

ISSS

Global Trade in Transition

Contact hours

13

Credit points

1

Lecturer

Prof. Dr. Peter Gordon
Professor Emeritus, Southeast Missouri State University

Topics

learning outcomes:

- to describe the historic development of trade theory.
- to understand Ricardo's Theory of Comparative Advantage.
- to be able to differentiate between tariff and non-tariff barriers and their impact on trade.
- to understand current political developments and how they will impact world trade.

outline:

1. Historic perspectives: Colonization & Exploitation
2. Theoretical Development:
Adam Smith (1776) & Absolute Advantage.
David Ricardo (1821) & Comparative Advantage.
20th century Extensions to David Ricardo's Theory
3. Barriers to trade: Tariffs and non-tariff barriers
4. Development of trade agreements and trading blocks
Economic Systems and Political Ideology
EU, Usmca (ex. NAFTA), RCEP, Mercosur ...
5. 21st Century Developments and their impact on Trade
The Green Economy
Increasing Chinese Influence
BREXIT and the EU
Putin and the expansionism of Russia
6. Challenges going forward - 2025 and beyond:
Rise in nationalism and protectionism
The "Trump Effect" and levying of tariffs

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

International Monetary Economics

Contact hours

13

Credit points

1

Lecturer

Prof. Dr. Willie Redmond

Prof. emeritus - Southeast Missouri State University, Cape Girardeau, USA

Topics

learning outcomes:

- to evaluate how in international economics, “things add up” through *Open-Economy Accounts* and *Balance of Payments* accounts.
- to analyze the historical determination of *exchange rates* and understand the idea of *Purchasing Power Parity*
- to recognize international institutions that have served to facilitate the operation of the Global Monetary System

outline:

1. The Open Economy
2. Balance of Payments (*current, capital, financial* accounts)
3. Exchange Rates: *Nominal* vs. *Real* ... and beyond
4. Purchasing Power Parity
5. The Gold Standard >> Bretton Woods >> reform?
6. *International Monetary Fund (IMF)* and *World Bank*
7. International Monetary Unions

References

Distribution of all reading material in class

Teaching methods

- Lectures
- Discussions

Grading

written exam (60 minutes)

Teaching language

English

ISSS

Ethical Strategic Leadership

Contact hours

13

Credit points

1

Lecturer

Prof. Dr. James Caldwell
Southeast Missouri State University

Topics

learning outcomes:

- to understand the strategic management process
- to explain how to use analytical tools in the strategic management process
- to explain the role of personal and public leadership in the strategic management process
- to understand the role of values, trust, and ethical decision making in effective strategic implementation

outline:

1. Strategic Planning
 - 1.1 Organizational Effectiveness and Change Cycle
 - 1.2 Company Missions
2. Strategic Analysis
 - 2.1 External and Global Environment Analysis
 - 2.2 Internal Environment Analysis
3. Strategy Evaluation and Selection
 - 3.1 Long-Term Strategies
 - 3.2 Business-Level Strategies
 - 3.3 Multi-Business Strategies
4. Strategic Implementation
 - 4.1 Leadership and Motivation
 - 4.2 Organizational Culture
 - 4.3 Values and Ethical Decision Making

References

Distribution of all reading material in class

Teaching methods

- interactive lectures
- discussions
- classroom experiential exercises

Grading

written exam (60 minutes)

Teaching language

English

ISSS

Managing Multinational Corporations

Contact hours

13

Credit points

1

Lecturer

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

Topics

learning outcomes:

- to describe the complexities of managing Multinational Corporations (MNCs) in the contemporary global business environment
- to recognize the considerable challenges as well as valuable opportunities managers of MNCs face when (further) internationalizing their business operations
- to identify global trends and their strategic implications for MNCs
- to examine the global strategic factors that determine the success of MNCs and to understand how to effectively manage the international business operations of MNCs

outline:

1. Importance and Relevance of Multinational Corporations (MNCs) in the Global Economy
2. Global Trends and Opportunities over the next 25+ years (The World in 2050) and Strategic Implications for MNCs
3. Digital Transformation (Blockchain, Artificial Intelligence, Big Data Analysis etc.) and New Business Models
4. Globalization of Firms and Industries, and Strategic Imperatives to Globalize Business
5. Managing Foreign Market Entry Modes
6. Global Strategy and Managing Global Competitive Dynamics
7. The Rise of Emerging Markets, Emerging Giants (MNCs from Emerging Markets), and Reverse Innovation

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

Corporate Social Responsibility and Sustainability

Contact hours

13

Credit points

1

Lecturer

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

Topics

learning outcomes:

- The course seeks to describe and analyze the main factors of Sustainability and Corporate Social Responsibility: Social, Environmental, Economic, Prosperity, Peace, Global partnership, Planet.
- The UN 2030 Agenda and the 17 Sustainable Development Goals.

