

Syllabus
BAE2541 International Management 1
Prof. Dr. Ludwig Martin
Winter Semester 2024/25

Level	Bachelor	
Credits	3	
Student Contact Hours	2	
Workload	90 hours	
Prerequisites	Students should possess advanced English language skills (C1 level).	
Time	s. LSF	
Room	s. LSF	
Start Date	s. LSF	
Lecturer(s)	Name	Prof. Dr. Ludwig Martin
	Office	T1.3.25 (Prof. Martin)
	Virtual Office	Virtual Office Prof. Martin
	Office Hours	Monday, 11:30 – 13:00 (Prof. Martin)
	Phone	07231 28-6186 (Prof. Martin)
	Email	ludwig.martin@hs-pforzheim.de

Summary

This course provides a well-structured platform for students to learn about common theories in use in the management sciences. Particular theories pertaining international management will be introduced. Further, after participating in this course students will be able to apply these theories and accompanying methods in the context of international management.

Outline of the Course

- Management and technical activities
- Organizational studies
- Organizational structures
- Decision making
- Financial management
- Introduction to HRM
- International business development
- Product Development for international markets
- Legal aspects
- Ecosystem evaluations
- Assessing international markets
- Political coverage for ventures abroad
- Establishing local business units

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...
1 Expert Knowledge	
1.3 ...to demonstrate their distinguished and sound competencies in General Business Administration.	...to understand management and business concepts as applied in an international context
2 Digital Skills	
3 Critical Thinking and Analytical Competence	
3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems.	...to do Case study workshops focusing on competing interests and aspects. management of situations and problem solving approaches in an international context.
4 Ethical Awareness	
5 Communication and Collaboration Skills	
6 Internationalization	
6.1 ...to understand and explain business challenges in an international context.	...to do Case study workshops focusing on competing interests and aspects wrt. management of situations and problem solving approaches in an international context.

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.

- Literature.

Students are to make sure to check the E-learning system regularly for updates. Recommended reading for this course:

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

Assessment

An exam will be written covering the content of the course.

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

See Online LSF system for dates.

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 instructors welcome 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 lecturers 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:

Students will be able to apply common theories and methods in the context of international management.