



International Business with Case Studies in German Automotive Industry

Lecturers: Dr. Milenka Plavec

Course Objectives and Description:

An understanding of international business is essential for students in today's interdependent global economic, political, cultural and social environment within which firms operate. It will examine the strategies and structures of international business and assess the special roles of an international business' various functions. It will also prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures.

Methods of:

- in-class exercises
- mini-Projects
- homework
- case studies

will demonstrate real-world applications of international business and management concepts.

At the end of the course students should be able to:

- understand the most widely used international business terms and concepts,
- identify the role and impact of political, economic, social and cultural variables in international business
- analyze international business from a multi centric perspective, avoiding ethnocentrism

An integrated teaching model will be adopted by combining lecturing with group discussions, individual assignments, home exercises, case analysis and presentations. Special attention will be given to automotive industry in Germany and European Union.

Field trips to production sites and/or automotive museums will be offered along with company presentations, case studies, video clips, movies and guest lectures.

Course requirements & grade:

In-class case studies participation, attendance (25%), homework (25%), team presentation (50%), equivalent to 4 ECTS

Class attendance is required as an essential part of learning process. Bonus points will be awarded to those who actively participate in class discussions.



Course Schedule:

45 contact hours/4 ECTS

| Topic |
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| Part 1: Globalization |
| Part 2: Country Differences <ol style="list-style-type: none">1. National Differences in Political Economy2. Differences in Culture3. Ethics in International Business |
| Part 3: The Global Trade and Investment Environment: International Trade Theory <ol style="list-style-type: none">1. The Political Economy of International Trade2. Foreign Direct Investment3. Regional Economic Integration: European Union<ol style="list-style-type: none">a. The Institutions of European Unionb. European Parliamentc. European Treatyd. Germany and European Union |
| Part 4: The Global Monetary System <ol style="list-style-type: none">1. The Foreign Exchange Market2. The Global Monetary System3. The Global Capital Market |
| Part 5: The Strategy and Structure of International Business <ol style="list-style-type: none">1. The Strategy of International Business2. The Organization of International Business3. Entry Strategy and Strategic Alliances |
| Part 6: International Business Operations <ol style="list-style-type: none">1. Exporting, Importing, and Countertrade2. Global Production, Outsourcing, and Logistics3. Global Marketing and R & D4. Global Human Resource Management5. Accounting in the International Business6. Financial Management in the International Business |