TECHNISCHE HOCHSCHULE ASCHAFFENBURG
UNIVERSITY OF APPLIED SCIENCES

Faculty of Business Administration and Law

International Management	
Course number	2500
Lecturer	Prof. Dr. Wang-Nastansky
ECTS	6
Number of semester hours	4
Type	Compulsory Module
Duration	1 Semester
Prerequisites	None
Type of exam	Written exam (120 min.)
Objectives	By taking that course students will be enabled to: ▪ Understand the importance and impacts of globalization ▪ Define internationalization strategies for specific countries and industries ▪ Increase their sensitivity towards typical challenges in international business environments ▪ Develop an open and unbiased view on different cultures, overcoming prejudices ▪ Communicate efficiently across cultures by avoiding ▪ typical misunderstandings ▪ Lead international teams and companies ▪ Develop suitable organizational settings for multinational units
Content	The lecture is a general introduction to international management, concentrating on the basic challenges in internationalization. In this context especially the following topics will be focused: ▪ Global Environmental Analysis ▪ Strategies and Routes of Internationalization ▪ Country Analysis and Selection ▪ International Leadership ▪ Organization of Multinational Companies ▪ Ethics and Corporate Social Responsibility in an International Context
International applicability	This course is international by its very nature, because challenges of going international are the main focus.
Bibliography	Deresky, H. (2022/23): International Management, 10th Ed. Harlow: Pearson Simon C., Rajneesh N., Amir Q, Alan M. R. (2024): International Business, 9th Ed. Pearson Mead, R.; Andrews, M. (2009): International Management, 4th Ed. Chichester: John Wiley
Forms of instruction	Lecture and practice
Workload	▪ 60 h contact time ▪ 120 h self-study ▪ 180 h workload
Language of instruction	English
Availability	Summer semester / winter semester