

Ansbach International Summer School
Course: International Management

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Course Overview:

This course is intended to introduce the environment of international management and major trends, along with theoretical and conceptual models of internationalization. It will introduce the students to the dynamic, competitive and collaborative relationships that exist when organizations indulge in cross border business activities that transcend international borders and cultures. The course is based on a holistic approach, by providing an insight into the business mechanisms that play an important role when firms internationalize. The students will be introduced to the typical management and intercultural aspects of international business.

Key Learning Outcomes:

Students would get to know the role of culture and how it influences the international trade in the wake of increasing globalization. They would not only be able to understand the role of Emerging markets, like China and India, but would also learn how to effectively communicate in intercultural scenarios along with ethical and social dynamics of doing business. The course will also introduce the students to the multitude of decisions, theories and methods of international business in all the spectrums of management.

Teaching Method: Examples, case studies, discussions, simulation exercises.

Evaluation:

Two in class group presentations

First presentation: 50%

Second presentation: 50%

Recommended Reading:

Cavusgil, S.T., Knight, G., Riesenberger, J.R.: International Business - The New Realities. 4th Global ed., Pearson Prentice Hall, 2017.