

Syllabus  
**BAE4143 International Management 2**  
Dr. Héctor Gómez Macfarland  
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>	English Level (C1)
<b>Time</b>	cf. LSF
<b>Room</b>	cf. LSF, online only, see Virtual Office below
<b>Start Date</b>	cf. LSF
<b>Lecturer(s)</b>	<b>Name</b> Dr. Héctor Gómez Macfarland
	<b>Office</b> N/A (Dr. Macfarland)
	<b>Virtual Office</b> Dr. Macfarland <a href="https://us02web.zoom.us/j/4340905857">https://us02web.zoom.us/j/4340905857</a>
	<b>Office Hours</b> N/A (Dr. Macfarland)
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## 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 value chain
- International markets and market entries
- Strategic considerations in international business operations

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

LO	Learning outcome	Contribution
1.3	Students can analyse current issues in international management and engineering from a business perspective and integrate this perspective into the solution of specific current issues.	Through use of case studies and updating of cases students can see developments in business environments.
1.4	Students can analyse current issues in international management and engineering from an economic perspective and integrate this perspective into the solution of specific current issues.	Through use of case studies and updating of cases students can see developments in business environments.
2.1	Students use current computer programs to analyse current issues in international management and engineering from an economic perspective and are able to integrate this perspective into the solution of specific	For updating the case studies more background research on the cases needs to be conducted. Students will hence use databases and library tools.
2.2	Students use current information systems to analyse current issues in international management and engineering from an economic perspective and are able to integrate this perspective into the solution of specific current issues.	For updating the case studies more background research on the cases needs to be conducted. Students will hence use databases and library tools.
3.1	Students work on current issues and specific cases in international management and engineering and are able to apply their analytical and critical thinking skills to specific current issues.	The extrapolation of known theoretical models to the cases and their development assist students develop their analytical skills.
4.1	Students are aware of ethical issues in international management and engineering and include ethical thinking in their analysis, problem solving and implementation of solutions.	Ethical considerations are part of case studies presented and are discussed in class.
7.1	Students are able to develop practically viable solutions for current issues and challenges in international management and engineering on the basis of well-founded theories, methods and tools.	The merger of theory and industry-based cases enables students to find solutions to problems inherent to some of the cases presented.
7.2	Students are able to apply their analytical and critical thinking skills to develop practically viable solutions for current issues and challenges in international management and engineering.	The research on the cases presented exposed students to possible solutions and attempts to such solutions.
7.3	Students display their ability to work out and implement practically viable solutions for current issues and specific cases in international management and engineering.	The cases studies presented allow students to make concrete suggestions for the sample companies discussed in the cases.

## Teaching and Learning Approach

This course is an interactive lecture which is based on 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 respective presentations fostering 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:

- Class handouts / PowerPoint slides.
- Allocated assignments and information materials.

Book:

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

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

## Assessment

During the Semester students will be grouped (groups of 2) and asked to prepare:

- 20-30 min presentation
- Essay (not more than 800 words)

based on a given case study. The allocation of students per group will be published separately.

The case study material will be made available 2 weeks prior the allocated time slot for the expected presentations. Within the case study materials particular assignments are given.

Students are to present on the given day and time, as per time schedule. This time schedule will be published simultaneously with the group allocation done.

The group work, with its two components, will be evaluated by the lecturer.

### Criteria for marking – Presentation:

- Quality of presentation (insights gained, critical evaluation, development of case material)
- Quality of presentation format (clear line of thought, structure)
- Contextualization of case study in wider International Management field (e.g. lectures)
- Novel ideas gained and presented

### Criteria for marking – Essay:

- Structure
- Critical appraisal of case study and its development
- Extrapolation of key insights gained

Respective materials, i.e. presentation and essay, are to be handed in on the day of the presentation. The presentation and essay will weigh equal towards the Final Mark.

**Grading:**

Students will receive gradings based on exam results and the course. The given gradings 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**

See LSF

**Academic Integrity and Student Responsibility**

N/A

**Code of Conduct for Students**

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

**Teaching Philosophy**

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

**Additional Information**

**Language:** English

**Learning Objectives:**

This course enables students to understand differing organizational and national contexts in which businesses operate. An understanding of international businesses with their value-chains as well as market environments is developed, this is rounded-up by back-coupling this to strategic approaches in the international context. Students will hence gain insights into the facets of international management.