



Modul:

Schwerpunktfach Internationales Management

Veranstaltung:

Internat. Beschaffungs-, Produktions- und Logistikmanagement

Zuständiger Professor:

Prof. Dr. Bernd Ebel

Dozent:

Prof. Dr. Bernd Ebel

Zielgruppe:

Studierende des 4. und 5. Semesters

Lernumfang:

2 Semesterwochenstunden

ECTS- Punkte:

3

Workload:

Vorlesung:	22,5 h
benotete/unbenotete Prüfung:	1,0 h
Vorbereitung benotete/unbenotete Prüfung:	33,0 h
Selbststudium/Vor- und Nachbereitung:	33,5 h
Gesamt:	<u>90,0 h</u>

Lernziele:

Überblick über Inhalte und Methoden in der internationalen Produktion, Beschaffung und Logistik. Sensibilisierung für zukünftige Aufgabenstellungen in internationalen Unternehmen. Bedeutung eines ganzheitlichen und durch intensive Kommunikation geprägten Netzverbundes kennen lernen.

Lerninhalt:

Grundlagen des Produktions- und Operations-Management
Programmplanung, Produktionsmanagement
Internationalisierung und Globalisierung
Produktionsverlagerung
Standortplanung, Standortfaktoren
Produktionsnetzwerke
Logistik und Supply-Chain-Management
Workflow-Management und Advanced Planning Systems
Logistikintegration

Data Warehousing

Internationale Konzepte des Qualitätsmanagements - TQM / EFQM

Logistikkosten und Kennzahlensysteme

E-Business Einsatz

Präsentation von Hausarbeiten

Zusammenfassung, Bewertung der zukünftigen Entwicklung

Literatur:

Vorlesungsskript

Arndt, H., Supply Chain Management, 3. Auflage, Stuttgart, 2006

Bohlmann, B./Krupp, Th., Strategisches Management für Logistikdienstleister, Hamburg, 2007

Bolstorff, P. et al., Spitzenleistungen im Supply Chain Management, Berlin, 2007

Ebel, B., Kompakt Training Produktionswirtschaft, 2. Aufl., Ludwigshafen, 2008

Ebel, B., Kompendium der Produktionswirtschaft, 9. Aufl., Ludwigshafen, 2009

Ebel, B., Qualitätsmanagement, 2. Aufl., Herne 2003

Ebel, B., Kompakt-Training E-Business, Ludwigshafen, 2007

Fandel, G., Reese, J., Operations Management, Berlin, 2007

Gausemeier, J., Strategisches Produktionsmanagement, Berlin, 2008

Haasis, H. D., Produktions- und Logistikmanagement, Wiesbaden, 2008

Heizer/Render, Principles of Operations Management, New Jersey, 5th edition, 2004, ISBN 0-13-120975-2

Kinkel, St./ Zanker, Chr., Globale Produktionsstrategien in der Automobilzulieferindustrie, Berlin, 2007

Long, D./Jockel, O., Internationale Logistik, München, 2008

Pfohl, H. Ch. / Elbert, R., Supply Chain Management, Berlin, 2008

Stadtler, H./Kilger, Chr., Supply Chain Management and Advanced Planning , 4. Aufl., Berlin, 2007

aktuelle Fallbeispiele

Studentische Hausarbeiten

Lehrmethode:

seminaristischer Unterricht, Übungsfälle, Fallstudien und Selbststudium

Leistungsnachweis:

Benotete Prüfung , Hausarbeiten

Unterrichtssprache:

Deutsch 70 % / English: 30 %

Geplante Case Studies:

aktuelle Fallbeispiele aus der Erfahrung des Dozenten

Fallbeispiele aus der aktuellen Wirtschaftspresse

Verschiedenes (z. B.: Praxisbesuche, Gastvorträge etc.):

externe Referenten, Videoclips



Module:

Specialisation – International Management

Course:

Projects & Cases in International Management

Professor in charge:

Prof. Dr. Jürgen Bode

Lecturer:

Prof. Dr. Jürgen Bode

Target Group:

4th and 5th semester students, B.A. Business Administration

Scope:

2 semester hours per week (average)

ECTS- Points:

3

Workload:

Class Contact:	
Examination according to §14 Abs. 3:	
Examination preparatory:	
Self study/preparatory and follow-up study:	
Group Work	
Total:	90,0 h

Objectives:

Among all courses within the specialisation (Schwerpunktfach) "International Management", this is the most practice-oriented. In a consultant-like style, students will conduct their own, independent research and analysis with the aim of delivering meaningful results and recommendations for a practical management problem of a real client organisation.

The seminar sets the foundation for important skills in the professional world such as market research, analysis, team management, communication, and presentation of project results.

Student teams are required to develop a Powerpoint presentation, hold presentations in class and at the client's site, and lead discussions.

The course is a required part of the specialisation "International Management" of the B.A. Business Administration programme. It requires a high level of activity, contribution, and self-motivation by each student.

Learning objectives:

Students in this class learn methodological skills which are crucial for the success in the academic

and business world throughout their career. After completion of the seminar students should be able to:

- Carry out independent research for a given topic
- Obtain relevant data and information which is helpful for solving a given problem
- Plan and schedule a small project
- Start early with their work on papers and presentations, and not to wait until shortly before the deadline for submission
- Understand, and cope with, the challenges of following a tough project schedule, and of delivering project outputs in time
- Cooperate with team members from a different cultural background
- Generate meaningful and convincing documents (papers, presentations) which serve to communicate their ideas
- Plan and lead group discussions which help to optimise their results
- Communicate productively with the management of a client organisation
- Never stop taking a critical view, and generating a permanent will to improve their results
- Understand that criticising ones results (among others, by the instructor) is an attempt to help one to excel; it is therefore a duty for everyone, and not meant as personal injury

Contents:

Week

Content

References

Contents depend on the actual project challenge of a real client organisation. Examples are:

- Generating new product ideas and international marketing concepts for a producer of chemical foams
- Using social networks for the international marketing of universities
- Business models, benchmarks and success factors for secure electronic mail products
- Market entry options and marketing concept for a German tea retailer in the UK and Belgium
- Analysis of the US market for a producer of health-oriented organic soft drinks

Seminar sessions are scheduled according to the requirements of the project, i.e., sessions are not held on a regular weekly basis.

