H./Gilbert D.U./Reinhardt G.O. (2002): Organisationsmanagement internationaler Unternehmen, Wiesbaden
- Griffin, R.W./Pustay, M.W. (2005): International Business, Upper Saddle River
- Scherm E.; Süß, S. (2001): Internationales Management, München
- Sanyal, R. N. (2001): International Management, Upper Saddle River
- Deresky, H. (2006): International Management—Managing across Borders and Cultures, Upper Saddle River

Course Name: International Logistics

Degree programme:

Foreign Trade / International Management (Bachelor)

Responsible Lecturer:

Prof. Dr. Christian Decker

Work load: 150 hours**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

Students will be introduced to the importance of international logistics in a globalized world. They will learn to analyse, understand and explain the logic of transportation, inventory management as well as warehousing and logistics networks.

Contents:**0 International Logistics**

- 0.1 Scope, Role and Elements of Logistics
- 0.2 Strategic Context of Logistics
- 0.3 The Logistics Triangle

1 Transport

- 1.1 Transportation – Basics
- 1.2 Trends in Transportation & Logistics
- 1.3 Transport Modes

2 Inventory Management

- 2.1 Basic Inventory Management Principles
- 2.2 Case Study: Procurement in the Automotive Industry

3 Warehousing and Logistics Networks

- 3.1 Functions, Type and Equipment of Warehouses
- 3.2 Management Principles in Warehousing
- 3.3 Logistics Networks: Putting Everything Together
- 3.4 Supply Chain Optimisation

About didactics and work load distribution:

20% problem based learning and group work; 80% interactive lectures with exercises

Requirements for participation:

n.a.

Course language:

English

Type of exam:

Written examination

Requirements for credit point allocation:

Active participation in group work and lessons

Literature:

- Rushton et. al: Handbook of Logistics and Distribution Management, 2nd ed. (2001)
- Wood, Donald F.: International Logistics, 2nd ed. (2002)
- Christopher, Martin: Logistics and Supply Chain Management – Creating value adding networks, 3rd ed. (2005)
- Waters, Donald: Global logistics – New directions in supply chain management, 5th ed. (2006)

Course Name: International Management

Degree programme:
Foreign Trade / International Management (Bachelor)

Responsible Lecturer:
Prof. Dr. Christian Decker

Work load: 360 hours

Lecture hours per week: 8 (4 L x 2 hrs)

ECTS Credits: 12

Course objectives:

This module provides students with an introductory approach to corporate issues in an international context. Students will be introduced to an integrated, practice-oriented perspective of global management. Starting with the fundamentals of corporate strategic planning and brand positioning, the tools and ideas of preserving and raising brand value will be introduced. Continuous access to financial resources, respectively capital markets, is one prerequisite for the implementation of strategies and investments in brands. Management will also be influenced by the objectives and requirements of strategic and/or financial investors. Value-based performance measures will have to be obeyed and reported. Therefore, a fine grasp of international accounting and corresponding financial reporting standards becomes essential for the management of MNCs. The module is made up of four lectures and looks at international case studies:

1. Fundamentals of International Strategic Management

To acquire fundamental strategic knowledge and skills to incorporate the methods and components of the strategic planning process, the global business and strategies, in order to build and maintain a profitable and competitive advantage in global business as a manager.

2. Fundamentals of International Brand Building

Company market value often largely consists of brand equity. Research shows that strong, well-leveraged brands produce higher returns for shareholders than weaker, narrower brands. The objective of this lecture is to gain profound knowledge of methods and best practices in order to systematically build brands and exploit brand opportunities in international markets.

3. Fundamentals of International Capital Markets

To introduce students to the issues of strategic financial management, teaching students to financially transform strategic objectives into funding programmes. Students will learn how to make use of various capital market instruments.

4. Fundamentals of International Accounting

To introduce students to the basic concepts and principles of the International Financial Reporting Standards (IFRS). Students will develop expertise regarding essential IAS-/IFRS-regulations and will understand the content of important IASB standards, IFRS-related accounting policy issues, and the significant differences between IFRS and German GAAP.

