Course: International Business 1
Course Code: BAE2272
Credits: 2 ECTS, 2 SWS
Language: English, level: Advanced (B2-C1)
Date: Mondays, 03:30 – 05:00 pm

First session: Monday, 30th September, Room THD, time 03:30 pm. Please make sure you attend the first session, because important course information will be delivered (only) in this session!

Probable exceptions from the weekly sessions will be noted on a separate schedule handout, on the Moodle platform and in the LSF.

Room: THD (please see LSF)
Lecturer: Prof. Dr. Katharina Kilian-Yasin
Office: T2.3.12
Contact: katharina.kilian-yasin@hs-pforzheim.de

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 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:


→ 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:

<table>
<thead>
<tr>
<th>Learning outcome</th>
<th>Contribution</th>
<th>Assessment</th>
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<tbody>
<tr>
<td>1.3 Students demonstrate key knowledge in Business Administration.</td>
<td>Assessment of strategic decisions, theories and instruments of IB</td>
<td>Participation in class, online interim tests, exam</td>
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<tr>
<td>3.1 Students are able to apply analytical and critical thinking skills to complex problems.</td>
<td>Assignments in IB; ethical and critical thinking</td>
<td>Discussion in class + group work results, exam</td>
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<tr>
<td>4.1 Students are able to develop business ethics-based strategies and are able to apply them to typical business decision-making problems</td>
<td>Discussion of international business and international management</td>
<td>Discussion in class + group work / assignment results, exam</td>
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<tr>
<td>5.1 Students demonstrate their ability to express complex issues in writing.</td>
<td>Problem-based approach to IB which requires building and defending arguments.</td>
<td>IB exam in English</td>
</tr>
<tr>
<td>5.2 Students demonstrate their oral communication skills in presentations and lectures.</td>
<td>Problem-based approach to IB which requires building and defending arguments.</td>
<td>Discussion in class + Group work</td>
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<tr>
<td>6.1 Students show that they are able to work successfully in a team by performing practical tasks.</td>
<td>Interactive lecture elements, group tasks</td>
<td>Short group work presentations</td>
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<tr>
<td>7 Students show that they are able to apply their international management knowledge to specific cases</td>
<td>Case study based IB problem solving</td>
<td>Discussion in class + applied cases in the exam</td>
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Interim Tests (17%) and Final Exam (83%):
During the lecture, you will write 2 interim tests (dates will be announced in the first session). Each interim test accounts for 8.5% of the examination. After the end of the semester, you will write a 60 minutes’ exam which accounts for 83% of the examination.

Some suggestions for preparing for the exam:
Preparation needed: Attendance of lecture, text reading, slides revision; participation in class discussions.

Personal recommendations:
- Stay in contact;
- Work continuously (teamwork helps);
- Make sure you understand the readings – ask questions during the lecture for deeper understanding, participate in classroom discussions.

Grading:
Students are graded based on 2 interim tests (8.5% each -> 17%) and the results of a final exam (83%). 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.