

Course: International Business

Semester	Duration	Course character	Workload	Credit Points	Examination form
	Spring semester/ Fall semester	Elective	90 h (30 h contact study 60 h self-study)	6	

Course coordinator

Prof. Dr. Mike Hoffmeister

Prerequisites

Description of the course

- Introduction: Globalisation, megatrends, internationalisation goals and drivers.
- International management orientation
- Framework conditions (PEST analysis): Political, legal, economic, social, cultural, technological and geographical environment
- Market and location selection decisions: Strategy development processes and fundamental international strategies.
- Market entry and market development strategies: - Market segmentation
- Market entry strategies
- Timing strategies
- International marketing strategies

Competency aims

This submodule encourages students to think in global contexts. Students critically analyse the company-specific international environment. They identify and evaluate national and international market opportunities and risks, as well as the company's strengths and weaknesses. Students learn to develop and implement international business concepts. To this end, they apply specialist scientific methods.

Course components

- Lecture
- Discussions
- Group work followed by presentation and discussion

References

- Keegan, W, Global Marketing, Essex, current edition
- Luthans, F.; Doh, J., International Management: Culture, Strategy and Behavior, Boston, current edition
- Internationales Management, Kutschker, M., Schmid, S., München, current edition

Lecturer	Course language	Usability in ongoing studies / other studies
Prof. Dr. Mike Hoffmeister	English	