Contents:

1. Fundamentals of International Strategic Management

- Challenges of international strategic management
- Initiation of internationalization
- Assessment of international developments and trade in relation to business.
- Process of international market and strategy selection
- Development of business and marketing strategies with global / growth orientation
- Insight into the key components of successful business and marketing strategies
- Strategic implementation
- Case study: Development of a company's international competitiveness

2. Fundamentals of International Brand Building

- Challenges of international strategic brand building
- Building brand capabilities
- Insight into the development of sound strategies for enhancing corporate brands in international markets
- Insight into state-of-the-art analytical approaches to consumer research
- Review highlights of recent studies and analytical approaches to international customer behaviour regarding brand
- Case study: Development of a company's international competitiveness

3. Fundamentals of International Capital Markets

- Challenges of international strategic financial management
- Financial instruments, investors, analysts, rating agencies and interaction
- Request for proposals, pitching, private placements and public offerings
- Investor relations and financial reporting
- Selected case studies

4. Fundamentals of International Accounting

- Rationale and objectives of IASB standard setting
- Regulatory framework
- Presentation of financial statements (framework, IAS 1, 8, IFRS 7, 8)
- Reporting profit and loss (IAS 2, 11, 18, provisions, discontinuations)
- Balance sheet recognition and valuation (IAS 8, 12, 16, 17, 36 to 39, IFRS 3)
- Rules relating to first-time adoption of IFRS (IFRS 1)
- Accounting policies
- Comparison with German GAAP
- Future developments (e.g., SME proposals, revenue recognition, convergence project)
- Exercises and case study discussion illustrating the practical application of IFRS principles and standards

About didactics and work load distribution:

Case studies, best practice materials discussion, break-out groups, moderation, video tapes, short ad-hoc presentations, guest speakers, field trips

Requirements for participation:

n.a.

Course language:
English

Type of exam:

Written final examination, term paper, presentation

Requirements for credit point allocation:

Active participation in group work and lessons

Literature:**Fundamentals of International Strategic Management**

- Advantage: Concepts
- Barney, J./ Hesterly, W. (2006): Strategic Management and Competitive
- Coulter, M. (2005): Strategic Management In Action
- Cullen, J. B./ Praveen, P. K. (2005): Multinational Management, Manson
- Fred, D. (2005) :Strategic Management: Concepts and Cases
- Griffin, R.W./Pustay, M.W. (2005): International Business, Upper Saddle River
- Porter; M. E.(1999): Competitive Strategy
- Porth, S. J. (2003): Strategic Management: A Cross-Functional Approach
- Sanyal, R. N. (2001): International Management, Upper Saddle River
- Wheelen, T./ Hunger,, D. (2006):Strategic Management and Business Policies, Upper Saddle River
- Latest studies of leading consulting companies (McKinsey, PWC, BCG etc)

Fundamentals of International Brand Building

- Aaker, D. A. (1996): Building Strong Brands, New York
- Aaker, D. A./ Joachimsthaler, E. (2002): Brand Leadership, Financial Times Press
- Deresky H. (2006): International Management—Managing across Borders and Cultures
- Esch, F.-R./ Tomczak, T./ Kernstock, J. (2006): Corporate Brand Management: Marken als Anker strategischer Führung von Unternehmen
- Esch, F.-R. (2008): Strategie und Technik der Markenführung, München
- Esch, F.-R./ Armbrecht, W. (2008): Best Practice der Markenführung: Zielsetzung - Strategie – Umsetzung, München
- Hollensen, S. (2004) Global Marketing; Upper Saddle River
- Karpferer, J. N.(2008): Strategic Brand Management: Creating and Sustaining Brand Equity Long Term (New Strategic Brand Management: Creating & Sustaining Brand Equity
- Keegan, W. J. (2002): Global Marketing, Upper Saddle River
- Porter; M. E.(1999): Competitive Strategy
- Salomon, M. R./Marshall, G. W. / Sturat, E. W. (2006): Real People, Real Choices, Upper Saddle River
- Latest studies of leading consulting companies (McKinsey, Roland Berger, PWC, BCG etc)

