

Objectives:

Students understand and explain drivers and motives for internationalization of companies, apply different methods analyzing the capabilities of companies. Students are familiarized with different internationalization and competition strategies; they have gained insights about challenges implementing internationalization strategies. Further, this lecture informs students on ways of organizing structures and functions of international companies. Students will also have discussed aspects of international human resource management.

Contents:

- Reasons for internationalization
- Methods of strategy analysis
- Forms of internationalization strategies
- Strategic planning
- Specialization and competitive advantage
- Fundamentals of organizational structures and functions such as marketing of internationally operating companies
- Aspects of intercultural human resource management
- Critical success factors of internationalization.

Assessment:

Grading is based on a 90-minute written final examination.