

2019.HS

<b>Module Name: International Strategic Management</b>			
Module Code	w.BA.XX.1ISMGT-IM.XX		
Module Description	The primary aim of the module is to enable students to understand the importance of strategic management for a company's success in a global or international market and apply appropriate strategic management frameworks, concepts, and tools to a specific business problem or situation. Students should be able to analyze the strategic position of a company and develop a set of alternative competitive strategies that would enable it to remain (or become) competitive in an international marketplace. In addition, students should be able to make judgments based on solid analysis of internal and external data and present recommendations as to how the structures and systems of control of organizations should be set up or adjusted in line with a company's internationalization efforts. In addition, students should be able to communicate and present their arguments and appreciate that strategic management and strategic formation are not linear processes. Finally, students learn about the activities that companies undertake and the challenges they face as they interact and communicate with each other.		
Program and Specialization	International Management		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;"><b>Module Type:</b> Compulsory</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory	<b>Program Phase:</b> Main Study Period
<b>Module Type:</b> Compulsory	<b>Program Phase:</b> Main Study Period		
ECTS	6		
Organizational Unit	W Abt. International Business Leitung		
Module Coordinator	Albena Björck (bjoe)		
Deputy Module Coordinator	Benedikt Zoller-Rydzek (zolb)		
Prerequisite Knowledge	-		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>		
Module Learning Objectives	<ul style="list-style-type: none"> <li>Students... <ul style="list-style-type: none"> <li>§ are able to explain the effects of globalization on the firm's value chain.</li> <li>§ identify factors influencing a firm's internationalization efforts.</li> <li>§ compare organizations in terms of their international strategies.</li> <li>§ are able to analyze an organization's position in its external environment.</li> <li>§ are able to analyze the determinants of strategic capability in an international context.</li> <li>§ apply strategic management and internationalization theories, concepts, and models in different business contexts (MCN, SME, Born Global).</li> <li>§ critically evaluate a firm's approach to internationalization and alternative strategic options.</li> <li>§ make recommendations as to how value chain, organizational structure, and control systems should be set up or adjusted in line with a firm's internationalization efforts.</li> <li>§ present and justify their arguments in writing and in oral presentations.</li> </ul> </li> </ul>		

	§ give feedback to presentations of other students. § conduct independent research on aspects of international strategic management.		
Module Content	§ International trade and competitiveness, business systems. § International strategy and organizing for international activities § Internationalization: Motivation, process and implementation § Foreign market entry strategies: From export to wholly owned subsidiary § Value-chain effects on international activities § Context of multinational companies (MNC), small and medium-sized enterprises (SME), and Born Global companies (global startups).		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.1IBM-IM.XX w.BA.XX.1IEB-IM.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Literature Review § Discussion § Group assignment	<b>Social Settings Used:</b> § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	56 h	44 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>56 h</b>	<b>44 h</b>	<b>80 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written exam	Closed book	90	70.00 %
<b>Permitted Resources</b>	No calculator		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Talk/oral presentation	Grade	20	20.00 %
Written Assignment	Grade	-	10.00 %
Classroom Attendance Requirement	Attendance of group assignments is required.		
Language of Instruction/Examination	English		
Compulsory Reading	Lecture slides; Reader "International Strategic Management"		
Recommended Reading	-		
Comments	Articles and cases that are used in class discussions can be found on Moodle.		