

ISSS

The Role of Culture in the Forces Driving the Globalization of Business

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Peter Gordon
Southeast Missouri State University, Cape Girardeau, USA

Topics

learning outcomes:

- understand the market globalization drivers, such as common customer needs, global customers and channels, transferable marketing, global marketing infrastructure, lead countries
- understand cost globalization drivers, such as global economies of scale and scope, steep experience curves, global sourcing efficiencies, favorable logistics, differences in country costs, high product development costs, fast-changing technology
- understand government globalization drivers, such as favorable trade policies, compatible technical standards, common marketing regulations, government-owned competitors, government-owned customers, privatization
- understand competitive globalization drivers, such as high exports and imports, competitors from different continents and countries, interdependent countries, globalized competitors
- understand the role and elements of culture
- distinguish different cultures by context, degree of diversity, importance of ethnocentrism
- know important cultural studies, such as Hofstede's Five Cultural Dimensions

outline:

1. Political and Economic Globalization Drivers
2. Market Globalization Drivers
3. Cost Globalization Drivers
4. Government Globalization Drivers
5. Competitive Globalization Drivers

	6. The Role of Culture 7. Elements of Culture 8. Context, Diversity and Ethnocentrism 9. The Holy Grail of cultural Studies
References	Distribution of all reading material in class.
Teaching methods	<ul style="list-style-type: none"> • Lectures • Discussions
Grading	written exam (60 minutes)
Teaching language	English

ISSS International Trade

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Willie Redmond
Southeast Missouri State University, Cape Girardeau, USA

Topics

learning outcomes:

- to understand the traditional arguments of how and why international trade improves the welfare of countries
- to review the history and compare the implications of trade theory from the original work of Adam Smith ... through David Ricardo ... on to the contemporary theories of Michael Porter
- to examine the criticisms of classical trade theory and examine alternative viewpoints of which business and economic forces determine trade patterns between countries

outline:

1. Mercantilism
2. Absolute advantage
3. Comparative advantage
4. Factor Proportions Trade Theorems
5. International Product Cycle
6. New Trade Theory
7. National competitive advantage

References

Distribution of all reading material in class

Teaching methods

- Lectures

	<ul style="list-style-type: none">• Discussions
Grading	written exam (60 minutes)
Teaching language	English

ISSS

Leadership and Organizational Effectiveness

Contact hours

13

credit points

1

Lecturer

Prof. Dr. James Caldwell
Southeast Missouri State University, Cape Girardeau, USA

Topics

learning outcomes:

- to explain the roles of personal and organizational leadership in creating effective organizations
- to understand the importance of perception, communication, empowerment, motivation, fairness, and trust in managing organizations
- to make ethically defensible decisions
- to recover from organizational service and ethical failures

outline:

1. Personal Leadership
 - 1.1 Foundational Principles of Personal Effective Leadership
 - 1.2 Forming Personal Leadership Habits
2. Organizational Leadership
 - 1.1 Organizational Effectiveness and Change Cycle
 - 1.2 Foundational Principles of Organizational Leadership
3. Leadership Pillars
 - 3.1 Communication and Perception
 - 3.2 Empowerment and Motivation
 - 3.3 Organizational Justice and Trust
 - 3.4 Values and Ethical Decision Making
4. Organizational Failures and Recovery
 - 4.1 Service Failure Recovery
 - 4.2 Ethical Failure Recovery

References

Distribution of all reading material in class

Teaching methods

- interactive lectures
- discussions

	<ul style="list-style-type: none">• classroom experiential exercises
Grading	written exam (60 minutes)
Teaching language	English

ISSS

Managing International Mergers and Acquisitions

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Daniel Rottig
Florida Gulf Coast University, Fort Myers, USA

Topics

learning outcomes:

- to understand the importance and relevance of mergers and acquisitions (M&As) in the global business environment
- to recognize different types and strategic alternatives of M&As and describe the strategic, financial and global issues in successfully planning and implementing these transactions
- to examine the performance determinants of global private equity as well as strategic international mergers and acquisitions
- to understand the entire M&A process from target search to due diligence, valuation, negotiation, deal structuring, implementation and integration, within an overall framework of strategic value creation

outline:

1. Basics of Mergers and Acquisitions (M&As) and Recent Trends and Opportunities for Companies to Merge with or Acquire Companies Across Borders
2. Using Artificial Intelligence (AI) to Better Manage M&As
3. Types and Strategic Alternatives of M&As
4. Private Equity (buy to sell) M&As, Venture Capital and Hedge Funds
5. Strategic (buy to hold) M&As
6. The M&A Process (Pre-M&A Planning, Closing, and Post-M&A Integration Phases)
7. The Importance of Sociocultural Integration in M&As

References	Distribution of all reading material in class
Teaching methods	<ul style="list-style-type: none">• interactive lectures• discussions• interactive exercises• brief case analyses
Grading	written exam (60 minutes)
Teaching language	English

ISSS Innovation Management

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Francisco Vidal Barbosa
Universidade Federal de Minas Gerais, Belo Horizonte, Brazil

Topics

learning outcomes:

- understand the importance of innovativeness, entrepreneurial spirit, and new technologies for sustainable business development
- differentiate between different types of start-ups and spin-offs
- implementation and successful innovation
- innovator should be a solution provider
- evaluate success factors in bio business
- explain investment opportunities

outline:

1. Innovation, Entrepreneurship and New Technologies
2. Start-Ups and Spin-Offs
3. Innovation Ecosystems
4. The seeds of innovation
5. Innovation stakeholders
6. Main sources of ideas
7. Open, Closed, Disruptive, Frugal and Reverse Innovation
8. Implementation as a key factor of innovation success
9. Critical Success Factors in Bio Business
10. Investing in Innovation

References

Distribution of all reading material in class

Teaching methods

- lectures
- discussions

Grading

written exam (60 minutes)

Teaching language

English

ISSS

Managerial Leadership and Interpersonal Competences

Contact hours

13

credit points

1

Lecturer

Gema del Socorro García Luján Ávila
Schmalkalden University of Applied Sciences, Germany

Topics

There are three cross-cutting learning objectives in each class:

1. analytical thinking and competences:

- Identify, analyse and address problems and opportunities
- Recognise, analyse and manage complex intercultural relationships in organizations
- Reformulate the way of dealing with people and situations in diversity contexts.

