



**Westfälische
Hochschule**

Gelsenkirchen Bocholt Recklinghausen
University of Applied Sciences

Bocholt Campus



Department of Economics and Information Technology

**Compendium of undergraduate studies in
„International Management“**

This programme has been preliminarily re-accredited by AQAS e.V. Germany.



„International Management“, one of our undergraduate courses of study, finalizes with the academic degree “Bachelor of Arts” after six semesters.

The course of studies has a consistently international bias. After the provision with basics in economics marketing and management in an international context are on the schedule in the second section of studies. An internship or studies for one term (at any of our partner universities) in a foreign country are an obligatory part of the programme. Two semesters will be taught in English as integral part of this degree course. Moreover, learning a second foreign language will be obligatory for the students, too.

Objective and main idea

This programme is a response to the constantly growing demand on the labour market. Not only on the European domestic market, but also on the global markets even small and medium-sized businesses operate on international sales and buying markets. It is evident that enterprises will more and more prospect for the described segment of education concerning jobs in management and marketing.

There is a demand for development of leadership skills especially for international business segments. The graduates of „International Management“ should be able to accomplish management tasks successfully and thereby, they should especially

- be able to prepare and take decisions in enterprises
- detect and deploy chances on international markets
- lead employees, coordinate creative solutions to problems and they should not only be able to work in teams, but also act sophisticatedly in the communication with others

by virtue of their methodical knowledge and their soft skills.

The graduates are supposed to stand out due to their analytical comprehension and abilities to abstract. Their expertise enables them to think in international contexts and to unlock to new sources of know-how. In an international environment self-confidence should feature them.

During the first term we teach the so-called „self-competencies“ like attitude to work and work techniques, self-management and ability to learn by oneself via a specific module. Practicing social core values like ability to communicate or to work in teams is also planned for a later period during the studies. We achieve this by tackling with problems out of professional life in lecture components that are taught as complementaries to obligatory modules. We especially point out team work and techniques in presenting and giving speeches by means of projects in this course of studies.

„International Management“ fosters an adequate preparation for our students to attain the competencies that are expected in international enterprises. Comprehensive knowledge of languages is seen as a self-evident pre-condition to a successful course of studies in this subject. Moreover, the graduates are featured with competitive advantages due to a persistent and forceful orientation at practical

experience during their studies. Thus, our offer for that course of study is strongly orientated at the persistent demand that businesses and entrepreneurial organizations make where graduated final degrees are concerned.

The Curriculum

Students can attain 30 credits per term. Therefore, they can obtain 180 credit points in six semesters.

With respect to the basic subjects lectures, tutorials and practical exercises are provided in equal proportions to the students. Practical projects and case studies will be preferred in the second part of the scholastics in order to meet the constantly growing need for competencies in decision making and in solving. This means in particular that students should find their own way to come to the solutions. This requires effective teamwork and an creative way of thinking as well.

Basic modules are taught in German in the first three semesters. The advanced study period starts in Semester four with one term taught in English. Main subjects in those modules are economics, marketing and management in an international context. The subsequent courses are held as lectures en block whereas the content is consistently internationally orientated again. The fourth semester is recommended to receive exchange students from our international partner universities. In the fifth semester students International Management at Bocholt campus must study at least one semester abroad. The sixth term starts with an internship abroad, which is supposed to last at least 12 weeks. Finally a thesis has to be accomplished.

International Management

Semester	Modulinhalte											total	
6. Sem.	INTERNSHIP						THESIS					0	30
	15						15						
5. Sem.	semester abroad											16	30
4. Sem.	International Management	International Marketing	International Economics			German as a foreign language						20	30
	6	10	4	6	6	9					4		
3. Sem.	HRM & Organiz. Development	Statistics			Basics in Business Law	Macro-Economics	Elect. Language I					22	30
	4	7	6	8	4	5	4	5	4	5			
2. Sem.	Finance & Investment	Business Informat. Systems	Cost Accounting	Working in an global environment	Micro-economics	Business-English II						22	30
	4	5	4	7	4	5	2	3	4	5	4		
1. Sem.	Basics in BA & Marketing	Mathematics	External Accountin	Introduction and basic skills	Basics in Economics	Business-English I						24	30
	6	8	6	8	4	5	2	2	2	2	4		

Legende:

