

Module: International Business II

Module Description		
Field of study	Department	Specialisation
Business Administration	International Business	

Module title	Module language	Module no.	Version	Persons responsible
International Business II	English/German		29.05.2011 BW	Prof. Dr. Hardock, DHBW Stuttgart, Prof. Dr. Möbius, DHBW Karlsruhe

Module Placement			
Semester	Prerequisites	Module type	Duration
3 and 4	None	Compulsory, profile module	2 semesters

Tuition and Assessment			
Methods	Assessment	Graded yes/no	Duration
Lectures, exercises, case studies, simulation game	<ul style="list-style-type: none"> ▪ Written examination or ▪ Term paper 	<ul style="list-style-type: none"> ▪ yes ▪ ye 	<ul style="list-style-type: none"> ▪ 150 minutes ▪ 10-15 pages

Workload and ECTS Points			
Workload (in hrs., multiples of 30)	Total	240 hrs.	ECTS points
	<i>Attendance (lectures and examination)</i>	<i>88 hrs.</i>	8
	<i>Independent study</i>	<i>152 hrs.</i>	

Learning Outcomes and Skills	
Subject-related skills:	<p>Students have insight into the theoretical foundations of international marketing and learn about the primary decision fields in international marketing strategies. They are aware of the most important characteristics of such tools as product/program, price/terms, distribution/sales, communication policies in an international context. They recognize the controversy between standardization and differentiation, with which multi-nationals are confronted, and understand which aspects speak for standardization and which for localization.</p> <p>Moreover, the students get to know the diversity, significance and complexity of the tools used for transactions, payments and financing of international trade contracts. They can identify the currency and interest risks that global players face. In addition they are capable of applying appropriate tools to control such financial risks. They are familiar with parts of special financing methods in export trade. The students know and understand the principles of portfolio management in the context of financial markets and institutions.</p>
Socio-ethical skills:	<p>During this module students learn about the opportunities and limitations of informational influence on people and discuss the economic, social and ethical consequences critically. Moreover, they recognize the value of responsibly applied financial instruments. The students can work in groups effectively, recognize group leadership and take on leadership functions themselves.</p>
Personal skills:	<p>Students participate actively in discussion, ask appropriate question, and are open to new ideas, assuming more and more responsibility for their own academic success. They are able to justify their own point of view using well-founded business administrative reasoning. They have learned to field criticism, to criticize others adequately and they can give their mentors appropriate feedback.</p>

	Students are able to independently make use of all available materials for their studies. They can collate data from various sources, evaluate and present their findings according to given criteria. Finally, the students are able to apply given methods to solve problems on their own.
Transferable skills:	Students can use the knowledge, skills and abilities they have gained to solve actual problems. Upon completion of the module they possess a fundamental overview of central concepts and areas of international marketing, as well as international financing.

Courses and Topics			
Courses		Atten- dance (in hrs.)	Self- study (in hrs.)
Course 1	International Marketing - Fall Semester (English)	44	76
<i>Introduction to international marketing – International marketing strategies – Advantages and disadvantages of standardization vs. localization – Idiosyncrasies of the international marketing-mix (product/program policy, price and terms policies, distribution/sales policies, communication policies) – Simulation game</i>			
Course 2	International Finance and Accounting - Spring Semester (German/English)	44	76
<i>Transactions in foreign trade (e.g. Letter of credit, incoterms, customs) – International finance management (e.g. financial and hedging instruments, cash management) – Portfolio management (e.g. asset evaluation, strategic and tactical asset allocation)</i>			

Literature
Most recent editions are required
<ul style="list-style-type: none"> • Backhaus, K.; Voeth, M.: Internationales Marketing, Stuttgart: Schäffer-Poeschel • Cooper, R.: Corporate Treasury and Cash Management, Basingstoke: Macmillan • Czinkota, M. R.; Ronkainen, I. A., Zvobgo, G.: International Marketing, Andover: Cengage Learning • Jahrman, F.-U.: Kompakt-Training Außenhandel, Herne: Kiehl • Keegan, W. J.; Green, M.C.: Global Marketing, Upper Saddle River: Prentice Hall • Kotabe, M.: Global Marketing Management: International Student Version, Hoboken: Wiley • Perridon, L.; Steiner, M.: Finanzwirtschaft der Unternehmung, München: Vahlen • Shapiro, A. C.: Multinational Financial Management, Hoboken: Wiley

Additional Information