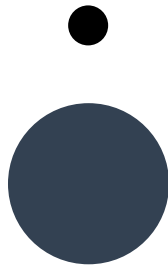


**H T
W
G**

Hochschule Konstanz
University of Applied Sciences



Course number: WPB 16020
International Management
Study level: Bachelor /
Undergraduate

Prof. Dr. Frank Best

Language of instruction: English
ECTS Credits: 3

Globalization of the economy has grown significantly over the last years, and the rate of global trade and foreign direct investments is increasing. Classic tools of Management need to be adapted to take the characteristics of international business into account. We will develop a conceptual framework of international business activities, discuss extensions to conventional management tools and cover the field of intercultural management. International Management offers tools and methods you need to make your international engagement a success.

Course topics include Globalization, Cultures and Institutions, Internationalization of Businesses – Market Entry Strategies, Organizational Strategies, Human Resource Management, Risk Management, International Marketing, International Accounting and Finance and Ethics in an international context.

Assessment of this course is based on a 90-minute written final examination.