1. Introduction to the seminar, presentation of topics, discussion of initial questions and issues, research in PC Pool.
2. (Independent preparation in groups)
3. Assignment of teams; schedule of course; kick-off meeting with client
4. Communication between teams (personal and through telephone conference), team work, preparation of intermediate presentation
5. Consultation meeting with teams
6. (Independent group work)
7. Lecture: Presentation of cases and

projects

8. Consultation meeting with teams
9. Exercise "Team Feedback"; preparation of intermediate presentation
10. Intermediate presentation with client
11. (Independent group work)
12. (Independent group work)
13. (Independent group work)
14. Preparation of final presentation
15. Final presentation with client

Teaching Methods:

Project seminar, moderated workshops, presentations, feedback, discussion

Examination:

Written final presentation (Hausarbeit), oral presentation

Language:

English 100%

Planned Case Studies:

Miscellaneous:

This class is a required course for exchange students from our partner universities. Therefore, the student body of the class represents many different cultural backgrounds, which lends itself to invaluable learning opportunities.



Module:

Specialisation – International Management

Course:

Current Issues in International Management

Professor in charge:

Prof. Dr. Jürgen Bode

Lecturer:

Prof. Dr. Jürgen Bode

Target Group:

4th and 5th semester students

Scope:

3 semester hours per week

ECTS- Points:

4,5

Workload:

Class Contact:	
Examination according to §14 Abs. 3:	
Examination preparatory:	
Self study/preparatory and follow-up study:	
Tutorial:	
Group Work	_____
Total:	135,0 h

Objectives:

Among all courses within the specialisation (Schwerpunktfach) "International Management", this is the most research-oriented. Students will conduct their own, independent research and analysis in a new, still undeveloped field of international management.

The seminar is an important stepping stone in preparing students to write a research paper, such as the Bachelor's thesis. It also sets the foundation for important skills in the professional world as it has become common practice for university graduates to write well-structured papers outlining their own independent extensive research and analysis.

Student teams are required to write a research and analysis paper, hold presentations in class, and lead a discussion. In preparation of their research, they will attend lectures and exercises in research methods, the use of libraries, and academic writing.

The course is a required part of the specialisation "International Management" of the B.A. Business Administration programme. It requires a high level of activity, contribution, and self-motivation by each student.

Learning objectives

Students in this class learn methodological skills which are crucial for the success in the academic and business world throughout their career. After completion of the seminar students should be able to:

- Carry out independent research for a given topic
- Write a scientific paper in English language
- Tackle their Final Thesis with more comfort, ease and self-confidence
- Obtain relevant data and information which is helpful for solving a given problem
- Plan and schedule a small project
- Start early with their work on papers and presentations, and not to wait until shortly before the deadline for submission
- Understand, and cope with, the challenges of following a tough project schedule, and of delivering project outputs in time
- Cooperate with team members from a different cultural background
- Generate meaningful and convincing documents (papers, presentations) which serve to communicate their ideas
- Plan and lead group discussions which help to optimise their results
- Never stop taking a critical view, and generating a permanent will to improve their results
- Understand that criticising ones results (among others, by the instructor) is an attempt to help one to excel; it is therefore a duty for everyone, and not meant as personal injury

Contents:

Week

Content

References

Seminar themes change every semester. Examples are:

- Doing business in China
- Fiscal sustainability and currency stability in Europe, the USA and China
- International management of universities
- International marketing on the World Wide Web

Each student team researches an individual topic within the given theme.

Seminar sessions are scheduled according to the requirements of the research project, i.e., sessions are not held on a regular weekly basis.

1. Introduction of participants, presentation of specialisation, importance of research and case studies, introduction to topic, prepare and present topic overview.

References depend on the given research topic of the semester. General references on methods of research and academic writing are:

- Creme, Phyllis / Lea, Mary R.: Writing at University – A Guide for Students. 3rd ed., McGraw-Hill, Berkshire, 2008.
- Murray, Neil / Hughes, Geraldine: Writing Up Your University Assignments and Research Projects – A Practical Handbook. McGraw-Hill, Berkshire, 2008.

2. Lecture "Research methods I"
3. (Independent group work, submission

of draft project outline)

4. Lecture "Research methods II", team consultation session with instructor
5. (Independent group work)
6. (Independent group work)
7. (Independent group work, submission of final project outline and draft report structure)
8. Team consultation session with instructor
9. (Independent group work)
10. Intermediate presentation of results
11. (Independent group work)
12. (Independent group work)
13. (Independent group work)
14. Presentation of final reports
15. Revision of reports, submission

Teaching Methods:

Individual research in teams of 2 persons, lecture, team consultation sessions with instructor, presentations, feedback, discussion

Examination:

Report (15 pages per student), written exam

Language:

English 100%

Planned Case Studies:

Students research case studies which suit their individual research topics.

Miscellaneous:

This class is a required course for exchange students from our partner universities. Therefore, the student body of the class represents many different cultural backgrounds, which lends itself to invaluable learning opportunities.

In summer terms, this course is taught jointly with the Coastal Carolina University (CCU) summer school, thus even increasing the intercultural flavour in the classroom.