Fundamentals of International Capital Markets

- Berk, J.; DeMarzo, P. (2007): Corporate Finance, Pearson – Addison Wesley.
- Brealey, Richard A.; Myers, Stewart C.; Allen, Franklin (2008): Principles of Corporate Finance, 9th ed., International Student Edition, McGraw-Hill Higher Education.
- Ernst, Dietmar; Häcker, Joachim (2007): Applied International Corporate Finance 1st ed., Verlag Vahlen/Munich.
- Fabozzi, F. J.; Modigliani, F.; Jones, F. J. (2009): Foundations of Financial Markets and Institutions, International Edition, Pearson.
- Haan, J. d.; Oosterloo, S., Schoenmaker, D. (2009): European Financial Markets and Institutions, Cambridge University Press.
- Madura, J. (2008): Financial Markets and Institutions, International Edition, 8th ed., Cengage.
- Hillier, D.; Grinblatt, M.; Titman, S. (2009): Financial Markets and Corporate Strategy, European Edition, McGraw-Hill Higher Education.
- Mishkin, F. S.; Eakins, S. G. (2008): Financial Markets and Institutions, International Edition, 6th ed., Pearson.
- Pettit, J. (2007): Strategic Corporate Finance: Applications in Valuation and Capital Structure, 1st ed., Wiley & Sons.
- Ross, Stephen A.; Westerfield, Randolph W.; Jaffe, J. (2008): Modern Financial Management, 8th ed., McGraw-Hill / Irwin.
- Welch, I. (2008): Corporate Finance: An Introduction, Prentice Hall.
- Selected articles; Selected offering circulars and information memoranda; Selected capital market research paper and issuer reports of rating agencies

Fundamentals of International Accounting

- Alfredson, Keith et al.: Applying IFRS, 2nd ed., Wiley 2007
- Elliott, Barry; Elliott, Jamie: Financial Accounting and Reporting, 12th ed., Prentice Hall 2007.
- Epstein, Barry J.; Jermakowicz, Eva K.: IFRS Policies and Procedures, Wiley 2008.
- Epstein, Barry J.; Jermakowicz, Eva K.: IFRS: Interpretation and Application of IFRS, rev. ed., Wiley 2009.
- Finch, Clare: A Student's guide to IFRS, 2nd ed., Kaplan 2008.
- Kirk, Robert: IFRS: A Quick Reference Guide, CIMA Publ. 2008.
- McCallig, John: Introductory Financial Accounting: Using International Financial Reporting Standards, 2nd ed., Donmorris Books 2009.
- Mirza, Abbas A.; Orrell, Magnus; Holt, Graham J.: Wiley IFRS: Practical Implementation Guide and Workbook, 2nd ed., Wiley 2008.
- Palepu, Krishna G.; et al.: Business Analysis and Valuation: IFRS edition – Text and Cases, Thomson Learning 2007.
- Primary Sources: IAS/IFRS Standards and interpretive materials; Financial reports of various MNCs

Course Name: International Management Seminar		
Degree programme: Foreign Trade/International Management (Bachelor)		Responsible Lecturer: Prof. Dr. Annette Schikarski
Work load: 120 hours	Lecture hours per week: 2	ECTS Credits: 4
Course objectives: The objective of the course is to acquire a better understanding of specific topics, e.g. logistics, marketing, finance and organisation.		
Contents: The contents of the course are open – in general, the students have to evaluate specific problems and present analytical results as a solution.		
About didactics and work load distribution: Case Studies with 30' presentations, written papers also guest speakers, workshops, excursions		
Requirements for participation: –		Course language: English
Type of exam: Individual presentation with discussion and evaluation		
Requirements for credit point allocation: Active participation in group work and lessons		
Literature: open		

Course Name: International Marketing

Degree programme:
Foreign Trade/International Management (Bachelor)

Responsible Lecturer:
Prof. Dr. Annette Schikarski

Work load: 180 hours

Lecture hours per week: 4

ECTS Credits: 6

Course objectives:

The objective is to reach profound understanding about the challenges of international marketing, to incorporate the components of marketing strategy as well as internationalization strategies and to implement marketing mix as Product Manager or Marketing Manager.

