

# Global Business Project

Course ID	B+W1157
Lecturer	Prof. Dr. Andreas Klasen
Study Programme	BWM
Level	Master
Language	English
Credit Hours / ECTS	2 Credit Hours / 3 ECTS
Workload	30 h Classes / 30 h Preparation / 30 h Postprocessing
Course Type	Seminar
Exam	Presentation
Requirements	-
Max Participants	-
Contents	<ul style="list-style-type: none"> <li>• International business environment: globalisation and economic development</li> <li>• Structure of international business: Analysing foreign markets</li> <li>• International management and business operations</li> <li>• Global human resources management</li> </ul>
Learning Objectives / Skills	<p>As part of a project work, students demonstrate their abilities to analyse challenges for companies in the global economy. This includes an understanding of the importance of globalisation as well as differences between industrialised and developing countries. Students learn to analyse competitors and to position companies in a competitive environment. They also develop international marketing entry strategies, e.g. by means of export or foreign direct investment. They are familiar with structures and organisation of international companies, as well as methods for the implementation of decision-making processes regarding R&amp;D, production and marketing. Students have mastered basic models for solving problems in human resource development and leadership in an international context. In addition to methodical skills, the project work also strengthens students' social skills.</p>
Literature	<ul style="list-style-type: none"> <li>• Cavusgil, S.T., Ghauri, P.N. and Akcal, A.A.(2012) Doing Business in Emerging Markets. London: Sage.</li> <li>• Hill, C.W.L. (2014) International Business. Maidenhead: McGraw.</li> <li>• Holtbrügge, D. and Welge, M. (2010) Internationales Management. Stuttgart: Schäffer-Poeschel.</li> <li>• Klasen, A. and Bannert, F. (2015) The Future of Foreign Trade Support. Durham: Global Policy and Wiley.</li> </ul>