

Syllabus
BAE4181 International Management
Dr. H. Gomez Macfarland
Summer Semester 2022

Level	Bachelor	
Credits	3	
Student Contact Hours	2	
Workload	90 hours	
Prerequisites	Students should possess advanced English language skills (C1 level). International Study Program (ISP) students: do not need to have an engineering background to attend. Business students are welcome.	
Time	s. LSF	
Room	s. LSF, partly online, see Virtual Office below	
Start Date	31st March 2022 (15h30 CET)	
Lecturer(s)	Name	Dr. Hector Gomez Macfarland
	Office	N/A
	Virtual Office	https://htu-edu.zoom.us/j/4561979432?pwd=ZIR1N2s3em-cyTUZSa2pOZXBnVXRnZz09
	Office Hours	N/A
	Phone	N/A
	Email	hgomezma4@gmail.com

Summary

This course provides a well-structured platform for students to learn about international management with a focus on specific aspects of industrial / engineering companies.

Outline of the Course

- Business Analysis in the international context
- International market entry mechanisms
- Feasibility studies for investments abroad
- Challenges in business development abroad
- Licensing in international contexts
- Innovating in emerging markets
- Corporate Social Responsibility and ethics

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

LO	Learning outcome	Contribution
1.3	Strengthened understanding of management and business concepts as applied in an international context	Through lectures on management theory and use of sample applications students are made to understand such concepts.
3.1	Case studies are being work-shopped focusing on competing interests and aspects wrt. management of situations and problem solving approaches in an international context.	During lectures case studies (sample companies) will be used and particular challenges discussed, incl. possible solutions for these.
7.2	Case studies are being work-shopped focusing on competing interests and aspects wrt. management of situations and problem solving approaches in an international context.	Ditto

Teaching and Learning Approach

This course is an interactive lecture which is based on traditional lecturing blended with problem-based learning and case study methods. To participate fully in class, students are expected to attend classes, read the assigned literature / cases and prepare respectively for a guided in-class discussion. Current topics regarding International Management per se will be discussed.

Literature and Course Materials

Course Materials for this course will be available via e-learning, and will be uploaded during the semester. The materials include:

- Schedule of lectures.
- Class handouts / PowerPoint slides.
- Case study materials for allocated assignments, if required.
- Literature.

Students are to make sure to check the E-learning system regularly for updates.

- Martin, L. (ed): *International Business Development*. Springer, 2021. This book includes contributions from various authors, including Professors from HS Pforzheim.

Assessment

Students are expected to write an essay on a given topic. The essay will be due 1 week after the formal teaching period for this course ends. The grading of the essay will take into consideration: structure, academic rigor, mastering of contextualization of topic, quality of analysis and discussion

given. Group work may be possible – as discussed and agreed upon with the lecturer.

Instruction for the essay and its topics will be given in class.

Grading:

Students will receive grades based on exam results and the course. The given grade represent:

'Sehr gut'	represents exceptional work, far above average.
'Gut'	represents good work, above average.
'Befriedigend'	represents average work.
'Ausreichend'	represents below average work with considerable shortcomings.
'Mangelhaft'	is work in the wrong direction or with unacceptable shortcomings.

Schedule

N/A

Academic Integrity and Student Responsibility

- Participate actively in the discussions on the respective topics and use the opportunity to actively practice your technical knowledge, your ability to express yourself as well as the technical use of language.
- The instructor welcomes students to discuss the content of the course. When problems and questions arise, fellow students can make a valuable contribution to increasing their own understanding. Otherwise, the general rules of human coexistence, decency and manners apply.

Code of Conduct for Students

- Make yourself aware of the syllabus on a regular basis throughout the semester
- Recap on the lecture content covered at regular intervals - ideally weekly.
- Read the daily press critically on a regular basis to find current topics relevant to the lecture there and to recognize the connection between lecture content and practice already during the course.

[Link to the Code of Conduct for online Teaching](#)

Teaching Philosophy

Please do not hesitate to contact the lecturer in case you have any questions regarding the course. You are welcome to make suggestions regarding the course.

Additional Information

Language: English

Covid-19: Please note that all information is still subject to change due to the Covid-19 pandemic. Follow the latest information accordingly on www.hs-pforzheim.de as well as on the eLearning portal Moodle.

Learning Objectives:

After attending the course, students will know common approaches and methods of problem analysis and their applications in an international context. They will further know typical issues of management tasks in an international setting and are able to apply current approaches to tackle such tasks.