Contents:

1. International brand management:

- Consumer behaviour
- Market research
- Marketing strategies
- Marketing mix
- Marketing controlling

2. Internationalization:

- Strategies of internationalization
- Strategies of market entry
- Specialities of Marketing Mix

About didactics and work load distribution:

Case Studies, Best Practice Material (e.g. Briefing and Positioning or Concept Formula), Discussion, Break out groups, Moderation, Video tapes and Print/TV Commercials, Short ad-hoc presentations

Requirements for participation:**Type of exam:**

120 minute written examination

Course language:
English

Requirements for credit point allocation:

Active participation in group work and lessons

Literature:

- Kotler, P./ Wong, V. / Saunders, J./ Armstron, G., (2005): Principles of Marketing; Upper Saddle River
- Hollensen, S. (2004) Global Marketing; Upper Saddle River
- Cateora, P. R./Graham, J. L.(2005): International Marketing, Boston
- Esch,F.-R. (2005): Strategie und Technik der Markenführung, München
- Salomon, M. R./Marshall, G. W. / Sturat, E. W. (2006): Real People, Real Choices, Upper Saddle River
- Porter; M. E.(1999): Competitive Strategy
- Keegan, W. J. (2002): Global Marketing, Upper Saddle River
- Berndt, R./ Fantapié Altobelli, C. / Sander, M.(2005): Internationales Marketing-Management, Berlin
- Griffin R.W./ Pustay M.W. (2005): International Business, Upper Saddle River
- Sanyal R. N. (2001): International Management; Upper Saddle River
- Deresky H. (2006): International Management—Managing across Borders and Cultures;
- Latest studies of leading consult companies (McKinsey, PWC, BCG etc)

Course Name: International Trade

Degree programme:

Foreign Trade / International Management (Bachelor)

Responsible Lecturer:

Prof. Dr. Christian Decker

Work load: 90 hours**Lecture hours per week:** 2**ECTS Credits:** 3**Course objectives:**

Students will be introduced to the economics, managerial and financial aspects of International Trade. They will learn to analyse, understand and explain the logic of trade instruments and related risks as well as risk mitigation techniques.

Contents:**0 Introduction**

- 0.1 Foreign Trade as a Science
- 0.2 Introduction to World Trade

1 International Trade Theory

- 1.1 Matter, Objectives & Instruments of Foreign Trade
- 1.2 Causes for International Trade Relations

2 Manifestations of Foreign Trade

- 2.1 An Overview
- 2.2 Basic Forms (Export & Import)
- 2.3 Trade Intermediaries
- 2.4 Special Forms: Tolling, Countertrade etc

3 Risks in Foreign Trade

- 3.1 Risk and Risk Management
- 3.2 Risks in Foreign Trade

4 Incoterms & Terms of Payment

- 4.1 Incoterms
- 4.2 Terms of Payment

5 Export Credit Guarantees of the Federal Republic of Germany

- 5.1 Basics
- 5.2 Case Study
- 5.3 Sustainability

6 German Investment & Untied Loan Insurance Schemes

- 6.1 General Introduction to Political Risk
- 6.2 German Investment Guarantees
- 6.3 German Untied Loan Guarantees
- 6.4 Case Study – How the Instruments work together

7 Currency & Exchange Risk Management**About didactics and work load distribution:**

100% interactive lectures with exercises & guest lectures

Requirements for participation:

n.a.

