

Syllabus  
**BAE4141 International Business 2**  
Prof. Dr. Katharina Kilian-Yasin  
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 a good command over the English language (B2). You should have attended the lectures on International Business 1 (IB1, 4 <sup>th</sup> semester). ISP students are welcome to participate even when they haven't attended IB1.	
<b>Time</b>	Mondays, 05:15-06:45	
<b>Room</b>	s. LSF	
<b>Start Date</b>	s. LSF	
<b>Lecturer(s)</b>	<b>Name</b>	Prof. Dr. Katharina Kilian-Yasin
	<b>Office</b>	T1.5.25
	<b>Virtual Office</b>	<a href="#">Virtual Office Prof. Kilian-Yasin</a>
	<b>Office Hours</b>	by appointment
	<b>Phone</b>	07231 28-6462
	<b>Email</b>	<a href="mailto:katharina.kilian-yasin@hs-pforzheim.de">katharina.kilian-yasin@hs-pforzheim.de</a> (preferred mode of communication)

## **Summary**

During this seminar, students will deepen their knowledge about International Business applying theories and concepts of IB to practical cases. The focus is on analyzing sustainability in the value chain in International Business. Students will present and write about relevant key concepts in the field of sustainability and apply these to practical industry cases. They will discuss their presentation and written assignment project during class. While doing so, students develop an in-depth understanding of sustainability in International Business from a stakeholder perspective. They will discuss up-to-date dynamics in global business critically in the light of sustainability, ethics and corporate social responsibility. Thereby they will acquire the ability to conduct research in the English language and to present their findings in English both orally and in writing. The written assignment is intended as a preparation for writing longer academic texts such as a BA-thesis.

## **Outline of the Course**

- Sustainability, corporate social responsibility and ethics in international business
- Managing sustainability in international supply chains

## 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 Expert Knowledge</b>	
1.3 ...to demonstrate their distinguished and sound competencies in General Business Administration.	...to use their solid knowledge and deep understanding of the theory, practice and instruments of strategic decision making in international business.
1.4 ...to demonstrate their distinguished and sound competencies in Economics.	...to understand the dynamics of international economics and international trade.
1.8 ...to demonstrate profound expert knowledge in their field of specialization.	... to develop practically viable solutions for international management tasks on the basis of well founded theories, methods and tools.
<b>2 Digital Skills</b>	
2.2 ...to effectively use and apply information systems to develop solutions in business settings.	... to manage an international project using project management tools and systems
<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 display their ability to solve international management tasks integrating multiple perspectives (management - engineering - organizational - international - cultural) and work out practically viable solutions with an interdisciplinary approach.
3.2 ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	...to display their ability to work out and implement practically viable solutions an international management project
<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.	...to understand ethical challenges in international environments and can adequately discuss and find solutions for ethical dilemmas. They are aware of the importance and know how to communicate the necessity of responsible management in international projects
<b>5 Communication and Collaboration Skills</b>	
5.1 ...to express complex issues effectively in writing.	... to compile and present a comprehensive analysis of practical cases related to international projects in academic writing style.
5.2 ...to demonstrate their oral communication skills in presentations.	...to present their analysis and problem solution for the international project in an oral presentation.
5.3 ...to work successfully in a team by performing practical tasks.	...to work as a team in international project management.
<b>6 Internationalization</b>	
6.1 ...to understand and explain business challenges in an international context.	...to display their ability to manage an international and interdisciplinary project (management - engineering - organizational - international - cultural), work out practically viable concept and implement the concept in practice.
6.3 ...to successfully demonstrate awareness of cross-cultural differences.	...to interact respectfully with people involved in the project and use diversity as a resource.

## Teaching and Learning Approach

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

## Literature and Course Materials

### Course Materials:

- Handouts / eLearning uploads;

### Background Readings:

- 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.
- Epstein, M. J. and Rejc Buhovac, A. (2014). *Making Sustainability Work*. New York: Routledge
- Wheelen, T. L. and Hunger, J. D. (13<sup>th</sup> ed. 2012). *Strategic Management and Business Policy: Toward Global Sustainability*. London: Pearson

## Assessment

### Assessment Criteria:

#### **50% Active Participation in the course**

- Criterion 1: Reading the material and contributing to the discussions actively;
- Criterion 2: Active participation in all kinds of class activities, including presentations
- Criterion 3: Readiness for deep reflection and analysis.

#### **50% Written Academic Assignment:**

- Criterion 1: Ability to present a practical case study in a structured manner in academic style.
- Criterion 2: Appropriate transfer of theory to real-life international business case – i.e.: analysing a practical case with help of the concepts and models (reading texts!) addressed and discussed in class.
- Ability to use academic standards: embedding information from literature sources in the text, referencing, structuring and compiling a bibliography according to academic standards (preparation for Bachelor's thesis!)

**Please note: The passing mark is 60%. Achieving below 60% of full points in any one of the three grade components (active participation, presentation and written assignment) means failing the course!**

### Grading:

Based on seminar/ assignment results

Students will be graded on a scale of 1= excellent, 2= very good, 3= satisfactory, 4= pass and 5= fail.

### **Schedule**

N/A

## **Academic Integrity and Student Responsibility**

Students carry responsibility for academic integrity. Each academic activity shall be reflected upon the criterion of increasing knowledge and academic progress to the benefit of humans, animals and the environment, and avoiding harm. In academic assignments, students must adhere to academic standards, including the so-called "FAIR" principles when using data/sources in academic work: "Findability, Accessibility, Interoperability, Re-Usability". Data and sources must be documented and presented in a way that is findable, accessible, traceable, and transparent.

## **Code of Conduct for Students**

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

## **Teaching Philosophy**

At this stage of your studies you don't need to be taught but are able to teach yourselves. I will be there to give you impulses for research, to instigate your ability to ask good questions, to support you in finding further readings and guide you in discovering different approaches to solve a problem.

Discussion in class and within your team will be essential for the course as will be your group research and readings.

Whenever you have questions or suggestions for the course please do not hesitate to address me either in class, or during my office hours, or via email.

## **Additional Information**

### **Language:**

English

### **Learning Objectives:**

After completing this course, students are able to:

- Analyse, understand and present specific challenges of managing sustainability in

international value chains in depth;

- Analyse and discuss issues and cases in the context of International Business critically from a stakeholder perspective;
- Reflect upon the implications of International Business in the light of sustainability, ethics and corporate social responsibility;
- Apply theories, concepts, models and tools of international business analysis to practical problems and develop viable solutions for IB challenges.
- Present research results orally and in writing;
- Do research and write academic papers such as the BA thesis.