



Case Studies in International Management	
Course number	2501 (International Management)
Lecturer	Prof. Dr. Lauer / Prof. Dr. Wang-Nastansky
ECTS	6
Number of semester hours	4
Type	Compulsory Module
Duration	1 Term
Prerequisites	None Recommendation: Introduction to International Management should be taken in the same semester
Type of exam	2 working papers incl. presentation
Objectives	By taking that course students will be enabled to: <ul style="list-style-type: none"> • Understand the complexity of managing international companies in practice • Analyse case studies from existing companies • Create strategies to succeed in international environments Furthermore the didactical setting will enhance their abilities to: <ul style="list-style-type: none"> • Work efficiently in teams • Give professional presentations • Discuss results critically
Content	A selection of international case studies will be analyzed and discussed. Thereby typical challenges of going international will be addressed, including fields like: <ul style="list-style-type: none"> • Strategy formation • Organizing international companies • Leadership in international organizations • Cross-cultural management After a general introduction in international management and case study work students will have to analyze and present cases in teams.
International applicability	This course is international by its very nature, because challenges of going international are the main focus. Case studies are chosen from companies representing a variety of countries.
Bibliography	Yearly updated reader with a selection of international case studies Mintzberg, H.; Lampel, J.; Quinn, J.B. & Goshal, S. (2003): The Strategy Process. Concepts, Contexts, Cases, 4th Ed. Upper Saddle River (USA): Pearson, Pp. 272-293 De Wit, B. & Meyer, R. (2014): Strategy. An International Perspective, 5th Ed. Chertton House (UK): Cengage Learning, Pp. 591-642
Forms of instruction	<ul style="list-style-type: none"> • Lecture • Practice
Workload	<ul style="list-style-type: none"> • contact time 60h • self-study 120h • workload 180h
Language of instruction	English
Availability	Summer term