Course language:

English

Type of exam:

Written examination

Requirements for credit point allocation:

Active participation in group work and lessons

Literature:

- Eibner, Wolfgang: Understanding International Trade: Theory & Policy / Anwendungsorientierte Außenwirtschaft: Theorie & Politik, English – German, R. Oldenbourg Verlag: Munich, Vienna 2006.
- Eitemann, David K.; Stonehill, Arthur I.; Moffett, Michael H.: Multinational Business Finance, 11th ed., Addison Wesley: Boston et al 2006.
- Charles W. L. Hill: International Business. Competing in the Global Marketplace, 7th ed., International Student Edition, McGraw-Hill Higher Professional 2008.
- Shapiro, Allan C.: Multinational Financial Management, 8th ed., John Wiley & Sons 2006.

Course Name: Country Studies and Country Analysis

Degree programme:

Foreign Trade/International Management (Bachelor)

Responsible Lecturer: Prof. Dr. Stephan Boll

Work load: 90 hours**Lecture hours per week:** 2**ECTS Credits:** 3**Course objectives:**

At the core of this module is the question of which country information should a company have in order to make directed business decisions. Students look at this question in the context of a particular country. The course looks at aspects of a country that are of particular importance for business people working internationally and with regard to globally operating companies.

The students learn to acquire information sources, critically evaluate and prepare country information with regard to specific questions and acquire knowledge of country studies. They will acquire the following skills:

- Knowledge about core aspect of country studies of chosen countries
- Information research
- dealing with sources
- Self-management
- Further development of planning and problem-solving skills

Contents:

Initially, a concept will be developed in the seminar that looks at how to carry out country studies and country comparisons. Building on this, the seminar will look at the following aspects:

- criteria for the choice of which countries are to be analysed
- acquiring information sources
- developing questions
- collecting relevant information, sifting and evaluating information
- dealing critically with sources
- preparing and presenting information in a clear and interesting way

About didactics and work load distribution:

50% problem based learning and student presentations; 50% lectures

Requirements for participation:

Basic knowledge presentation techniques

Course language:
English**Type of exam:**

Presentation (oral and written outline) + written examination

Requirements for credit point allocation:

Active participation in group work and lessons

Literature:

The literature is chosen according to the country. Central sources of information are:

- the state and university library in Hamburg
- the magazine archive
- the Hamburg world business archive
- the Institute for Asia, Latin Amerika and Africa studies

Course Name: Intercultural interaction; an introduction

Degree programme:

Foreign Trade / International Management (Bachelor)

Responsible Lecturer:

Prof. Dr. Adelheid Iken

Work load: 150 hours**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

To prepare students for a working environment in which they come together with different cultures and where they might be working outside their home environment. The course is an introduction to intercultural interaction, where students learn to reflect about their own culture and culture differences and similarities.

Students will be expected in particular to

- explain the basic concepts of intercultural interaction
- know what is meant by culture and in which form culture influences human behaviour
- have experienced how cultural differences influence human interaction
- be able to use the basic concepts of intercultural interaction and recognise cultural influencing factors

Content:

An introduction to this area looks at the following topics:

- Perception of self and others
- Origin and influences of stereotypes and prejudices
- Understanding what is foreign: The meaning of attributions
- The meaning of norms and values for human behaviour
- Influences of culture on the processes of perception
- Culture distance and identity
- Culture specific thought forms
- Intercultural verbal and non-verbal problems
- Influence of culture on the perception of time and time awareness
- Coping with cultural diversity

About didactics and work load distribution:

Mixture of lecture-oriented and interactive teaching and student centred learning strategies plus tutorial

Requirements for participation:**Type of exam:**

Written examination. A test is a prerequisite for participation in the final examination

Course language:
English**Requirements for credit point allocation:**

Active participation in group work and lessons

Literature:

- Chen, Guo-Ming & William J. Starosta 1998. *Foundations of Intercultural Communication*. Needham Hight, Mass: Allyn & Bacon.
- Ferraro, Gary P. 1998. *The Cultural Dimension of International Business*. Upper Saddle River, NJ: Prentice Hall
- Jandt, Fred E. 1998. *Intercultural Communication: An Introduction*. London: Sage
- Jandt, Fred E. (ed.) 2004. *Intercultural Communication: A global reader*. London: Sage.
- Samovar, Larry A., Richard E. Porter & Nemi C. Jain 1981. *Understanding Intercultural Communication*. Belmont, California: Wadsworth
- Müller, Stefan & Katja Gelbrich 2004. *Interkulturelles Marketing*. München: Vahlen

