

Module 0980 International Business

1	Module no. 0980	Major TBB	Semester 6	Offering ☒WS ☒SS	Duration 1 Semester	Module Type Obligatory	Workload (hr.) 180	ECTS Credits 6
2	Courses		Course Style		Language	Frequency	Self Study (hr.)	ECTS Credits
	a) International Finance		Lecture with Exercises		English	2 (SWS) 30 (hr.)	30	2
	b) International Marketing		Lecture with Exercises		English	2 (SWS) 30 (hr.)	30	2
	c) Case Studies International Business		Exercises		English	2 (SWS) 30 (hr.)	30	2
3	<p>Learning Outcomes and Competences After successfully completing the module, students can ...</p> <p>Remember and Understand</p> <ul style="list-style-type: none"> understand the specific aspects of international finance and are aware of different risks that multinational companies face ... to understand the basic terms in global Marketing and explain. ...to point out the basic differences between market entry strategies and to evaluate their application in every given situation. ... to explain typical challenges global companies are facing. <p>Use and Transfer</p> <ul style="list-style-type: none"> ... can deal with exchange rate risks in a company's context. ... to apply methods and tools of Marketing in a global context, analyze challenges and to find possible solutions. ... to derive recommendations based on the findings. <p>Communication and Cooperation</p> <ul style="list-style-type: none"> ...to use the new knowledge and competences to evaluate a case study and to discuss the results in teams and to present the results <p>Scientific Self-Conception / Professionalism</p> <ul style="list-style-type: none"> are able to evaluate different international investment strategies and sources of finance can make independently management decisions which arise in a multinational company to argue with the possible solutions and to defend them. to explain why they are recommended in what specific situation. 							
4	<p>Content</p> <p>a) International Finance:</p> <ul style="list-style-type: none"> Global financial environment, international monetary system and the Balance of Payments. FX-theory and –exposure (FX-market (FOREX), FX-theory, FX-derivatives, FX-exposure and –management of a firm). Financing sources of a multinational firm (global cost of capital and optimal capital structure, international equity and debt financing, financing the foreign subsidiary). International investment decisions (international portfolio diversification, foreign direct investments). Managing multinational operations (multinational capital budgeting, international trade financing, international tax environment and transfer pricing, multinational cash management). <p>b) International Marketing: This course covers an entire range of international marketing, beginning with start-up operations, continuing with new market entry considerations, and concluding with the international issues confronting giant global marketers. The course addresses the reality of the interchange between business and government by analyzing international</p>							

	<p>marketing issues from both the business and policy perspective. Most important is the integration of the societal dimensions of diversity, environmental concerns, ethics, and economic transformation.</p> <p>At the end of this course, students will:</p> <p>Have a better understanding of the basic concepts in international marketing and the environmental forces that will need to consider as international marketers.</p> <p>Learn how to focus on the various activities necessary for international marketing planning, including import/export operations, together with elements of the marketing-mix.</p> <p>Learn to become more effective marketing managers by understanding the strategy issues most relevant for the multinational corporation.</p> <p>Learn about reducing risk and expanding global opportunities in the real world - entrepreneurial perspective.</p> <p>The contents are:</p> <ol style="list-style-type: none"> 1. Trends in the Internationalization Process 2. Intercultural Management 3. Research the International Marketplace 4. International Market Entry and Expansion 5. Developing Global Strategies 6. Adapted Marketing-Mix in International Business <p>c) Case Studies International Business: Applying the international marketing material in different case studies.</p>
5	<p>Participation Requirement</p> <p>Mandatory: Completion of the first stage of studies. Recommended: Marketing, Corporate Finance</p>
6	<p>Forms of examination and requirements for the award of credit points</p> <p>International Finance, International Marketing and Case Studies International Business are one exam (120 min.). Each part of the module shall cover 40 minutes.</p>
7	<p>Module Application</p> <p>Obligatory module in the Bachelor's Program for International Industrial Management (TBB).</p>
8	<p>Lecturer / Responsible for the Module</p> <p>Prof. Kohlert</p>
9	<p>Literature</p> <ul style="list-style-type: none"> • Madura/Fox: International Financial Management, Cengage Learning Services, London. • Moffet/Stonehill/Eitemen: Fundamentals of Multinational Finance, Pearson/Prentice Hall, Boston. • Czinkota/Ronkainen/Zvobgo: International Marketing, Andover. • Kohlert/Fadai/Sachs: Entrepreneurship for Engineers, München. • Kohlert/PwC: Vom Risiko zur Chance. Russland und die Ukraine im Fokus mittelständischer Maschinenbauer und Automobilzulieferer aus Baden-Württemberg, Stuttgart (English version) • Roberts/Berry: Entering New Businesses. Selecting Strategies for Success, in: Sloan Management Review, Spring 1985, pp. 3–16
10	<p>Last Update</p> <p>26.03.2019</p>