



<b>International Sales</b>	
Course number	6074 International Sales 6076 Seminar/ Case Study International Sales
Remark	<b>The module consists of Seminar / Case Study International Sales (6076, 6 ECTS) and International Sales (6074, 9 ECTS). In turn, the course International Sales (6074) consists of three parts (3 ECTS each) that can be taken individually. If you decide to take the full 9 ECTS, the course will be shown as “International Sales” on your transcript of records.</b>
Hours per week	10
ECTS	15
Scheduled	Summer Term
Format	<ul style="list-style-type: none"><li>• Seminar</li><li>• Workshops</li><li>• Task-based learning</li></ul>
Examination	<ul style="list-style-type: none"><li>• 6074: Written Exam</li><li>• 6076: Oral presentation with handout/written assignment (“mini” project)</li></ul>
Lecturer	Prof. Dr. Balleis / Ms Brehm / Prof. Dr. Schneider-Störmann / Prof. Dr. Wiggenhorn / Prof. Dr. Krieger
Prerequisites	Min. of English C1 (European Common Language Framework)
Objectives	<p><u>International Contracting</u> Knowledge: Students do have basic knowledge of the UN Convention on the international Sale of Goods (CISG). Students are able to better understand terms of international contracts as well as to support the process of designing and closing new contracts. Personal Competence: Students are able to discuss complex international legal matters with the teacher and other students. The student knows to weight arguments for the application of international sales law.</p> <p><u>Strategic Sales</u> After visiting the lectures students should understand the complexity of b2b sales and to know and execute several techniques and strategies for successfully offering products and services in those markets.</p> <p><u>Conflict and Negotiation Management</u> Knowledge: The students will be able to prepare negotiations of (technical) goods and products in B2B relations. They will know how to judge about important issues and to be specific about quantitative issues. Personal Competences: Students will be able to perform negotiations with improved communication skills in terms of strategic behavior and</p>



	<p>related tactics. Students will be able to analyse situations within the entire process of negotiations – from customers request until the given order.</p> <p><u>Seminar/ Case Study International Sales</u></p> <p>Intercultural Project Management</p> <p>International projects that reach beyond national boundaries are ubiquitous in all organizations around the globe. This is why competence in the management of international projects and teams is central to the strategic competences of today's organizations.</p> <p>In this seminar students will enhance their knowledge, skills and competences particularly in the following areas</p> <p>Knowledge:</p> <p>Comprehend the specific characteristics of an international project (as opposed to standard projects)</p> <p>Analyse and discuss key success criteria for the management of international projects</p> <p>Understand the concept of stakeholder management in an international context</p> <p>Comprehend the main components of a project lifecycle in an international context (including Work Breakdown Structure/milestones)</p> <p>Define and create milestones and apply a WBS and conceive the main</p> <p>Understand the concept of cultural diversity and cultural frameworks as well as the impact culture can have on the design and implementation of an international project</p> <p>Personal Competence:</p> <p>Students will be able to engage and interact effectively with international students in project related discussions and team sessions.</p> <p>They will be capable of following this English-taught seminar and process relevant academic and project management related sources, structure their work in teams and assign team roles, and deliver the results of their teamwork in a final project presentation.</p>
Content	<p><u>International Contracting</u></p> <p>More than 70 countries, accounting for more than two-thirds of all world trade, have ratified the Convention on Contracts for the International Sale of Goods (CISG), in Germany well known as "UN-Kaufrecht" (UN Sales law). In Europe even around 80 % of all imports and nearly all exports are governed by UN Sales law. This lecture gives an introduction to the basic principles of the CISG in terms familiar to European lawyers. Students will get to know the most significant CISG decisions reported. Concrete examples are provided throughout.</p> <p><u>Strategic Sales</u></p> <p>After an introduction about the nature of sales, including key components like products, players, competitors etc., the typical elements of sales organisations will be shown. Based on that knowledge, cornerstones of effective acting in the sales field, e.g. sales</p>