Module:

Specialisation – International Management

Course:

International Marketing

Professor in charge:

Prof. Dr. Jürgen Bode

Lecturer:

Prof. Dr. Jürgen Bode

Target Group:

4th and 5th semester students

Scope:

2 semester hours per week

ECTS- Points:

3

Workload:

Class Contact:	
Examination according to §14 Abs. 3:	
Examination preparatory:	
Self study/preparatory and follow-up study:	
Tutorial:	
Group Work	_____
Total:	90,0 h

Objectives:

Understanding the challenges of marketing across borders, and hands-on experience in developing an international marketing plan

Contents:

Week	Content	References
1.	The scope and challenge of international marketing	Cateora/Graham: International Marketing. 13th ed., McGraw-Hill, 2007, ch.1
2.	International marketing research	Cateora/Graham, ch.8
3.	cont'd	
4.	The international marketing planning process	Cateora/Graham, ch.11
5.	International marketing strategies	Cateora/Graham, ch.11
6.	Products and services for international consumer markets	Cateora/Graham, ch.12

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| 7. | Products and services for international business markets | Cateora/Graham, ch.13 |
| 8. | International marketing channels | Cateora/Graham, ch.14 |
| 9. | Exporting and logistics | Cateora/Graham, ch.15 |
| 10. | Case study "Export" | |
| 11. | International marketing communication | Cateora/Graham, ch.16 |
| 12. | Excursion „International Marketing in 3 countries“ | |
| 13. | Personal selling and sales management | Cateora/Graham, ch.17 |
| 14. | Pricing for international markets | Cateora/Graham, ch.18 |
| 15. | Review | |

Teaching Methods:

Lecture, presentations, feedback, discussion, case study workshop with an international marketing professional, excursion

Examination:

written exam

Language:

English 100%

Planned Case Studies:

Unilever in Brazil 1997-2007: Marketing Strategies to Low Income Consumers; Bode/Möller: Kurvers Piping - Operational Management of Industrial Exports to Saudi Arabia

Miscellaneous:



Module

Specialisation – International Management

Course

International Strategy, Organisation, and Leadership

Professor in charge

Prof. Dr. Harald Meier

Lecturer

Prof. Dr. Harald Meier

Target Group

4th and 5th semesters

Scope

2 semester periods per week

ECTS pts.

3

Workload

Class Contact:	
Examination according to §14 Abs. 3:	
Examination preparatory:	
Self study/preparatory and follow-up study:	
Tutorial:	
Group Work	_____
Total:	90,0 h

Objectives

Understanding the strategic issues and operations related to company's "going international" and "Being international" strategies, including the international organizational approaches, critical incidents in international HRM and leadership.

Contents

Week	Content	References
1.	Class overview Current International Corporate Strategies, examples	Wild, J./Wild, K.L./Han, J.C.Y: International Business – The challenges of Globalization, 3 rd ed. Pearson/Prentice Hall 2006: chap. 1, pp 27-31
2.	Country analysis, and market entry strategies and modes, timing strategies, and market entry barriers	Wild, J./Wild, K.L./Han, J.C.Y: International Business – The challenges of Globalization, 3 rd ed. Pearson/Prentice Hall 2006: chap. 12, pp 342-364, chap 13, pp 370-394

- | | | |
|-----|--|---|
| 3. | - " - | - " - |
| 4. | - " - | - " - |
| 5. | Corporate Strategy systems
(Perlmutter, Bartlett/Goshal approach) | Wild, J./Wild, K.L./Han, J.C.Y: International Business – The challenges of Globalization, 3 rd ed.
Pearson/Prentice Hall 2006: chap. 11, pp 316-329 |
| 6. | International Corporate organization models | Wild, J./Wild, K.L./Han, J.C.Y: International Business – The challenges of Globalization, 3 rd ed.
Pearson/Prentice Hall 2006: chap. 11, pp 330-336

independent internet research

handout |
| 7. | - " - | - " - |
| 8. | Influence of cultures and intercultural communication in international organisations | Wild, J./Wild, K.L./Han, J.C.Y: International Business – The challenges of Globalization, 3 rd ed.
Pearson/Prentice Hall 2006: chap. 2, pp 50-77

Goldberg, C.: East and West: seeing the world through different lenses, International Herald Tribune, March 6, 2008, p 11

Punnett, B.: Culture, cross-national. In: Tung, R.L. (ed.): The IEBM Handbook of International Business, Thomson Learning 2001, pp 51-68

Tan, J-S.: Communication, cross-cultural. In: Tung ..., pp 45-50 |
| 9. | - " - | |
| 10. | Corporate International HR Organization and HR Strategies | Wild, J./Wild, K.L./Han, J.C.Y: International Business – The challenges of Globalization, 3 rd ed.
Pearson/Prentice Hall 2006: chap. 16, pp 446-461

Handouts |
| 11. | International Recruitment, Training, and assignment | - " - |
| 12. | - " - | |
| 13. | Intercultural Leadership & Management Development | - " - |
| 14. | International Unions & Works councils | - " - |
| 15. | Summarization and outview | |

Teaching Methods

Lecturer presentation, individual and group based text analysis, exercises and case study work, student presentation, discussion, lecturer reflection, class handouts, self assessment

Examination

written exam

Language

English 100%

Planned Case Studies

MTV + Yahoo - LandsEnd: International Strategy, Business, and Investments (Video Analysis)
Parker Pen Inc.: Intercultural Vommunication (Video Analysis, paper analysis, self assessment)
Unilever: International Recruitment & Assignments

Miscellaneous

Recommeded sources:

Bartlett, C.A./Ghoshal, S.: Transnational Management, 2nd ed. McGrawHill 1995,
Tung, R.L (ed.): IEBM Handbook of International Business, Thomson Learning 2001,
Deresky, H.: International Management. 6th ed. Prentice Hall 2008,
Schneider, S.C./Barsoux, J.L.: Managing across cultures, 2nd ed. Prentice Hall 2003,
handouts given in class,
readings as downloads from file K:



Module

Specialisation – International Management

Course

International Trade, Finance, and Investment

Professor in charge

Prof. Dr. Harald Meier

Lecturer

Prof. Dr. Harald Meier

Target Group

4th and 5th semesters

Scope

2 semester periods per week

ECTS pts.

3

Workload

Class Contact:	
Examination according to §14 Abs. 3:	
Examination preparatory:	
Self study/preparatory and follow-up study:	
Tutorial:	
Group Work	_____
Total:	90,0 h

Objectives

Understanding the political and economical framework, and the basic theories related to International Trade & Investment.

