

0980 International Business

1	Module Number 0980	Study Programme TBB	Semester 6	Offered in xWS xSS	Duration 1 Semester	Module Type Mandatory	Workload (h) 180	ECTS Points 8
2	Courses		Teaching and Learning Forms		Contact Time		Self-Study Time	Language
					(SWS)	(h)	(h)	
	a) International Finance		Lecture with exercises		2	30	30	English
	b) International Marketing		Lecture with exercises		2	30	30	English
	c) Business Case Study		Exercise		2	30	30	English
	d) International Commercial law		Lecture		2	30	30	English
3	<p>Learning Outcomes and Competences</p> <p>Once the module has been successfully completed, the students can...</p> <p>Knowledge and Understanding</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. ...have a better understanding of the basic concepts in international marketing and the environmental forces that will need to consider as international marketers <p>Use, Application and Generation of Knowledge</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. ...focus on the various activities necessary for international marketing planning, including import/export operations, together with elements of the marketing-mix. ...learn to become more effective marketing managers by understanding the strategy issues most relevant for the multinational corporation. ...learn about reducing risk and expanding global opportunities in the real world - entrepreneurial perspective. <p>Communication und 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>Contents</p> <p>a) International Finance: 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> <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</p>							

	<p>the reality of the interchange between business and government by analyzing international 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>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> <p>c) International commercial law</p> <p>By the end of the course participants should have a basic understanding of commercial legal relations, in particular with respect to trans-border transactions in Common Law and Civil Law Systems, be familiar with legal terminology, be capable of understanding and analyzing basic legal problems in different types of contracts and be able to recognize business risks/develop risk management solutions from different viewpoints (e.g. seller/ purchaser, licensor/licensee), understand corporate structures and basic principles of mergers & acquisitions (M&A) and joint venture concepts.</p> <ul style="list-style-type: none"> - Basic differences between Common Law and Civil Law Systems - International Organizations Formation of contracts - Basic legal elements of different types of contracts - Warranties - Breach of contract, based on CISG - Risk management/risk avoidance from different viewpoints with case studies - Applicable law, jurisdiction, battle of the forms - Dispute resolution, security, intellectual property law
5	<p>Participation Requirements</p> <p>compulsory: completed first section of studies</p> <p>recommended: Marketing, Corporate Finance</p>
6	<p>Examination Forms and Prerequisites for Awarding ECTS Points</p> <p>International Finance, International Marketing and Case Studies International Business are one exam.</p> <p>Each part of the module shall cover 60 minutes.</p> <p>International Commercial Law: 60 min. exam</p> <p>International Commercial Law is a separate exam.</p>
7	<p>Further Use of Module</p> <p>Mandatory Module within the Bachelor Degree Program International Industrial Management (TBB)</p>
8	<p>Module Manager and Full-Time Lecturer</p> <p>Prof. Kohlert</p>

9	Literature <ul style="list-style-type: none">• 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• Madura/Fox: International Financial Management, Cengage Learning Services, London
10	Last Updated 26.03.2019