

Cross-Border Business Issues

Lecturer	Prof. Dr. Enrico Prinz (EM Strasbourg) and Prof. Dr. Andreas Klasen
Study Programme	BW/LH/WI
Level	Bachelor
Language	English
Credit Hours / ECTS	2 SWS / 3 ECTS
Workload	30 h Classes / 30 h Preparation / 30 h Post Processing
Course Type	Seminar
Exam	Written Exam
Requirements	-
Max Participants	15
Content	<ul style="list-style-type: none"> • Business in a globalized environment • Cross-border transactions and foreign exchange risk • Foreign exchange risk management • Assessing political and economic risk in trade • Mitigating risk in financing trade transactions • Introduction to foreign direct investment
Learning Objectives / Skills	<p>This module aims to develop student skills to understand international business objectives, placing particular emphasis on those complicating issues not found in a one-country business context. Participants will examine the principles and issues that underpin the management of firms engaged in international business from both a theoretical and practical standpoint. The module is therefore concerned with business in a globalised environment but also cross-border transaction and foreign exchange risk. Participants will be able to produce solutions to practical decision-making related to foreign exchange, political and economic risk. On successful completion of this module, students will also be able to identify and evaluate key aspects of financing trade as well as foreign direct investment.</p>
Literature	<ul style="list-style-type: none"> • Bekaert, G. & Hodrick, R.J. (2016) International Financial Management. Pearson(3rd ed.) • Eiteman, D.K., Stonehill, A.I. & Moffett, M.H. (2015) Multinational Business Finance. Pearson(14th ed.) • Klasen, A. (2017) Beyond Gridlock in Trade. In: Hale, T. & Held, D. (eds.) Beyond Gridlock. Polity (1st ed.) • Shapiro, A.C. & Moles, P. (2014) International Financial Management. Wiley (1st ed.)