Contents

Week	Content	References
1.	Class overview History and current trends in International Trade	Wild, J./Wild, K.L./Han, J.C.Y: International Business – The challenges of Globalization, 3 rd ed. Pearson/Prentice Hall 2006: chap. 1, pp 6-14 independent internet research handouts
2.	- " -	- " -
3.	- " -	- " -
4.	Relevant Theories of International	Wild, J./Wild, K.L./Han, J.C.Y: International Business – The challenges of Globalization, 3 rd . ed.

	Investment & Trade	Pearson/Prentice Hall 2006: chap. 5, pp 152-170, chap. 6, pp 178-195 independent internet research handouts
5.	- " -	- " -
6.	- " -	- " -
7.	Areas and results of economic Integration	Wild, J./Wild, K.L./Han, J.C.Y: International Business – The Challenges of Globalization, 3 rd ed. Pearson/Prentice Hall 2006: chap. 8, pp 230-251 Kogut, B./Gittelman, M.: Globalization. In: The IEBM Handbook of International Business, ed. by Tung, R., Thomson Learning 2001, pp 200-212 Why the EU, ed. By the European Commission, Brussels (no year, handout)
8.	- " -	- " -
9.	The International Finance System	Wild, J./Wild, K.L./Han, J.C.Y: International Business – The Challenges of Globalization, 3 rd ed. Pearson/Prentice Hall 2006: chap. 9, pp 258-280, chap 10, pp 288-308 International Financial Systems (Pearson Education Video) Sister Talk, The Economist, March 3, 2007, p 77
10.	- " -	- " -
11.	- " -	- " -
12.	The Role of NGOs in Global Trade and Investment	handout independent internet research
13.	- " -	- " -
14.	- " -	- " -
15.	Summarization & Outlook on the class "International Strategies & leadership"	

Teaching Methods

Lecturer presentation, individual and group based text analysis, exercises and case study work, student presentation, discussion, lecturer reflection, class handouts

Examination

written exam

Language

English 100%

Planned Case Studies

Globalization (Text analysis and executive summarization)

International Financial System (Video Analysis)

NGO research study, incl. Sauter, H.: Darwins Nightmare, Austria 2005 (Video analysis), Meier, H.:

Miscellaneous

Recommended additional sources:

- Bartlett, C.A./Ghoshal, S.: Transnational Management, 2nd ed. McGraw-Hill 1995,
- Tung, R.L (ed.): IEBM Handbook of International Business, Thomson Learning 2001,
- Atlas der Globalisierung, Le Monde *diplomatique* (ed.): Atlas der Globalisierung, 2nd ed. ,
- Wild, J./Wild, K./Han J.: International Business, 3rd ed. Pearson Education 2008,
- Deresky, H.: Managing across borders and Cultures, 6th ed. Pearson Education 2008
- Handouts are given out in class
- Readings as downloads in file K:



International Management

Presentation of specialisation („Schwerpunktfach“)

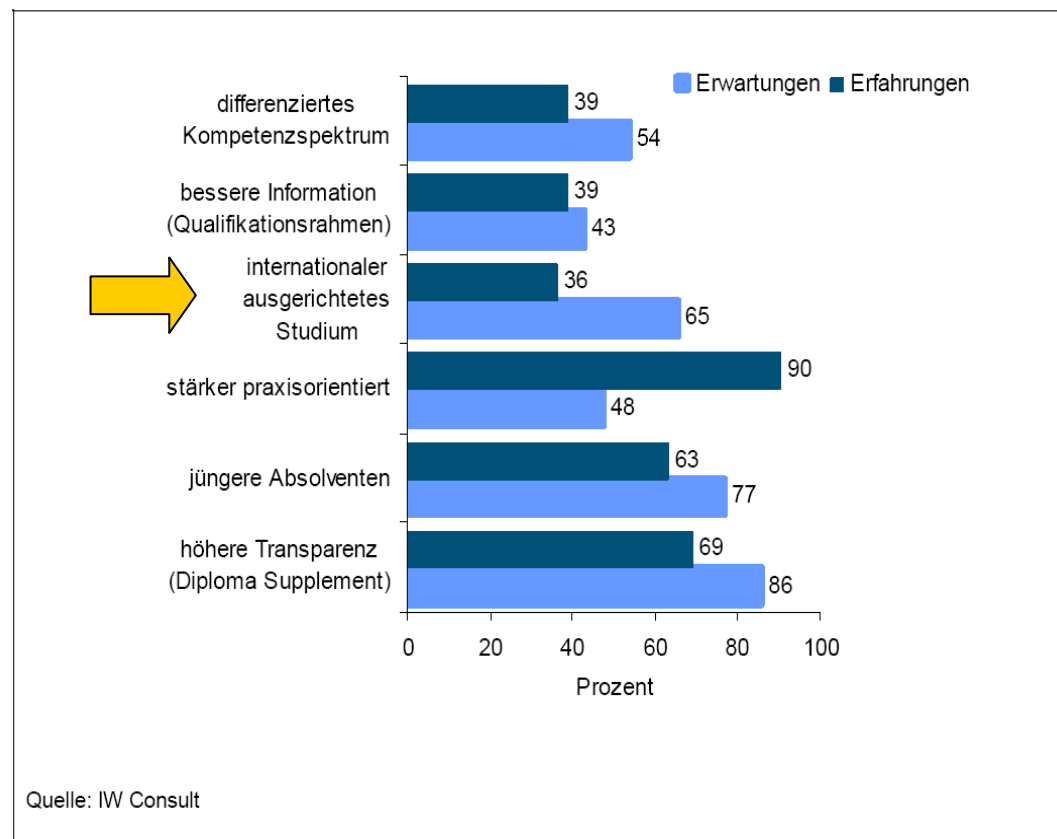


Companies appreciate international skills and want more of them

Relevance of International Management (1/3)

