## 0980 International Business

<table>
<thead>
<tr>
<th>1</th>
<th>Module Number</th>
<th>Study Programme</th>
<th>Semester</th>
<th>Offered in</th>
<th>Duration</th>
<th>Module Type</th>
<th>Workload (h)</th>
<th>ECTS Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>0980</td>
<td>TBB</td>
<td>6</td>
<td>xWS xSS</td>
<td>1 Semester</td>
<td>Mandatory</td>
<td>180</td>
<td>8</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2</th>
<th>Courses</th>
<th>Teaching and Learning Forms</th>
<th>Contact Time</th>
<th>Self-Study Time</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>International Finance</td>
<td>Lecture with exercises</td>
<td>2 (SWS)</td>
<td>30 (h)</td>
<td>English</td>
</tr>
<tr>
<td>b)</td>
<td>International Marketing</td>
<td>Lecture with exercises</td>
<td>2 (SWS)</td>
<td>30 (h)</td>
<td>English</td>
</tr>
<tr>
<td>c)</td>
<td>Business Case Study</td>
<td>Exercise</td>
<td>2 (SWS)</td>
<td>30 (h)</td>
<td>English</td>
</tr>
<tr>
<td>d)</td>
<td>International Commercial law</td>
<td>Lecture</td>
<td>2 (SWS)</td>
<td>30 (h)</td>
<td>English</td>
</tr>
</tbody>
</table>

### 3 Learning Outcomes and Competences

Once the module has been successfully completed, the students can...

**Knowledge and Understanding**
- ... 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.

**Use, Application and Generation of Knowledge**
- ... 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.

**Communication und Cooperation**
- ...to use the new knowledge and competences to evaluate a case study and to discuss the results in teams and to present the results.

**Scientific Self-Conception/ Professionalism**
- ... 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 Contents

**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).

**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 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.

The contents are:
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
c) Case Studies International Business: Applying the international marketing material in different case studies.

c) International commercial law
   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.

- 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 Participation Requirements

   compulsory: completed first section of studies

   recommended: Marketing, Corporate Finance

6 Examination Forms and Prerequisites for Awarding ECTS Points

   International Finance, International Marketing and Case Studies International Business are one exam.
   Each part of the module shall cover 60 minutes.
   International Commercial Law: 60 min. exam
   International Commercial Law is a separate exam.

7 Further Use of Module

   Mandatory Module within the Bachelor Degree Program International Industrial Management (TBB)

8 Module Manager and Full-Time Lecturer

   Prof. Kohlert
<table>
<thead>
<tr>
<th>Literature</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Moffet/Stonehill/Eitemen: Fundamentals of Multinational Finance, Pearson/Prentice Hall, Boston.</td>
</tr>
<tr>
<td>• Czinkota/Ronkainen/Zvobgo: International Marketing, Andover.</td>
</tr>
<tr>
<td>• Kohlert/Fadai/Sachs: Entrepreneurship for Engineers, München.</td>
</tr>
<tr>
<td>• Kohlert/PwC: Vom Risiko zur Chance. Russland und die Ukraine im Fokus mittelständischer Maschinenbauer und Automobilzulieferer aus Baden-Württemberg, Stuttgart (English version)</td>
</tr>
<tr>
<td>• Madura/Fox: International Financial Management, Cengage Learning Services, London</td>
</tr>
</tbody>
</table>

| Last Updated | 26.03.2019 |