Module
Weekl. hrs credits

Modulname
SWS Credits



Electives



Basics



Not graded



Instructions in English

Curriculum of International Management

Description of modules in 4th semester

International Management					
Modulnummer	Workload	Credits	Studiensemester	Häufigkeit des Angebotes	Dauer
	300 h	10 CP	4. Sem.	Jährlich (SS)	1 Sem
Lectures		Teaching hours	Self-contained learning	Intended group size	
International Management		6 SWS / 108 h	192 h	50	
<ul style="list-style-type: none"> • Management basics • Cross Cultural management • Business simulation 		<ul style="list-style-type: none"> 2 SWS / 36 h 2 SWS / 36 h 2 SWS / 36 h 			
Objectives and trained competencies:					
<ul style="list-style-type: none"> ▪ Students will get a basic understanding of <ul style="list-style-type: none"> ○ characteristics of leadership and management, ○ theory and tools on strategic planning, ○ international impacts on management, ○ challenges of intercultural collaboration ○ process of operative planning of sales, capacity, financial and human resources in international context ▪ Students will be trained how to apply planning tools and take risk for their decisions ▪ Soft skills <ul style="list-style-type: none"> ○ The students are able to deliver a written paper on academic level and a presentation in professional level. ○ They are able to cope with some effects of culture clash in work situations. 					
Contents:					
<ul style="list-style-type: none"> ▪ Models to explain intercultural differences, how to manage intercultural collaboration, ▪ cross-cultural team building, ▪ practise in Cultural impacts on global management (external lecturer) ▪ Challenges, objectives and basic functions of international management ▪ Environmental analysis ▪ Theories and tools for strategic planning ▪ Organizational development and organizational control ▪ Application of management skills and planning tools by using a business simulation software 					
Forms of teaching:					
Seminars, case studies, practice tasks based on a business simulation					
Prerequisites:					
none					
Possible forms of examination:					
Presentation, paper, written exam					
Requirements for grade assignment:					
Passed exams					
Weight of grade:					
10/169					
Responsible professor and lecturers:					
Prof. Dr. Figura, Prof. Dr. Hansen					
Complimentary information:					
All instructions and exams will belong to English language					
Literature:					
Alison, G., 2008. Mirror, Mirror on the Wall: <i>Culture's Consequences</i> in a Value Test of Its Own Design. In: AOM Review, Vol. 33, No. 4, 885 – 904; Chen, M.-J. & D. Miller, 2010. West Meets East: Toward an Ambicultural Approach to Management. In: AoM Perspectives Vol. 24, No. 4: 17 - 24 ; Gannon, M., 2008. Paradoxes of Culture and Globalization, Los Angeles et al ; Grant, R. M., 2010. Contemporary Strategy Analysis, 7th edition, Chichester U.K. (Chapter 15, to be used as handbook) ; House, Robert J., Hanges, Paul M., Javidan, Mansour, Dorfman, Peter, W., Gupta, Vipin (eds.), 2004: Culture, Leadership, and Organizations. The GLOBE Study of 62 Societies, Thousand Oaks et al. Kapitel 3 ; Lin, H.-C. & S.-T.Hou, 2010. Managerial Lessons From the East: An Interview With Acer's Stan Shih. In: AoM Perspectives Vol. 24, No. 4: 6 – 16. ; Matten, D., Moon J., 2008. "Implicit" and "Explicit" CSR: A Conceptual Framework for a Comparative Understanding of Corporate Social					

Responsibility. In: AOM Review vol. 33, No. 2, 404 –424 ; Ng, K-Y., van Dyne, L., Ang, S., 2009.
From Experience to Experiential Learning: Cultural Intelligence as a Learning Capability for
Global Leader Development. In: AMLE, Vol. 8, No.4, 511 – 526 ; Spencer, J. W., 2008.
The Impact of Multinational Enterprise Strategy on Indigenous Enterprises: Horizontal Spillovers
and Crowding Out in Developing Countries. In. AOM Review vol. 33, No. 2, 341 – 361 ; Steers,
R.M., Nardon, L., 2006, Managing in the Global Economy, Armonk & London,
chapter 1,2, 7, 8, 11, 14 & 16 ; Thomas, A., 2006. Intercultural Competence: An Action and
Learning Theoretical Concept. In: Ong, S. H., Apfelthaler, G., Hansen, K., Tapachai, N.,
Intercultural Communication Competencies in Higher education and Management, London
et al.: 36 – 55.