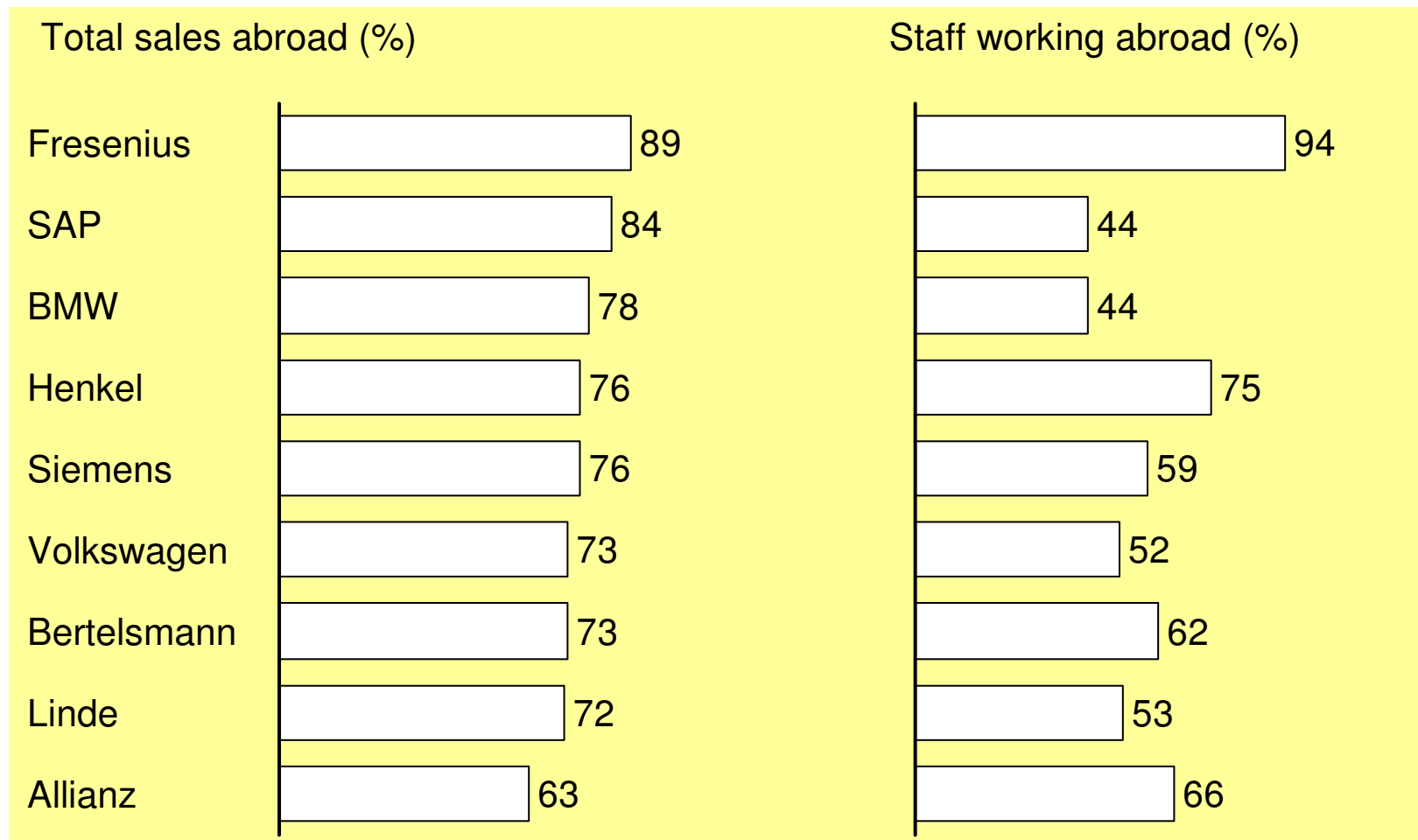
Abbildung 6-17: Vergleich der Erfahrungen mit und Erwartungen an Bachelor-Absolventen

Anteil „trifft zu“ in Prozent (jeweils Unternehmen ab 250 Mitarbeiter)



Many well-known German companies are in fact more international than German

Relevance of International Management (2/3)





Graduates with extensive international background are in demand

Relevance of International Management (3/3)



Praxissemester Controlling
Bereich Licht International



Support for your career
Learn the ropes: Fellowship Program
Bachelor & Master online applicants



Bachelors welcome
Candidates with a "Bachelor"
degree have good chances to
start their professional life in the
Germany business segment.

More about

HypoVereinsbank

Member of
UniCredit Group



Einstieg bei Lidl International
für Absolventen &
Young Professionals

The courses are a mix of basic theory, management concepts, and practical work applying the knowledge from class

Specialisation “International Management”

Curriculum

Core course
(SWS)

Instructor

Setting the stage of International Management

- International Trade, Finance and Investment
- International Strategy, Organisation and Leadership

Managing functions in the international business

- International Marketing

Transforming knowledge into practice

- Current issues in International Management (Research seminar)
- Projects and cases in International Management

2

Meier

3

Meier

2

Bode

3

Bode

2

Bode

12

The course provides a theoretical and case-oriented framework to International Management and its environment

Specialisation “International Management”

Curriculum

Setting the stage of International Management

- International Trade, Finance and Investment
- International Strategy, Organisation and Leadership

Managing functions in the international business

- International Marketing

Transforming knowledge into practice

- Current issues in International Management (Research seminar)
- Projects and cases in International Management

Content (examples)

- Globalisation
- Theories of international trade
- Theories on Foreign Direct Investment
- Regional economic integration
- Business-government trade relations (incl. supra-national institutions)
- Export finance
- International financial and monetary system

Method

- Lecture
- Exercises, independent group work
- Discussion

Corporate top executives face special challenges in the international firm which are addressed in this course

Specialisation “International Management”

Curriculum

Setting the stage of International Management

- International Trade, Finance and Investment
- International Strategy, Organisation and Leadership

