



Lecture “Drivers of Global Business” Winter Semester 2022/2023

Name of the course	Drivers of Global Business
Name of the lecturer	Prof. Dr. Margitte Müller
Description of the course	<p>This is an introductory course into the field of International Business. We will focus on its main drivers, environmental aspects and country factors affecting international business operations.</p> <p>We will discuss the following topics:</p> <ol style="list-style-type: none">(1) What is meant by globalisation and how does it impact businesses all over the world?(2) When doing business internationally, what are the implications of national differences in political, economic, and legal systems for management practice?(3) What is the relevance of national economic differences for doing business internationally?(4) We will discuss theories of international trade in order to understand the important implications these theories hold for business practice.(5) We will look at policy instruments used by governments to influence international trade flows and derive strategic frameworks for managing risk in international business.
Dates	Wednesday mornings, 9:30 – 12:45, 19 th October- 30 th November
Kind of exam	Portfolio (in-class presentations, case study analysis)
Prerequisites required	none
Recommended reading	Daniels, J.D., Radebaugh, L.H., Sullivan, D.P., International Business: Environments and Operations, Pearson. Hill, Ch.W., International Business: Competing in the Global Marketplace, McGraw-Hill. Rugman, A.M., Collinson, S., International Business. Pearson.
Working language	English
Available seats	