International Management

**Course Description**

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