Managing functions in the international business

- International Marketing

Transforming knowledge into practice

- Current issues in International Management (Research seminar)
- Projects and cases in International Management

Content (examples)

- Analysing international opportunities (country analysis and selection)
- Selecting and managing entry modes
- Corporate strategy orientations
- Organisation of the international firm
- Managing human resources and culture in the international firm
- Leading international staff

Method

- Lecture
- Exercises, independent group work
- Discussion

Students' basic marketing knowledge will be extended to the special requirements of international business

Specialisation “International Management”

Curriculum

Setting the stage of International Management

- International Trade, Finance and Investment
- International Strategy, Organisation and Leadership

Managing functions in the international business

- International Marketing

Transforming knowledge into practice

- Current issues in International Management (Research seminar)
- Projects and cases in International Management

Content (examples)

- International market research
- International marketing planning
- Applying the marketing mix across borders

Method

- Lecture
- Exercises, independent group work
- Discussion
- Workshop with international manager
- Knowledge will be applied in “Projects and Cases in International Management”
- Excursion “International Marketing in 3 countries”

A research seminar helps students to gain hands-on expertise in thesis-writing

Specialisation “International Management”

Curriculum

Setting the stage of International Management

- International Trade, Finance and Investment
- International Strategy, Organisation and Leadership

Managing functions in the international business

- International Marketing

Transforming knowledge into practice

- Current issues in International Management (Research seminar)
- Projects and cases in International Management

Content (examples)

- A wide array of topics relevant to the international manager from the areas “Setting...” and “Managing...”
- Within certain limits, students might select content according to their interests

Method

- Teams of 2 persons write a report (“Hausarbeit”)
- Lecture on research methods
- Instructors support through teamwise consultation sessions
- Presentation of results
- Perfect preparation for thesis-writing

The specialisation culminates in the application of students' knowledge to practical cases from the real world

Specialisation “International Management”

Curriculum

Setting the stage of International Management

- International Trade, Finance and Investment
- International Strategy, Organisation and Leadership

Managing functions in the international business

- International Marketing

Transforming knowledge into practice

- Current issues in International Management (Research seminar)
- Projects and cases in International Management

Content

- Example: The Use of Social Networks in the International Marketing of the Education Industry

Method

- Students work as international consultants for a real-life company
- Team meetings, management meetings, presentations, video/telephone conferences
- Lecture on project / case preparation and presentation
- Seminar is a preparation for the typical work of young graduates in the international firm

Specialisation „International Management“



It is a lot of fun to work in our international team

Specialisation “International Management”



Our international student team (2011) representing

- 11 countries
- 11 languages spoken

International market research:
Interviewing Belgian consumers in Liège



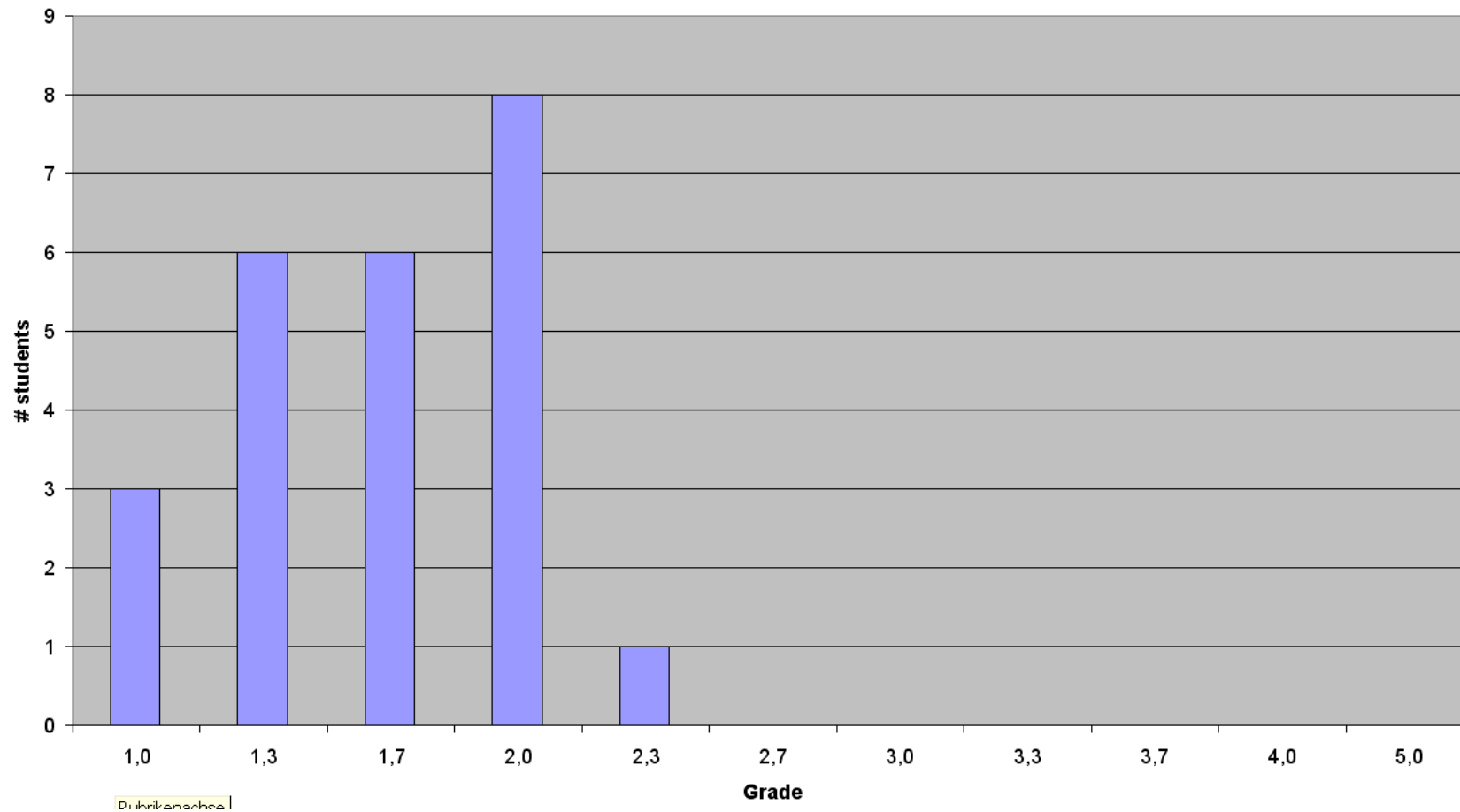
Specialisation „International Management“



