

Syllabus  
**BAE2471 International Business 1**  
Prof. Dr. Katharina Kilian-Yasin / Prof. Dr. Jürgen Volkert  
Summer Semester 2024

<b>Level</b>	Bachelor	
<b>Credits</b>	3	
<b>Student Contact Hours</b>	2	
<b>Workload</b>	90 hours	
<b>Prerequisites</b>	You should have advanced command of the English language (high B2 level or C1 level) and you should know the foundations of Business Administration, Micro- and Macroeconomics. For ISP students: you do not need to have an engineering background to attend. Business students are welcome.	
<b>Time</b>	Mondays, 03:30-05:00 pm until 13 <sup>th</sup> May. Afterwards: see Moodle and LSF	
<b>Room</b>	s. LSF	
<b>Start Date</b>	s. LSF	
<b>Lecturer(s)</b>	<b>Name</b>	Prof. Dr. Katharina Kilian-Yasin / Prof. Dr. Jürgen Volkert
	<b>Office</b>	T1.5.25
	<b>Office Hours</b>	by appointment
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## Summary

This course provides an extensive introduction to International Business and International Management with a focus on industrial / engineering companies.

## Outline of the Course

- History, theories and concepts of International Business (IB)
- Globalization
- Gains from trade, winners and losers – an economic perspective
- Stakeholder Approach in International Business;
- Role of political and trade agreements, and supranational organizations for IB
- Analysing and entering foreign markets
- Foreign Direct Investment
- Management of going and being international
- Managing people in International Business
- Ethical issues, responsible decision making and sustainability in International Business.
- Foundations and determinants of exchange rates
- Impacts of monetary policy with flexible exchange rates on economies and business
- Impacts of fixed exchange rates on economy and business
- Currency areas – their prerequisites, challenges and impacts: the case of the €-area

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

Program Intended Learning Outcomes		Course Intended Learning Outcomes	
After completion of the program the students will be able...		After completion of the course the students will be able...	
<b>1</b>	<b>Expert Knowledge</b>		
1.3	...to demonstrate their distinguished and sound competencies in General Business Administration.	...to use theoretical knowledge about strategic decision making in international business (IB) and International Economics (IE); they are able to apply theories and instruments of IB and IE to specific cases in international industry. Students know how companies internationalize	
1.4	...to demonstrate their distinguished and sound competencies in Economics.	...to use their knowledge about theories of international business (IB) and international trade. Students know the economic boundary conditions to internationalization. ...to know the basics of countries' gains from trade and of individual winners and losers of trade ...to understand the impacts of relevant currency regimes (fixed and flexible exchange rates, €-area) on economies and business.	
<b>2</b>	<b>Digital Skills</b>		
2.1	...to know and understand relevant IT software tools used in business and their features and have a solid understanding of digital technologies.	...to understand the integrated and interdisciplinary nature of international management in engineering and to use comprehensive methodological competencies to manage production, processes and people in an international business environment.	

<b>3 Critical Thinking and Analytical Competence</b>	
3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems.	... to critically analyze problems and challenges of international management in engineering. They are able to apply their analytical and critical thinking skills to work out viable solutions for complex problems in international management and engineering. ...to critically analyze effects of global economic integration
3.2 ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	... to analyze and solve problems in international engineering and business. Students are able to apply their knowledge and skills to suggest well founded decisions in an international engineering and business environment. ...to reflect the consequences of globalization on economies and business
<b>4 Ethical Awareness</b>	
...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	...understand ethical implications and challenges in the context of international business and economics. Students know how to make ethical decisions in an IB environment.
<b>5 Communication and Collaboration Skills</b>	
5.1 ...to express complex issues effectively in writing.	... to present solutions of problems related to international business and economics in writing.
<b>6 Internationalization</b>	
6.1 ...to understand and explain business challenges in an international context.	... critically analyze problems and challenges of international management and economics in engineering. They are able to apply their analytical and critical thinking skills to work out viable solutions for complex problems in international management and engineering.

## Teaching and Learning Approach

Learning will be achieved through interactive lectures, discussions reading, analyzing, presenting and writing up academic research results, group tasks, classroom discussions and exercises.

## Literature and Course Materials

### Background Readings:

- Appleyard, Dennis; Field, Alfred (2016): International Economics, 9<sup>th</sup> edition; Irwin/Mcgraw Hill
- Cairns, George and Sliwa, Martyna. (2008). A very short, fairly interesting and reasonably cheap book about International Business. Thousand Oaks / London: Sage.
- Carroll, Archie and Buchholtz, Ann. (2009). Business & Society. 7<sup>th</sup> International Student Edition. Mason: Thompson South-Western.
- Crane, Andrew and Matten, Dirk. (2016). Business ethics: managing corporate citizenship and sustainability in the age of globalization. Oxford: Oxford University Press.
- Feenstra, Robert C.; Taylor, Alan M. (2017): International Economics, 4<sup>th</sup> edition, Worth Publishers
- Hill, Charles & Hult, Thomas (13<sup>th</sup> ed. 2020). International Business: Competing In The Global Marketplace, McGraw Hill-Education: New York
- Krugman, Paul R.; Obstfeld, Maurice; Melitz, Marc J. (2017): International Economics. Theory and Policy, 10<sup>th</sup> edition, Pearson

Extracts from some of these books will be available via the Moodle eLearning course.

## Background Readings:

Class handouts / PowerPoint slides (available via e-learning, will be uploaded gradually during the semester). Make sure to check the Moodle eLearning course regularly for updates.

## **Assessment**

### **Final Written Exam:**

Final Exam: 60 minutes. 2 short interim online multiple choice tests in the first half of the lecture (Prof. Kilian-Yasin`s part) – important note: the 2 interim online tests account for 8,5% of the final grade.

Please note: The exam has two combined parts – part 1 (combined with the online tests) refers to Prof. Kilian-Yasin`s part of the lecture, part 2 refers to Prof. Volkert`s part of the lecture.

### **Some suggestions for preparing for the exam:**

Preparation needed: Attendance of lecture, text reading, slides revision; participation in class discussions.

### **Recommendations:**

- Attend the lectures. Everything you need to pass the exam will be communicated in the lectures.
- Work continuously (teamwork helps);
- Make sure you understand class content, script and (where applicable) background readings – ask questions during the lecture for deeper understanding, participate in classroom discussions.

### **Grading:**

Students are graded based on the results of a final exam (100%). Students will be graded on a scale of 1 = excellent, 2 = very good, 3 = satisfactory, 4 = pass and 5 = fail.

**Please note: Achievement below 60% of overall points means failing the course.**

## **Schedule**

Schedule will be uploaded in the Moodle course.

## **Teaching Philosophy**

International Business 1 is an interactive lecture based on problem-based learning and case studies. To participate fully in class, students are expected to attend classes, read the assigned literature / cases and engage in discussion. This is the best possible exam preparation. The exam will be problem-based and case-study based.

## **Additional Information**

### **Language:**

English

### **Learning Objectives:**

This course enables students to make responsible international management (IM) decisions while considering major stakeholders of international business (IB) and international economics (IB). This course also engages with issues of ethics and sustainability within IB and IM.