2. Diversity management and competencies:

- Identify, understand and enhance diversity.
- Explore how to create, participate in and coach diverse teams.
- Develop skills to address diversity challenges and opportunities.

3. Communication and competencies:

- Recognise the importance of communication
- Lead effective meetings and facilitate group or team discussions.

1. Introduction

2. Foundations of authentic intercultural leadership / identity building

3. Seeking purpose: foundations of inspirational leadership – managing intercultural teams.

4. Constructing the desired future / inspirational leadership / personal vision

5. Availability of resources / basics of situational leadership / talent

	<p>building / talent mapping</p> <p>6. Change and the foundations of transformational leadership / building sustainable change / leadership and transitions / the change agenda</p> <p>7. Building relationships and the foundations of relational leadership / the intercultural conversation.</p>
References	Distribution of all reading material in class
Teaching methods	<ul style="list-style-type: none"> • Practical cases & interactive lectures • Discussions • Teamwork
Grading	written exam (60 minutes)
Teaching language	English

ISSS European Union

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Manfred Herbert
Schmalkalden University of Applied Sciences, Germany

Topics

I. Introduction: Co-operation of States, International Organisations and Regional Integration

1. General Remarks
2. Co-operation of States
3. International Organisations
4. World Trade Organisation
5. Regional Integration

II. Development of the European Communities and the European Union

1. The Growing of the European Idea after the Second World War
2. Establishment of the European Communities
3. Development of the European Communities and
Establishment of the European Union
4. Development since 2000

III. Institutional System of the European Union

1. General Remarks
2. European Council
3. Council
4. Commission
5. European Parliament

6. European Court of Justice

7. European Central Bank

8. Court of Auditors

9. Other Bodies

10. Is There a Lack of Democracy in the European Union?

11. Excursus: Budget of the EU

IV. Single Market

1. General Remarks

2. Free Movement of Goods

3. Free Movement of Persons

4. Freedom to Provide Services

5. Free Movement of Capital and Payments

V. European Competition Policy

1. General Remarks

2. Prohibition of Cartels

3. Prohibition of the Abuse of a Monopoly Position

4. Merger Control

5. Prohibition of State Aids

VI. Economic and Monetary Union

1. General Remarks

2. Implementation of the EMU

3. Stability and Growth Pact

4. European Stability Mechanism

References	Distribution of all reading material in class.
Teaching methods	<ul style="list-style-type: none">• lectures• discussions• case studies
Grading	written exam (60 minutes)
Teaching language	English

ISSS

Judgement and Decision Making

Contact hours	13
credit points	1
Lecturer	Prof. Dr. Mareike Heinemann Schmalkalden University of Applied Sciences, Germany
Topics	<p>learning outcomes:</p> <ul style="list-style-type: none">• understand fundamental principles of judgment and decision-making, i.e. how psychological factors influence human decision processes• identify common heuristics and cognitive biases in decision processes• apply decision-making concepts to real-world scenarios including business and economic contexts• critically evaluate own decision-making processes and those of others• outline:<ol style="list-style-type: none">1. Introduction to judgment and decision making2. Heuristics and cognitive biases3. Social influences on decision making4. Improving decision making
References	Distribution of all reading material in class
Teaching methods	<ul style="list-style-type: none">• interactive lectures• exercises• discussions
Grading	written exam (60 minutes)
Teaching language	English

ISSS

The German Social Market Economy

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Robert Richert
Schmalkalden University of Applied Sciences, Germany

Topics

learning outcomes:

- to identify the market principles and the social principles of the German Social Market Economy
- to explain the historical and religious fundamentals of the German political, economic and social order
- to understand Germany's educational system
- to examine a SWOT analysis about Germany's economy

outline:

1. Introduction
2. Market and Social Principles
 - 2.1 Market Principles
 - 2.2 Social Principles
3. Historical and Religious Development to Present-Day Germany
 - 3.1 Historical Development
 - 3.2 Religious Development
4. Germany's Educational System
 - 4.1 Primary and Secondary Sector
 - 4.2 Tertiary Sector
5. SWOT Analysis
 - 5.1 Strengths
 - 5.2 Weaknesses

	<p>5.3 Opportunities</p> <p>5.4 Threats</p> <p>6. Conclusion</p>
References	Distribution of all reading material in class
Teaching methods	<ul style="list-style-type: none"> • interactive lectures • discussions • combined with tours to important historical sights in Berlin
Grading	written exam (60 minutes)
Teaching language	English

ISSS**Regional and Global Perspectives of Economic Development**

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Robert Richert
Schmalkalden University of Applied Sciences, Germany

Topics

learning outcomes:

- to identify positive and negative perspectives of economic development for different regions
- to identify positive and negative perspectives of economic development for the global economy
- to evaluate the impact of various regional and global economic organisations on economic development

outline:

1. USMCA and North-American Perspectives
2. Mercosur and South-American Perspectives
3. EU and European Perspectives
4. African Perspectives
5. ASEAN, APEC, RCEP and Asian Perspectives
6. BRICS plus

References

Distribution of reading material in class

Teaching methods

- Lectures
- discussions

Grading

written exam (60 minutes)

Teaching language

English