	<p>strategies and techniques, pricing strategy and psychological aspects, will be discussed.</p> <p><u>Conflict and Negotiation Management</u> Identify conflicts, set-up strategies and tactics for negotiations. Manage conflict situation in negotiations. Active role-playing as so to find arguments and to use them to improve the negotiation results. Prepare negotiations for conflict avoidance and with specific targets.</p> <p><u>Seminar/ Case Study International Sales</u> International project management and working in international teams more efficient and effective on a global scale will be the emphasis of this seminar. Students will explore the stages of international project management and identify major critical success criteria for working across cultures. The different approaches and sessions will be structured around the following topics:</p> <ul style="list-style-type: none"><li>• International Project Management</li><li>• The Cultural Context of Global/International Management</li><li>• Organizational Frameworks and Strategy for International Operations/Projects</li><li>• Defining International Projects</li><li>• Planning and Organizing International Projects</li><li>• Communicating in International Projects</li><li>• Cooperating in International Projects</li><li>• Learning in and Learning from International Projects</li></ul>
Bibliography	<p><u>International Contracting</u></p> <ul style="list-style-type: none"><li>• Huber/Mullins, The CISG. A new text book for students an practitioners, Sellier 2007</li><li>• Lookofsky, Understanding the CISG. Kluwer Law International 2008.</li><li>• Schlechtriem/Schwenzer: Commentary on the UN Convention on the international sale of goods (CISG). 3rd edition, Oxford University Press 2010.</li></ul> <p><u>Strategic Sales</u></p> <ul style="list-style-type: none"><li>• Calvin, R. J. (2001): Sales Management: The McGraw Hill MBA. New York: McGraw Hill</li><li>• Heiman, S. E. (2004): The New Strategic Selling, 3rd Ed. London: Kogan Page</li><li>• Thull, J. (2003): Mastering the Complex Sale. Hoboken (N. J.): John Wiley &amp; Sons</li></ul>



	<p><u>Seminar/ Case Study International Sales</u></p> <p>Main Course books:</p> <ul style="list-style-type: none"><li>• Kathrin Köster. International Project Management. Sage Publications. London. 2010. 1st edition.</li><li>• Let your projects fly. Next level consulting. Goldegg Verlag. 2009. ISBN: 978-3-901880 57-5.</li></ul> <p>More:</p> <ul style="list-style-type: none"><li>• L.H. Chaney and J.S. Martin. Intercultural Business Communication. New Jersey. 2011.</li><li>• Helen Deresky. International Management. Managing across Borders and Cultures. New York, 7th edition. Pearson.Longman. 2011</li><li>• L. Mc Dermott et al. World Class Teams – working across borders. Wiley. 2010.</li><li>• D. Cleland/R. Garies, Global Project Management Handbook. Mc Graw Hill Professional. 2nd edition. 2006.</li><li>• Geert Hofstede. Culture’s Consequences: Comparing Values, Behaviors, Institutions, and Organizations across Nations. Sage. 2nd Edition. 2001.</li><li>• R. Schmidt. In Search of Intercultural Understanding. Vienna. 2007.</li><li>• R. Trompenaar. Riding the waves of culture. Understanding diversity in global business. 2000.</li><li>• R. Gesteland. Cross-Cultural Business Behaviour. 4th edition. Copenagen Business School. 2008.</li></ul> <p>Essential course material will be available on the e-learning platform for this seminar.</p>
Workload per Course Unit	<p>International Sales (6 SWS) / (9/15 ECTS)</p> <ul style="list-style-type: none"><li>– International Contracting (2 SWS)/ (3 ECTS)</li><li>– Strategic Sales (2 SWS)/ (3 ECTS)</li><li>– Conflict and Negotiation Management (2 SWS)/ (3 ECTS)</li></ul> <p>Seminar/ Case Study International Sales (4 SWS) / (6/15 ECTS)</p>