

International Business

International Business is a subject that teaches how to nurture a local business and make it global. It explains the business practices and strategies required to succeed in international markets.

If you aspire to a challenging position in the field of international management, studying international business might be the right choice for you. This course prepares you for a career in multinational companies. By completing this course, you will not only deepen your business expertise. The course also tries to develop interest in different functional areas of multinational companies, to understand the political and economical particularities of different countries and to prepare its graduates for intercultural communication.

- The International Business Environment
- The Cultural Environment of International Business
- Culture and Communication
- The Global Organisation
- Working in the International Business Environment
- International Business and Trade
- Global Financial System
- International Business and Investment
- Global Strategy

Objectives

Course Synopsis: Examination and analysis of international business in its theoretical, environmental, and functional dimensions. Topics include the nature and scope of international business; the institutional, socio-cultural, political, legal, ethical, and economic environments; trade, foreign investment, and development; transnational management, including global operations, strategic planning, human resources, marketing, and finance; and international business diplomacy and conflict resolution.

Literature:

- Daniels, John D., Radebaugh, Lee H. and Sullivan, Daniel P.: International Business Environments and Operations, New York, Pearson, 2018.
- Hill, Charles W. L.: International Business, New York, McGraw-Hill, 2017.
- Rugman, Alan M./Collinson, Simon: International Business, 2106.
- Shenkar, Oded/Luo, Yadong/Chi, Tailan: International Business, 2016.
- Wardrope, William: Introduction to International Business, 2016.
- Zamborsky, Peter: International Business and Global Strategy, 2016

Lecturer: Prof. Dr. Bernhard Schellberg

Thursday, 8:15-9.45

Language: English

Semester Hours: 2

Course Assessment: Final Exam (60 min.)

Workload: 75 hours

ECTS: 2.5 CP