

Syllabus

International Business

with case studies in German automotive industry

Instructor:	Dr. Milenka Plavec	
Email:	milenka.plavec@web.de	
Office Hour:	after lessons	
Lectures:	Mo-We	13:30 h - 15:30 h
ECTS credit:	4,0	

Course Objectives and Description

An understanding of international business is essential for students in today's interdependent global world. This course will provide students with the knowledge, skills, and abilities to understand the 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's various functions. It will also prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures.

In-class exercises, mini-projects as well as homework and case studies will demonstrate real-world applications of international business and management concepts.

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

1. Understand the most widely used international business terms and concepts.
2. Identify the role and impact of political, economical, social and cultural variables in international business.
3. 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.

Companies: Mercedes-Benz, Porsche, Porsche Museum, BOSCH, Mercedes-Benz Museum

Extras: Guest lectures, Company Presentations, Case Studies, Video clips, Movies

Literature

Charles, E. Hill (2023): *International Business: Competing in the Global Marketplace*, 14th ed., McGraw-Hill/Irwin

Additional references and supplemental readings as well as homework assignments and case studies are provided during lectures.

Grading / Assessment

Course Grading will be based on continuing assessment, in-class case studies, homework and team presentation.

▶ In-class case studies & participation, attendance	25 %	max 25 points
▶ Homework	25 %	max 25 points
▶ Team Presentation	50 %	max 50 points

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

Table of Contents

Introduction

Germany and Stuttgart Region: A birthplace of automobile

Part One: Globalization

Managing in a global world

How organizations go global

Part Two: Country Differences

National Differences in Political Economy

Differences in Culture

Corporate Social Responsibility (CSR) and Ethics in International Business

Part Three: The Global Trade and Investment Environment

International Trade Theory

The Political Economy of International Trade

Foreign Direct Investment

Regional Economic Integration: **European Union**

- The Institutions of European Union
- European Parliament
- European Treaty
- Germany and European Union

Part Four: The Global Monetary System

The Foreign Exchange Market

The International Monetary System

The Global Capital Market

Part Five: The Strategy and Structure of International Business

The Strategy of International Business

The Organization of International Business

Entry Strategy and Strategic Alliances

Part Six: International Business Operations

Exporting, Importing, and Countertrade

Global Production, Outsourcing, and Logistics

Global Marketing and R & D

Global Human Resource Management

Accounting in the International Business

Financial Management in the International Business