

Introduction to International Management

Course number	4750
Hours per week:	2
ECTS:	2
Scheduled:	Winter Term
Format:	Lecture / Case Studies / Exercises
Examination:	Written exam
Lecturer:	Prof. Dr. Kemmerer
Objectives:	Intended learning outcomes: • Understanding of the importance and subject matter of international management • Working knowledge of the fundamental terminology of international management as well as the frameworks and approaches that comprise the international management toolset • Ability to choose correct analysis framework and analyze international business situations and propose an appropriate course of action
Contents:	1. Introduction to international business 2. The global economy and drivers of internationalization 3. International strategy 4. International marketing 5. International operations 6. International financial management 7. International human resource management
Pre-requisites	Knowledge of fundamentals of business administration
Recommended Reading:	tba