

## Subject: International Management

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### Course description and learning objectives

After completion *International Management* course students should be able to understand, evaluate and develop strategies and tactics of MNEs/SMEs in developing international markets with a conceptual and practical view. The module will enable students, to understand socio-economic conditions of a rapidly changing global business environment. Students will be able to analyze, differentiate and prioritize international markets (countries, regions) according to their market potential, political situation, risks and other relevant factors. Based on analysis they should be able to draw conclusions on how these markets can be developed using appropriate strategies and entry forms, understanding of marketing activities from a global perspective as well as reviewing the definitions and elements of international marketing discipline. Cases will tackle the cultural base for international marketing in regards to differences and similarities across boundaries, analysis of surroundings in relation to world geography and multi-markets as development opportunities.

*International Management* give students the introduction to international organizations, people and their behaviors' at work, with the aim of making the firm more productive and more competitive. It is people who are ultimately responsible for the success of an organization.

The course is focused on the theme that a company achieves sustained success depending on its organizational design, decision making and management processes and organization members' behavior. People behavior is influenced among other by leadership, motivation and team work.

Students raise their awareness of foreign cultures and their practices (customs, values, in particular in the business of life), what help them to enter into successful international cooperation and global relations (intercultural competence). Students also create ability (get competence) to consult SME in international business activities.

The challenge of the course is to sharpen the students' ability to lead a team project and motivate their peers, to improve communication ability and to learn how to work on teams in an effective way. Parallel to business knowledge the foreign language skills and mobility of students is strongly encouraged by the inclusion of foreign language literature, conducting field trips (including abroad) and the mediation of internships abroad. As case studies are integrative part of this module negotiating skills and teamwork are also trained.

### **Theoretical and practical content:**

Lesson 1: Introduction to applied international management (SV)

Lesson 2: Prioritization of countries for MNEs (SV)

Lesson 3: International strategy: some methods and their applications (SV)

Lesson 4: Dimensions of international marketing and International marketing environment (AO)

Lesson 5: International marketing branding psychology and international Markets entry strategies (AO)

Lesson 6: Culture communication in international marketing (AO)

Lesson 7: The international marketing process and planning (AO)

Lesson 8: Challenges of International Marketing (SV)

Lesson 9: Organizational design for an international business. Canvas Methodology (GI)

Lesson 10. People. Individual behavior. Personality and Values. Attitudes and Job Satisfaction. Moods. (GI)

Lesson 11: Motivation (GI)

Lesson 12: Leadership (GI)

Lesson 13: People management (SV)

Lesson 14: Teams and Team-Work (GI)

Lesson 15: Decision making process (GI)

Lesson 16: Presentations of group work (all in Germany)

### **COURSE METHODOLOGY FOR CONTINUOUS LEARNING AND EVALUATION:**

- The teaching concept of this course is based on interactive seminars involving a large number of practical case studies, discussions as well as anonymous multiple-choice control questions by using interactive polling system. In such seminars the students are working in groups and have to analyze, to elaborate and to present business decisions for enterprises, which are described in case studies. This course requires from students intensive self-study, ability of deep and efficient literature and

Internet research as well as the willingness to work in teams.

- The course is divided in online part (30 hours), taught by lectures from Germany, Spain and Poland as well as lessons in Germany (30 hours) with business cases, group work, visiting international companies and discussions with managers.
- Students will be divided into international groups and will develop the final projects dealing with marketing plans on given international market for public presentation during stay in Germany.
- Students are expected **to read materials, which will be provided by lecturers prior to attending class**.

**Written and oral Components of this class:**

This course will contain a written component as essay. The oral component will include the presentations as result of group work on business cases.

**Class attitude and participation:**

Students are expected to read provided materials prior to attending class. It is highly recommended to find and read articles related to the topics covered in this class, as well as, answer each chapter discussion questions. Student participation involves a number of variables, including, but not limited to the following: willingness to participate in all class activities; cooperation during group- and pair-work; and respect and attitude toward your peers and toward your instructor. Students' competencies in decision-making, leadership, oral communication, planning and organizing, written communication, and self objectivity will be evaluated along the course through practices exercises.

Each student is expected to be an active participant and to make meaningful comments on each case being discussed. You should, therefore, be sufficiently prepared to contribute to the case discussions.

**CONTINUOUS EVALUATION SUMMARY**

Individual Participation (10% each lecturer)	40%
Cases studies and class presentation (10% each lecturer)	40%
Essay	20%
<b>TOTAL</b>	<b>100%</b>

**Important for CONTINUOUS EVALUATION:** Due to the fact that participation counts 40 percent of your grade, each student must contribute significantly to in-class analysis of the cases. Each student is expected to be an active participant and to make meaningful comments on each subject being discussed. You should, therefore, be sufficiently prepared to contribute to the case discussions, reading the lessons before attending to the class.

**Attendance is compulsory.** After 1 unexcused absence per topic, a subsequent absence will lower 0.5 points your participation grade out of a total of 10 points. If you miss a 4 classes you will not receive any points in participation. Classes start punctually. Late arrivals and early departures from class will count as half an absence.

***The 2<sup>nd</sup> week of the Semester, the student will have to make the decision about which kind of evaluation he/she want to follow: Continuous (attendance compulsory) or NO Continuous (final exam compulsory).***

**Text books:**

1. Robbins, S. P., Judge T. A. and Campbell, T. T. (2010): Organizational Behavior, 4e, Prentice Hall, Pearson.
2. Rugman Alan M. International Business. - Oxford University Press, 2009. – 857 p.
3. Harvard Business Review The Magazine - Harvard Business Publishing (HBP), Harvard
4. IFC/World Bank, Doing Business, [www.doingbusiness.org](http://www.doingbusiness.org)