Course Name: Intercultural communication and competence

Degree programme:

Foreign Trade / International Management (Bachelor)

Responsible Lecturer:

Prof. Dr. Adelheid Iken

Work load: 150 hours**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

Worldwide global businesses and increasing cultural variety require the ability to

- recognise cultural differences and how they influence decision-making
- communicate clearly with people of different cultural backgrounds
- be able to reflect and act in an appropriate and productive way

The main goal is to acquire the necessary communication and intercultural skills for decision-making. Particular focus is on the skills that are particularly important in business and company decision-making.

Content:

Parallel to the three levels of intercultural communication and decision-making skills this module looks at the cognitive and the affective aspects as well as behavioural aspects. The course looks at the following topics:

- Intercultural communication and negotiation skills
- Methods to acquire skills
- Culture standards and culture dimensions as conceptual orientation tools
- Culture specific work and communication styles
- Social systems and their influences on work life
- Influence of values and norms in work life
- Recognising and using cultural differences
- Acculturation strategies
- Decision-making strategies

About didactics and work load distribution:

Interactive teaching and student centred learning strategies plus training units

Requirements for participation:**Type of exam:**

Assignment, paper and written examination. A test and an assignment are prerequisites for participation in the final examination

Course language:

English

Requirements for credit point allocation:

Active participation in group work and lessons

Literature:

Training materials, case studies, simulations

Literature from psychology, cultural anthropology, sociology and business are used in this module. Literature lists exist for each of these topics. The following list refers only to the central aspects of intercultural skills:

- Landis, Dan; Janet M. Bennett & Milton J. Bennett (Hg.) 2004. *Handbook of Intercultural Training*. London: Sage
- Loisel, Janka 2000. *Interkulturelle Handlungskompetenz*. Frankfurt: Peter Lang.
- Redding, Gordon & Bruce W. Stening (Hg.) 2003. *Cross-Cultural Management: The theory of culture (Vol.1)*. Cheltenham, UK: Elgar Reference Collection.
- Scheitza, Alexander & Semira Soraya-Kandan 2002. *Interkulturelle Kompetenz*. Berlin: FHTW
- Thomas, Alexander; Eva-Ulrike Kinast & Sylvia Schroll-Machl (Hg.) 2003. *Handbuch Interkulturelle Kommunikation und Kooperation (2 Bd)*. Göttingen: Vandenhoeck & Ruprecht

Course Name: Project work & Intercultural Project Management

Degree programme:

Foreign Trade / International Management (Bachelor)

Responsible Lecturer:

Prof. Dr. Adelheid Iken

Work load: 210 hours

Lecture hours per week: 4 (2 semesters!)

ECTS Credits: 7

Course objectives:

In international companies and organisations work in interdisciplinary projects and intercultural teams are becoming more and more important. In order to prepare for this work students look at the different aspects of international project work and put into practice this theoretical knowledge.

At the end of the module students will be familiar with the basics of project management. They will have planned and completed a project and presented and critically evaluated the process.

Content:

The first part of the module introduces the students to management in international projects. In the second part the students learn the basic techniques to be used in order to plan and carry out a project as a team. **The module runs for two semesters.**

Topics looked at are e.g.:

- Introduction to project management
- Project processes
- Cultural differences in project management
- Planning and carrying out an individual project
- Analysis and presentation of project results

About didactics and work load distribution:

Seminar teaching and project work

Requirements for participation:

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Type of exam:

Written examination. A test is a prerequisite for participation in the final examination

Course language:

English

Requirements for credit point allocation:

Evaluation of the project work, project report and presentation

Literature:

- Falck, Margrit; Alexander Scheitza & Matthias Otten 2002. *Internationales Projektmanagement*. FHTW Berlin