International Management

**Course Description**

Globalization presents multiple opportunities and challenges to the product and service industries. Numerous companies previously engaged in local markets must now consider global trends and international markets, both on the demand and supply sides. With this new paradigm comes new opportunities to market products and services. At the same time, complexity in daily business increases, and managers must face ambiguities and frequently changing contexts. With more competition comes more diverse markets and cultural, political, and legal challenges abroad, making it increasingly difficult to efficiently manage a company. All these factors require managers to adopt a global mindset and sufficient cultural sensitivity. The course is designed to cover the economic, organizational, and cultural underpinnings that students must grasp to better understand and cope with the managerial challenges of global organizations of all types and sizes. Participants of this course will receive empirical knowledge of and first-hand experience in international management. Through multiple case studies in the course book and from online lectures and tutorials, students will develop a detailed understanding of the strategies and operational patterns necessary to operate successfully in international markets.

**Contents**

1. Introduction to International Management
   1. What is Globalization?
   2. Facts about Globalization and the Global Economy
   3. Theoretical Explanations for Globalization
2. The International Company and its Environment
   1. International Companies and their Operations
   2. Operational Patterns in International Markets
   3. Assessment of the Environment for Internalization
3. Culture and International Business
   1. A Generic Perspective on Culture
   2. Organizational Culture
   3. Cultural Diversity and the Contemporary Manager
4. Strategy Development in International Business
   1. Strategy in Globalized Business Operations
   2. Strategy Concepts and Strategic Options
   3. Managing Strategy
5. International Human Resource Management
   1. Characteristics of International Human Resource Management
   2. The Global Manager
   3. Instruments in International Human Resource Management
6. Organization in International Business
   1. Traditional Perspectives on Business Organization
   2. Modern Views on Business Organization
   3. Coordination of Intra-Organization Collaboration
7. International Marketing
   1. Marketing in International Business
   2. Strategic Choices in International Marketing
   3. Marketing Mix Choices in International Marketing