After hard work during the semester, students typically obtain highly acceptable grades

Specialisation “International Management”

Grades, Winter term 2009/10



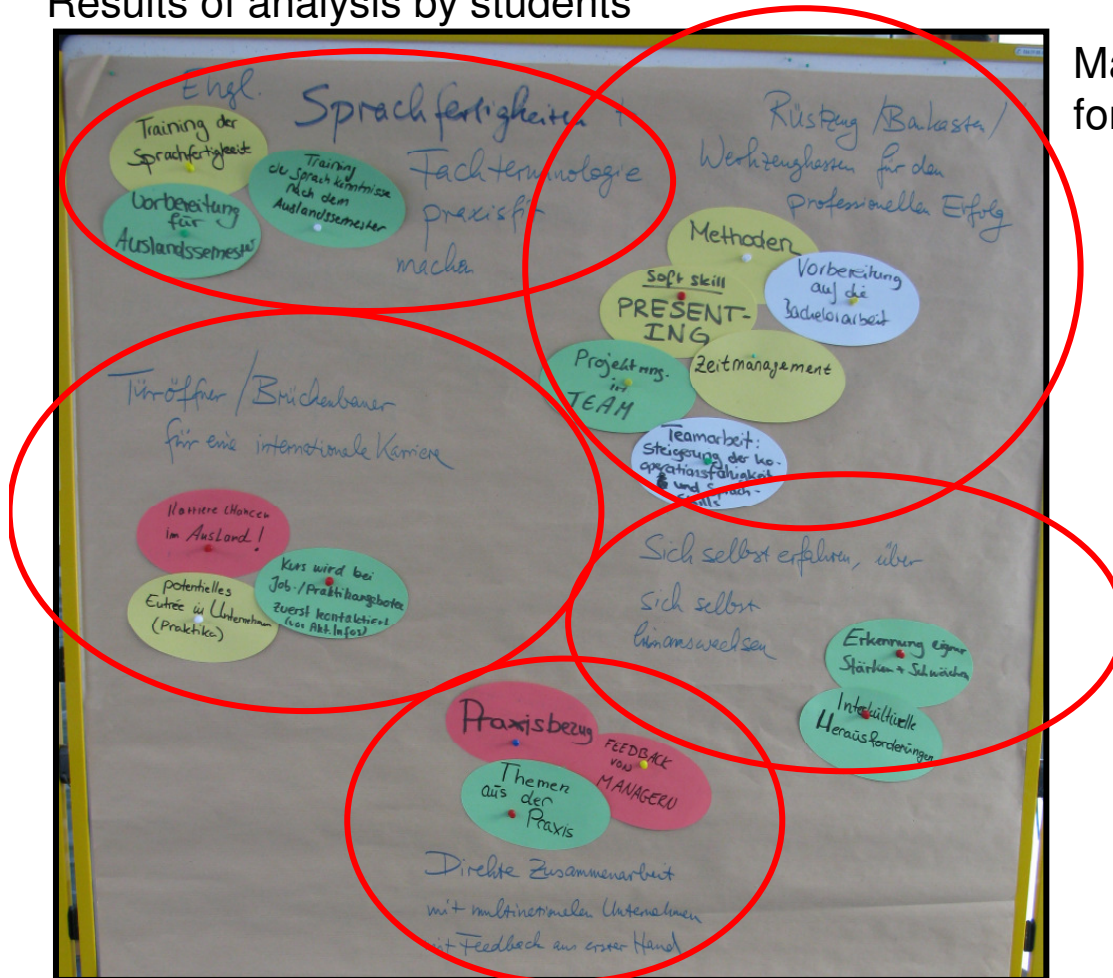
Specialisation „International Management“



The specialisation provides students with a number of skills in high demand by your future employers

Benefits of specialisation “International Management”

