

International Management 1					
Identification number N/A	Workload 150 hrs	Credits 5	Semester 5 th sem.	When once a year	Duration 1 semester
1	Lectures Internationales Management 1 (engl.)	Class contact time 4 contact hrs / 60 hrs	Self-study 90 hrs	Planned group size 25 students	
2	Learning Outcomes / Skills <i>Professional Competences:</i> <i>Upon completion of the module, students will be able to:</i> <ul style="list-style-type: none"> • Acquire knowledge in a global macroeconomic context • Understand the environment, processes and effects of international economic activity • Explain and interpret concepts, contexts and developments relevant to foreign trade <i>Interdisciplinary competences:</i> <ul style="list-style-type: none"> • Independently plan and prepare learning and work processes • Research literature for a give specialist topic 				
3	Contents <ul style="list-style-type: none"> • Internationalisation of the economy and effects of globalisation • Free trade agreements / customs union • Strategy development in an international environment • Procedures and methods of market analysis, market selection and market development • International market entry barriers (political-legal, economic, behavioural) • Types and timing of market entries • Performance strategies: standardization vs. differentiation • Intercultural safeguarding of international market entries • Definition of market segments and international customer types • International marketing management 				
4	Course type Seminar lectures, exercises, case studies, guest lectures				
5	Participation requirements Sufficient knowledge of English				
6	Examination form Exam (90 minutes, written form, at the university) OR paper (number of pages depends on group size) and oral exam (max. 20 minutes)				
7	Requirements for the Awarding of Credit Points Minimum grade of "sufficient" in the examination				
8	Application of the Module (in other programmes of study) BA Business Administration BA International Business and Management BA Industrial Engineering and Management				
9	Weight of the grade in the final overall grade 5/270				
10	Module supervisor; full-time lecturers Prof. Dr. Riegermann				
11	Other information Reading list (as currently applicable): <ul style="list-style-type: none"> • Kutschker, M., Schmid, S.: Internationales Management • Rothlauf, J.: Interkulturelles Management • Hollensen, S. : Essentials of Global Marketing Working documents and special literature recommendations will be announced at the beginning of the semester.				

ATTENTION: This is a translation of the original. Only the module manual in its German form is legally binding.