outline:

1. Sustainability challenges and threats
2. Pillars of sustainability: Human, social, economic, environmental
3. Corporate Social Responsibility (CSR) main challenges
4. CSR: Key drivers, benefits, impacts
5. Carroll's CSR Pyramid
6. VUCA/BANI world
7. The Triple Bottom Line (TBL)
8. Circular economy and linear economy

References

Distribution of all reading material in class

Teaching methods

- interactive lectures
- exercises
- discussions
- brief case analyses

Grading

written exam (60 minutes)

Teaching language

English

ISSS Intercultural Management

Contact hours

13

Credit points

1

Lecturer

Gema Garcia Lujan Avila
Anahauc Mayab University - Mexico

Topics

learning outcomes:

- Be able to understand how culture affects the process of communication both within and between cultures.
- Understand cross-cultural conflict and the skills required to be an intercultural communicator.
- Understand the concept of culture, its facets and the levels at which culture operates.
- Analyze the cultural dimensions in the global context and understand the cultural dilemmas that arise for when making decisions.
- Understand how cultural value orientations affect countries political and socioeconomic development.

Outline:

1. Introduction
2. Communicating across cultures: facets of culture // levels of culture // stereotypes // prejudices // cultural shock
3. Hofstede – Trompenaars – Schein: dimensions of culture
4. Value systems in countries: the Inglehart – Welzel world cultural map
5. Evaluating performance and providing negative feedback
6. The art of persuasion in multicultural world
7. Leadership, hierarchy, and power. Who decides and how? Disagreeing productively
8. Types of trust and how they grow: ethical dilemmas
9. Scheduling: cross cultural perceptions of time

	10. Culture, corruption, poverty, democracy & religion 11. Conclusion
References	Distribution of all reading material in class
Teaching methods	<ul style="list-style-type: none">• Practical cases & interactive lectures• Discussions• Team work
Grading	written exam (60 minutes)
Teaching language	English

ISSS

European Single Market

Contact hours

13

Credit points

1

Lecturer

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

Topics

learning outcomes:

- to understand the historical development and the main principles of the European single market
- to acquire knowledge about the fundamental freedoms of the European single market
- to understand the measures taken to safeguard competition on the European single market
- to identify and to analyze the economic implications of the European single market

outline:

1. Basics
2. Development
3. Main Principles
4. Free Movement of Goods
5. Free Movement of Workers
6. Freedom of Establishment
7. Free Movement of EU Citizens
8. Freedom to Provide Services
9. Free Movement of Capital and Payments
10. Competition Policy
11. Digital Single Market
12. Economic Benefits

References

Distribution of all reading material in class

Teaching methods

- interactive lectures
- case studies

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

ISSS

Management of Intellectual Property

Contact hours

13

Credit points

1

Lecturer

Prof. Dr. Mareike Heinemann
Schmalkalden University of Applied Sciences, Germany

Topics

learning outcomes:

- to know and distinguish the different types of intellectual property (e.g. trademark, patent, copyright, trade secret) and how it can be protected
- to identify different intellectual property (IP) strategies of a company
- to get to know the ways of systematic planning, management and control of intangible property potential in a company
- to get an overview about different valuation approaches
- to identify the value drivers of IP

outline:

1. Introduction: Definition and types of intellectual property
2. IP strategies
3. IP management and control
4. IP valuation approaches

References

Distribution of all reading material in class

Teaching methods

- interactive lectures
- exercises
- discussions

Grading

written exam (60 minutes)

Teaching language

English

ISSS

The German Economy and Culture

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 of the German Social Market Economy
- to identify the social principles of the German Social Market Economy
- to explain the German post-war economic development
- to get an overview about Germany's business culture

outline:

1. Introduction
2. The German Social Market Economy
 - 2.1 Market Principles
 - 2.2 Social Principles
3. The German "Wirtschaftswunder" ("Economic Miracle")
4. The German Culture
 - 4.1 Historical Overview
 - 4.2 Important Values
5. Conclusion

References

Distribution of all reading material in class

Teaching methods

- interactive lectures

	<ul style="list-style-type: none">• discussions• combined with tours to important historical sights in Berlin
Grading	written exam (60 minutes)
Teaching language	English

ISSS

The World's Economies

Contact hours

13

Credit points

1

Lecturer

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

Topics

learning outcomes:

- to get an overview about the most important economies in the world
- to compare different monetary policies
- to compare different fiscal policies
- to get an overview about important international organizations

outline:

1. Introduction
2. North American Economies
3. Latin American Economies
4. European Economies
5. African Economies
6. Asian Economies
7. Oceanian Economies
8. Conclusion

References

Distribution of reading material in class

Teaching methods

- Lectures
- discussions

Grading

written exam (60 minutes)

Teaching language

English