Results of analysis by students



Make English language skills fit for practical business

Establish a toolbox for professional success

Gateway to an international career

Learn more about oneself, challenge oneself and grow

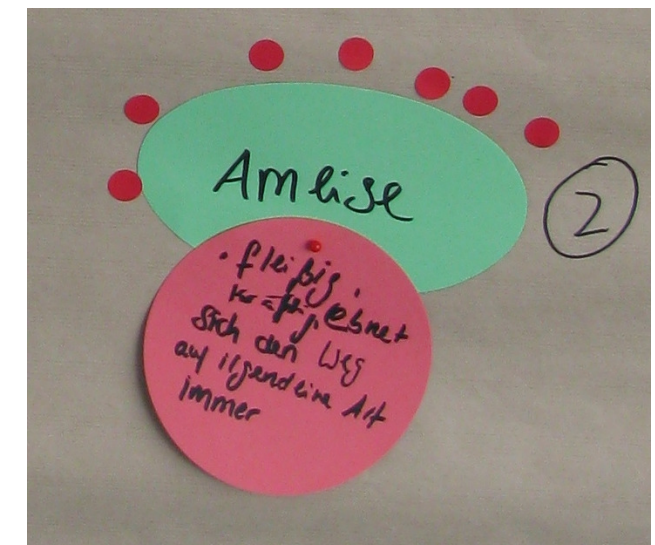
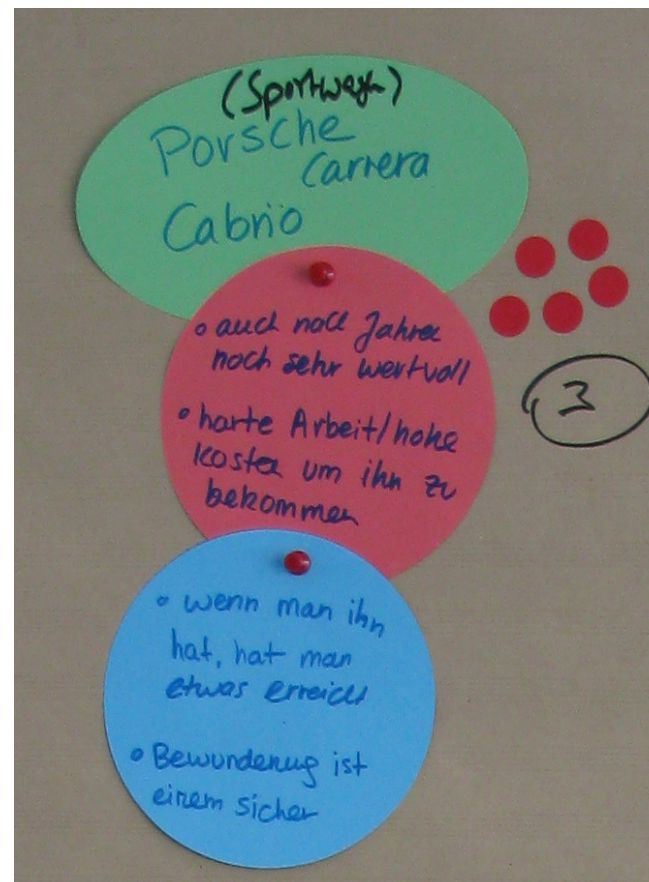
Direct collaboration with multinational companies with first hand feedback from real-life managers



A typical brand identity analysis helps to understand how the customers of the specialisation (=the students) perceive the coursework

Identity of specialisation “International Management”

Results of analysis by students responding to question: “If the specialisation was a vehicle/an animal – which one would it be?”



Specialisation „International Management“

You can find this presentation document and other information on the specialisation in the Internet

Specialisation “International Management” in the Internet

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Internationales Management

Deutsch	English	ECTS-Punkte	SWS	Prüfung nach
Modul Schwerpunktfach Internationales Management	Module Specialisation International Management	18	12	§ 14 Abs. 3
↳ Überblick	↳ Overview			
↳ Int. Strategy, Organisation & Leadership	↳ Int. Strategy, Organisation & Leadership			
↳ Int. Marketing	↳ Int. Marketing			
↳ Project and Cases in Int. Management	↳ Project and Cases in Int. Management			
↳ Current Issues in Int. Management	↳ Current Issues in Int. Management			
↳ Int. Trade, Finance & Investment	↳ Int. Trade, Finance & Investment			
Übung	Seminar	(12)	8	
Seminar	Tutorial	(6)	4	

Note:

Student work in research and corporate projects starts from the very first day. It is crucial to attend classes from the first Monday of the semester. In rare cases, exceptions are only possible upon prior notice by email (i.e., before courses begin).

The “Overview” document in the Internet also contains “Student Views” on the specialisation

Student views of specialisation “International Management”

Excerpts

Why International Management gives you the competitive advantage

You are looking for a specialisation?!- It should give you a maximum of output with a minimum of input?! I am sorry to destroy the commonly distributed students' illusion of success – if you want to earn money, you have to work- preparation starts now!



Kitcatt Nohr Summer Social event with some of my colleagues

I did my 6-months placement as a Research Assistant at one of the leading marketing agencies in London (UK) – getting the job through the **experiences** I gained during my IM classes. (in structured research and our client project on the UK market).

A student's view

Dear fellow students;

I was asked to give a student's perspective on the specialisation “International Management”.



This class felt like the perfect fit returning from my second study abroad. My expectations were that I would get lectured on thoughts like: “how does international management work?” or “what do I have to be aware of in an international environment?”, and eventually be prepared to work in a global cooperation.

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But my expectations did quite differ from the actual course and the majority of my classmates felt the same way. Nevertheless, for me this was the most valuable class at the Bonn-Rhein-Sieg University of Applied Sciences.

At first, this is probably not a typical German university course where you may or may not attend lectures, write an essay, and then start studying about 2 to 3 weeks prior to the exam. Your outcome will be created during the semester and will not necessarily be related with the final exam. The priority is to teach you management skills and tools while interacting in an international environment. Certainly everything you learn is a preparation for a domestic setting as well. Part of the class is the participation in many group projects. Hopefully you will be in the same situation as I was and get the opportunity to working with diverse people from around the world.

Secondly, the instructors will observe and guide your work, and therefore you might undergo criticism which might feel extreme at times. But keep in mind that all criticism is supposed to help. My most important outcome is that I know and practiced how to manage a successful project with not just other people, but people with different cultural background.

At last, you should know that if you participate and work hard, you will benefit in person and your grades, with some luck, will most likely reflect your effort.

I wish you lots of fun and good luck!

Sincerely,

Stefan Heinks

- Class of summer term 2009 -

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International Management gives you the chance to **work with an actual client on a “hot –topic”** – meaning that your results and the outcome of your work are more than welcome for the client. Besides this practical point of view, there is the consulting advantage. I experienced on my own that in real life you get briefed on a project but you have absolutely no clue of how to start your work or what the expectations are like- and of course you don't want to loose face by asking your supervisor.

This is actually the part where International Management is becoming interesting – only here you get the chance of **professional consultations** on how to manage and structure a project successfully. Prof. Bode and his colleagues literally take you by their hands, giving you step-by-step **feedback and advices** to improve the outcome of your work- to reach the client's expectations...You will see that the criticism (positive as well as negative) you got during your course will have a far reaching positive impact on your later work!

Of course, International Management is the specialisation with the most workload during the semester with strict deadlines and objectives – but isn't this the only way to literally “get prepared” for the competitive business world?! And isn't this what we actually expect from our studies?- getting prepared!? I can only advise that it is sometimes more prosperous if you NOT take the easy and even path...