

International Business and its Environment (W3BW_IB201)

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Formal information on the module		
Study program	Field of study	Deepening
International Business	International Business Administration & Management	-

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Module name	Language	Number	Version	Module coordinator
International Business and its Environment	German/English	W3BW_IB201	1	Müller, Prof. Dr. Margitte; Karlsruhe Maier, Prof. Dr. Simone; Heidenheim

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Positioning of the module in the course of study			
Semester	Requirements for participation	Module type	Module duration
1st year of study	-	Core module	2

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Teaching and examination methods used	
Teaching methods	Lecture, exercise
Teaching methods	-

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Examination performance	Scope of examination (in min)
Written exam or seminar paper (without presentation)	-
Components Combined examination performance	
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Workload and ECTS			
Total workload (in h)	of which attendance time (in h)	of which self-study (in h)	ECTS points
150	60	90	5

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Qualification goals and competencies

Professional competence	<p>Students recognize and understand the determinants of international business activities. They can analyze and critically evaluate the framework conditions of internationally operating companies. Students will recognize how international trade and direct investment develop. They gain an overview of theoretical explanations for international trade and direct investment and can compare these approaches with each other.</p> <p>Students will be able to deal with the possible reactions of companies to different characteristics of the political, legal and economic business environment. Students will be able to explain internationalization decisions. They have an overview of possible internationalization strategies and forms of market entry and can evaluate them comparatively. They can analyze and evaluate the opportunities and risks of global business activities. In addition, students have become familiar with various design options for value creation in an international context. They will be able to classify 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 recognize push and pull control in their own partner company and evaluate them with regard to multi-layered goals. They understand the importance of planning for coordination between the parties involved and synchronization of processes and their influence on Buffer and transportation.</p>
Methodological competence	<p>Students have understood the explanatory models for international trade and direct investment, know the underlying assumptions and can assess their limitations.</p> <p>Students are familiar with methods for simple make-or-buy decisions and strategic procurement decisions and can apply them in simple examples. They will be familiar with basic planning procedures and their limitations and will be able to apply them.</p> <p>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.</p>
Personal and social skills	<p>On completion of the module, students will have acquired the skills to view the international business activities of companies and globalization from different perspectives, including the arguments of critical observers of these phenomena. They are aware of the responsibility of globally active companies for a sustainable balance between economic success, environmental protection and social responsibility.</p> <p>They are sensitized to the conflicts and coordination problems in the company-internal and cross-company value creation process and can deal with them constructively.</p> <p>Students have acquired the competence to communicate appropriately about the aspects of international business covered. They are to explain basic concepts and discuss their significance for internationally active companies.</p>
Comprehensive action competence	<p>Students are able to work independently on selected problems that arise in the course of the internationalization of companies using their knowledge of globalization 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 will be able to assess the feasibility and advantage of relevant concepts for given internal and external framework conditions.</p> <p>You will be able to identify process stages, products and suppliers that are critical to success. You will recognize potential for improvement, develop concepts ready for decision-making under guidance and defend them 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 them in arguments in the event of opposition from colleagues.</p> <p>develop further.</p>

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Learning units and contents

Teaching and learning units	Presence	Self-study
Principles of International Business and its Environment	30	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; importance and tasks of selected international organizations; reactions of companies to differences between national political and economic systems.		
Principles of International Business Models and Operations	30	45
Globalization: development, evaluation and effects from a corporate perspective; the international company: internationalization 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.		

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Special features and requirements

Special features
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Prerequisites
None

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Literature

<p>Bretzke, W.-R.: Logistic Networks, Berlin: Springer.</p> <p>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.</p> <p>Collinson, S./Narula, R./Rugman, A. M.: International Business, Harlow: Pearson.</p> <p>Daniels, J. D./Radebaugh, L./Sullivan, D.: International Business, Upper Saddle River: Pearson Prentice Hall.</p> <p>Hill, Ch. W. L.: International Business: Competing in the Global Marketplace, New York: McGraw-Hill.</p> <p>Neiberger, C./Bertram, H.: Moving goods around the world. Strategies and locations in the management of global supply chains, Mannheim: MetaGIS Informationssysteme.</p> <p>Slack, N./Brandon-Jones, A.: Operations Management, Harlow: Pearson Education.</p>

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