

Course Description – Summer 2023

Title	International Business
Faculty	Business Law
Professor	Prof. Dr. Prof. h.c. Bernhard Schellberg
ECTS	2.5
Level	Bachelor
Requirements	-
Add. Information	Course Assessment: Final Exam (60 min.) Workload: 75 hours
Content	<p>In a series of lectures, the students have already studied national business administration. This lecture focuses entirely on the specifics of international business activity. It explains the business practices and strategies needed to succeed in international market.</p> <p>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 economic particularities of different countries and to prepare its graduates for intercultural communication.</p> <ul style="list-style-type: none"> • The International Business Environment • The Cultural Environment of International Business • Culture and Communication • Global Organization • Working in the International Business Environment • International Business and Trade • Global Financial System • International Business and Investment • Global Strategy