

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Internationales Management
Code der Lehrveranstaltung	27340
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	ECON-07/A
Sprache	Englisch
Studiengang	Bachelor in Wirtschaftswissenschaften und Betriebsführung
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
Studienjahr/e	3
KP	6
Vorlesungsstunden	36
Laboratoriumsstunden	-
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	
Inhaltsangabe	• To provide students the necessary understanding of the scope and function of international business theory and practice. • To provide students the necessary understanding regarding the impact of globalization, digitalization and other trends on business organizations and strategies and on how managers can deal with these issues. • To provide students the necessary understanding of how business practices vary widely across regions and countries. • To provide students the necessary understanding of "how to" formulate and evaluate winning global strategies.

Themen der Lehrveranstaltung	
Stichwörter	
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	
Anwesenheitspflicht	Attendance not compulsory but strongly recommended
Spezifische Bildungsziele und erwartete Lernergebnisse	Knowledge and understanding Area: Understanding corporate management Knowledge of business and organisational models Knowledge of management and target agreements, plans and organisational functions Knowledge of methods of corporate decision-making and strategic management Knowledge of decision-making concepts and models for the introduction of new products, pricing, distribution channels and (digital) means of communication Understanding of social responsibility, consumer protection, sustainable marketing Knowledge of concepts, models and tools for critically analysing business and corporate strategies Understanding of various management theories and organisational behaviour and their significance in the context of different businesses and different business-economic contexts In-depth knowledge in the areas of international marketing, management of multinational companies, analysis of consumer behaviour or management of operational and technical functions In-depth knowledge and understanding of management control Knowledge of the underlying mechanisms for effective communication of theoretical and empirical business topics in three languages: Italian, German and English Ability to apply knowledge and understanding Area : Economics be able to recognise and analyse the evolution of corporate structures and the development of organisational forms

	be able to correctly apply management principles and theoretical models as well as empirical analysis tools to complex problems in typical management situations in the appropriate context be able to apply appropriate concepts, models, tools and techniques to analyse markets, market strategies, programmes and activities in teamwork and communicate research results in accordance with international professional standards in three languages: Italian, German and English be able to formulate strategies and identify critical steps in the implementation of a competitive strategy be able to apply appropriate analytical tools and models to evaluate the strategic choices and strategies adopted by companies be able to apply the specific tools of auditing in different contexts of business reality be able to communicate the results of strategic analyses prepared according to international professional standards in three languages: Italian, German and English
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	
Bewertungskriterien	
Pflichtliteratur	
Weiterführende Literatur	
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	