International Marketing					
Modulnummer	Workload	Credits	Studiensemester	Häufigkeit des Angebotes	Dauer
	180 h	6 CP	4. Sem.	Jährlich (SS)	1 Sem.
Lectures	Teaching hours	Self-contained learning	Intended group size		
International Marketing	4 SWS / 72 h	108 h	50		
Objectives and trained competencies:					
<ul style="list-style-type: none"> ▪ Explanation of Marketing Basics referring to the International Trade Context ▪ Foreign Trade Management in Theory and in Practice ▪ Framework for Global, Regional and Corporate-policy ▪ Deduction of International Strategic Aims ▪ Focuses in: Foreign Trade Marketing ▪ Financing and Risk Management in the Foreign Trade Essential understanding for the marketing research process and the data collection methods applied herein ▪ knowledge of data analysis methods, their range of application and the interpretation of their results 					
Contents:					
<ul style="list-style-type: none"> ▪ Basics of International Marketing ▪ Framework and impediments of international Business ▪ Foreign Market Entry Modes ▪ Process of Entering international markets ▪ Customer Behaviour and international Research ▪ Institutional Approach ○ Operational tools in international marketing 					
Forms of teaching:					
Lecture					
Prerequisites:					
none					
Possible forms of examination:					
Exam, presentation					
Requirements for grade assignment:					
Participation in seminar, passed exam					
Weight of grade:					
6/169					
Responsible professor and lecturers:					
Prof. Dr. Schulze, Prof. Dr. Richelsen					
Complimentary information:					
Albaum, G./ Duerr, E.:International Marketing and Export Management, 6. ed., Upper Saddle River / New Jersey 2008Backhaus, K./ Büschken, J./ Voeth, M.: International Marketing, Houndmills 2006 Cateora, P./ Graham, J.:International marketing, 14th ed., Boston 2009; Heilmann, T.: Manual of International Marketing, 1. ed.; Wiesbaden 2006; Hollensen, S.:Global marketing – a decision-oriented approach, 4th ed., Harlow 2007; Kotabe, M./ Helsen. K.:Global Marketing Management, 4th ed., New Jersey 2010 Krafft, M./ Hesse, J./ Höfling, J./ Peters, K./ Rinas, D.: International direct marketing – principles, best practices, marketing facts, 1. ed., Berlin, 2007; Schmidt, M./ Hollensen, S.:Marketing research – an international approach, Harlow, 2006					

International Economics					
Modulnummer	Workload	Credits	Studiensemester	Häufigkeit des Angebotes	Dauer
	270 h	9 CP	4. Sem.	Jährlich (SS)	1 Sem.
Lectures		Teaching hours	Self-contained learning	Intended group size	
International Economics		6 SWS / 108 h	162 h	50	
Objectives and trained competencies:					
<ul style="list-style-type: none"> ▪ Basic understanding of the implications of openness, the fact that most economies trade both goods and assets with the rest of the world, on the performance of the national economy. 					
Contents:					
<ul style="list-style-type: none"> ▪ Globalisation – Facts and Figures ▪ Standard Trade Theory ▪ Trade, Imperfect Competition und Economies of Scale ▪ Trade Policy ▪ Current Account ▪ A Theory of Current Account Determination ▪ The Macroeconomics of External Debt ▪ Monetary Policy and Nominal Exchange Rate Determination ▪ global imbalances and international capital flows, ▪ external adjustments, ▪ the Euro crisis. 					
Forms of teaching:					
Lecture, discussion, student's presentation, case studies, exercises					
Prerequisites:					
none					
Possible forms of examination:					
Written exam					
Requirements for grade assignment:					
Passed exam					
Weight of grade:					
9/169					
Responsible professor and lecturers:					
Prof. Dr. Erke, Prof. Dr. Siebe					
Complimentary information:					
Krugman, Obstfeld, Melitz, International Economics – Theory and Policy, 9. ed., Pearson 2011 Stephanie Schmitt-Grohe and Martin Uribe, "International Macroeconomics, textbook manuscript, Columbia University, 2013. (url: www.columbia.edu/~mu2166/lecture_notes.html)					