

<b>Course:</b>	International Business 1
<b>Course Code:</b>	BAE2272
<b>Credits:</b>	2 ECTS, 2 SWS
<b>Language:</b>	English, level: Advanced (B2-C1)
<b>Date:</b>	See LSF
<b>Room:</b>	See LSF
<b>Lecturer:</b>	Prof. Dr. Ludwig Martin
<b>Office:</b>	T1.3.25
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**Covid-19:** Please note that all information contained in this document is subject to change to the Covid-19 pandemic. Check regularly for updates on [www.hs-pforzheim.de](http://www.hs-pforzheim.de) as well as the eLearning portal „Moodle“.

Please do not hesitate to contact the lecturer in case you have any questions regarding the course. You are welcome to make suggestions on the course. Please note, it is obligatory to register for the Moodle course on the eLearning platform. The password will be announced in the first lecture.

### **Overview (catalogue description):**

This course provides an extensive introduction to International Business and International Management with a focus on industrial / engineering companies.

### **Prerequisites:**

You should have an advanced command of the English language (high B2 level or C1 level) and you should know the foundations of Business Administration. For ISP students: you do not need to have an engineering background to attend. Business students are welcome.

### **Learning Objectives:**

This course enables students to make responsible international management (IM) decisions while considering all stakeholders of international business (IB). This course also engages with issues of ethics and sustainability within IB and IM.

### **Core Topics:**

- History, theories and concepts of International Business;
- Globalization;
- Stakeholder Approach in International Business;
- Role of political and trade agreements, and supranational organizations for International Business;
- Entering foreign markets;
- Strategic Analysis for internationalization;
- Management of going and being international;
- Managing people in International Business;
- Ethical issues, responsible decision making and sustainability in International Business.

### **Background Readings:**

- Cairns, George and Sliwa, Martyna. (2008). A very short, fairly interesting and reasonably cheap book about International Business. Thousand Oaks / London: Sage.
- Carroll, Archie and Buchholtz, Ann. (2009). Business & Society. 7th International Student Edition. Mason: Thompson South-Western.

- Crane, Andrew and Matten, Dirk. (2016). Business ethics: managing corporate citizenship and sustainability in the age of globalization. Oxford: Oxford University Press.
- Deresky, Helen. (2017). International Management - Managing Across Borders and Cultures. 9<sup>th</sup> Edition. Essex: Pearson.
- Hill, Charles and Hult, G. T. M. (2016). International Business. Competing in the Global Market Place. International Edition. New York: McGraw Hill

→ Extracts from these books will be available via the Moodle eLearning course.

### Teaching and Learning Approach:

International Business 1 is an interactive lecture which is based on problem-based learning and case studies. To participate fully in class, students are expected to attend classes, read the assigned literature / cases and engage in discussion. This is the best possible exam preparation. The exam will be problem-based and case-study based.

### Course Material:

Class handouts / PowerPoint slides (available via e-learning, will be uploaded gradually during the semester). Make sure to check the Moodle eLearning course regularly for updates.

### Contribution to Program Goals:

	Learning outcome	Contribution	Assessment
1.3	Students demonstrate key knowledge in Business Administration.	Assessment of strategic decisions, theories and instruments of IB	Participation in class, online interim tests, exam
3.1	Students are able to apply analytical and critical thinking skills to complex problems.	Assignments in IB; ethical and critical thinking	Discussion in class + group work results, exam
4.1	Students are able to develop business ethics-based strategies and are able to apply them to typical business decision-making problems	Discussion of international business and international management	Discussion in class + group work / assignment results, exam
5.1	Students demonstrate their ability to express complex issues in writing.	Problem-based approach to IB which requires building and defending arguments.	IB exam in English
5.2	Students demonstrate their oral communication skills in presentations and lectures.	Problem-based approach to IB which requires building and defending arguments.	Discussion in class + Group work
6.1	Students show that they are able to work successfully in a team by performing practical tasks.	Interactive lecture elements, group tasks	Short group work presentations
7	Students show that they are able to apply their international management knowledge to specific cases	Case study based IB problem solving	Discussion in class + applied cases in the exam

### Assessment:

After the end of the semester, you will write a 60 minutes` exam which accounts for 100% of the examination. Depending on the Corona pandemic situation, the exam might be replaced with an assignment.

### Grading:

Students are graded based the one assessment. Students will be graded on a scale of 1 = excellent, 2 = very good, 3 = satisfactory, 4 = pass and 5 = fail.

**Please note: Achievement below 60% of full points means failing the course.**