

Name of programme: **Logistics Management B.Sc.**

Title of Module	International Management
Responsible person	Prof. Dr. Monika Maria Möhring
Teacher	Prof. Dr. Monika Maria Möhring
Module Code	BWL10
Type of Module	O obligatory module, X elective module (for degree seeking students)
Level (BA / MA)	O BA x BSc O BEng, O MA O MSc O MEng O MBA
Language	English
Related Degree Programme/s	Logistics Management (B.Sc.)
Department	Management and Communication
Location	O Gießen, x Friedberg
Availability/frequency of module	O every semester, X annually in the winter semester, O annually in the summer semester
Hours per Week / Workload	42 HpW, contact hours per week 150 H in total
Number of CrP/ECTS	5 ECTS/CrP
Forms of instruction	X lecture O seminar O supervised training O laboratory practical course
Qualifications and Goals	<p>The module „International Management“ conveys a managerial approach to foreign trade, work relationships, and environmental divergences. Laying a foundation by covering relevant contextual regularities, theories, and terminology, aspects of sourcing and trading abroad are scrutinised. In particular, investment deliberations and non-financial risk management are considered. Socio-cultural regularities are exemplified, particularly expanding on the Japanese and US American culture.</p> <p>In the course of the semester, the students will elaborate several simple to complex case studies. Originating both from industrial and occupational scenarios, these cases will enable the students to apply and further understand the theoretical implications of the taught models. Cooperation, conflict resolution, presentation in English and fluency in argumentation are thereby trained. Upon completion of this course, students should be able to:</p> <ul style="list-style-type: none"> - provide an overview of the most relevant concepts for international management and subject-related risk mitigation, - explain the relevance and tasks of international management departments with regard to managerial and strategic planning, - describe influential factors of culture and regional diversity on international operations, sourcing, and trade, - assess the necessity to explore and systematically research the markets of interest to a national economy for ensuring ongoing competitiveness and sustainable trade and exchange relations, - explain and effectively apply basic socio-cultural strategies for internationalisation.
Short Description of Contents	The module focuses on a managerial approach to foreign trade, work relationships, and environmental divergences. It treats important fundamentals by covering the relevant contextual regularities, theories, and terminology. Aspects of sourcing and trading abroad are scrutinised. In particular, investment deliberations and non-financial risk management are considered. Socio-cultural regularities are exemplified, particularly expanding on cultural aspects of Japan and the US.

Description of Contents	<p>Unit 1: Introduction into international business and industrial exchange</p> <ul style="list-style-type: none"> - Significance and tasks of international management - Strategic planning of internationalisation initiatives - Foundation of socio-cultural differences and commonalities - Sources of non-monetary internationalisation risk <p>Unit 2: Formulating global strategy</p> <ul style="list-style-type: none"> - Conceptual models of globalisation strategies - Decision processes and tools - Peculiarities in cross-country sustainability and corporate citizenship - Coping with change - Strategies for the USA - Strategies for Japan <p>Unit 3: Implementing global strategy</p> <ul style="list-style-type: none"> - Strategies for operational units - Strategies for supporting units, particularly Human Resource Management - Coping with corruption, bribery and fraud - Environmental strategy - Implementing a corporate codex globally - Implications for USA and Japan - Implications for emerging countries
Prerequisites	(1) basics in business administration, (2) B2 level in English
Assessment	O oral (O examination of xx minutes, O presentation), x written (X examination of 90 minutes, O term paper), other:
Literature/Textbooks	<p>Mike W. Peng: Global 2, 2. Aufl., Cengage Learning Emea 2012.</p> <p>John Wild, Kenneth L. Wild: International Business. The Challenges of Globalization , Global ed of 7th revised ed., 2013.</p> <p>Helen Deresky: International Management, 8. ed., global ed., Boston 2013.</p>
Other	none