

## International Business and its Environment (W3BW\_IB201)

### International Business and its Environment

#### FORMAL INFORMATION ON THE MODULE

MODULE NUMBER	LOCATION IN THE COURSE OF STUDY	MODULE DURATION (SEMESTER)	MODULE RESPONSIBILITY	LANGUAGE
W3BW_IB201	1st academic year	2	Prof Dr Margitte Müller	German/English

#### FORMS OF TEACHING USED

Lecture, exercise

#### FORMS OF EXAMINATION USED

EXAM PERFORMANCE	EXAM DURATION (IN MINUTES)	GRADING
Written exam or seminar paper (without presentation)	120	yes

#### WORKLOAD AND ECTS CREDITS

TOTAL WORKLOAD (IN H)	OF WHICH ATTENDANCE TIME (IN H)	OF WHICH SELF-STUDY (IN H)	ECTS CREDIT POINTS
150	60	90	5

## QUALIFICATION OBJECTIVES AND COMPETENCES

### PROFESSIONAL COMPETENCE

Students recognise and understand the determinants of international business activities. They can analyse and critically evaluate the framework conditions of internationally operating companies.

Students will recognise how international trade and direct investment develop. They gain an overview of theoretical explanatory approaches to international trade and direct investment and can compare these approaches with each other.

Students will be able to analyse how companies can react to different aspects of the political, legal and economic business environment. Students will be able to explain internationalisation decisions. They have an overview of possible internationalisation strategies and forms of market entry and can evaluate them comparatively. They will be able to analyse and evaluate the opportunities and risks of global business activities.

In addition, students will have familiarised themselves with various design options for value creation in an international context. They will be able to categorise and critically assess make-or-buy decisions and design options in procurement using examples such as their own partner company. They know the alternatives in order processing, can recognise push and pull control in their own partner company and evaluate them with regard to multi-layered objectives. They understand the importance of planning for coordination between the parties involved and synchronisation of processes and their influence on buffers and transport.

### METHODOLOGICAL EXPERTISE

Students have understood the explanatory models for international trade and direct investment, know the underlying assumptions and can assess their limitations.

Students have learnt methods for simple make-or-buy decisions and for strategic procurement decisions and can apply them in simple examples. They will be familiar with basic scheduling procedures and their limitations and will be able to apply them.

They are familiar with methods that serve to reduce complexity in the design of value creation and can apply them to efficiently process problem areas.

### PERSONAL AND SOCIAL COMPETENCE

On completion of the module, students will have acquired the skills to view the international business activities of companies and globalisation from different perspectives, including the arguments of critical observers of these phenomena. They are of the responsibility of globally operating companies for a sustainable balance between economic success, environmental protection and social responsibility. They are sensitised to the conflicts and coordination problems in the internal and cross-company value creation process and are able to deal with them constructively. Students have acquired the competence to communicate appropriately about the aspects of international business dealt with. They are to explain basic concepts and discuss their significance for internationally active companies.

### OVERARCHING COMPETENCE

Students are able to work independently on selected problems that arise in the course of the internationalisation of companies using their knowledge of globalisation issues, develop simple solution strategies and discuss these in a team. Their knowledge of basic literature and relevant terminology facilitates their independent access to advanced analyses in this area. Students are able to assess the feasibility and advantageousness of relevant concepts for given internal and external framework conditions.

You will be able to identify process stages, products and suppliers that are critical to success. You will recognise potential for improvement, develop concepts ready for decision-making under guidance and defend these in arguments in the event of collegial disagreement. You will be able to identify and assess processes that are critical to success and devise alternative designs and defend or further develop them in the event of opposition from colleagues.

## LEARNING UNITS AND CONTENT

### TEACHING AND LEARNING UNITS

Principles of International Business and its Environment

PRESENCE TIME

30

SELF-STUDY

45

Explanatory approaches to international trade and direct investment; development of international trade and direct investment; state influence on international trade: causes and instruments (e.g. protectionism); regional economic integration; significance and tasks of selected international organisations; reactions of companies to differences between national political and economic systems.

Principles of International Business Models and Operations

30

45

Globalisation: development, evaluation and effects from a corporate perspective; the international company: internationalisation and market entry strategies; configuration of the international supply chain in the area of conflict between responsiveness, costs, environmental protection and social responsibility; outsourcing versus vertical integration; global sourcing strategies; global logistics strategy; design of order processing; inventory management in international process chains; coordination and cooperation in the international supply chain.

## SPECIAL FEATURES

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## PREREQUISITES

None

## LITERATURE

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- Bretzke, W.-R.: Logistic Networks, Berlin: Springer.
- Cavusgil, S. T./Knight, G. A./Riesenberger, J. R.: International Business: Strategy, Management, and the New Realities, Upper Saddle River: Pearson Prentice Hall.
- Christopher, M.: Logistics and Supply Chain Management. Creating Value-Adding Networks, Harlow: Prentice Hall.
- Collinson, S./Narula, R./ Rugman, A. M.: International Business, Harlow: Pearson.
- Daniels, J. D./Radebaugh, L./Sullivan, D.: International Business, Upper Saddle River: Pearson Prentice Hall.
- Hill, Ch. W. L.: International Business: Competing in the Global Marketplace, New York: McGraw-Hill.
- Neiberger, C./Bertram, H.: Moving goods around the world. Strategies and Locations in the Management of Global Supply Chains, Mannheim: MetaGIS Informationssysteme.
- Slack, N./Brandon-Jones, A.: Operations Management, Harlow: Pearson Education.