International Business Strategy

<table>
<thead>
<tr>
<th>Module Code</th>
<th>Workload</th>
<th>Credits</th>
<th>Semester</th>
<th>Frequency of Module</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>180 hrs.</td>
<td>6</td>
<td>7</td>
<td>Only summer semester</td>
<td>1 Semester</td>
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<td>1</td>
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<tr>
<td>1.1</td>
<td>Module Components</td>
<td>Teaching Language</td>
<td>Contact Hours</td>
<td>Self Study</td>
<td>Class Size</td>
</tr>
<tr>
<td></td>
<td>a) Strategic Management</td>
<td>a) English</td>
<td>a) 22.5 hrs.</td>
<td>a) 67.5 hrs.</td>
<td>a) 30</td>
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<tr>
<td></td>
<td>b) International Marketing Strategies</td>
<td>b) English</td>
<td>b) 22.5 hrs.</td>
<td>b) 67.5 hrs.</td>
<td>b) 30</td>
</tr>
</tbody>
</table>

2 Learning Outcomes

After successful completion of the module the students can

**Application (3)**
... apply the 4 Ps in a new international market.

**Analysis (4)**
... assess the necessary resources and strategies for international businesses.
... analyse industry environments and define a competitive positioning for market participants.
... determine opportunities and risks of international marketing strategies and define improvements.

**Synthesis (5)**
... categorize the main success drivers for strategy implementation.
... combine insights from marketing, HR, finance into a strategic business plan.

3 Individual Component Content

a) - personal career strategy
 - limits of strategy
 - industry analysis
 - PESTLE
 - SWOT
 - Porter’s 5 Forces
 - resourced-based view
 - key success factors
 - organizational capabilities
 - competitive advantage
 - blue ocean strategy
 - strategy execution
 - Balanced Scorecard and Strategy Map
 - OGSAM
 - visualization, planning, diversification
 - hidden champions
 - conglomerates
 - M&A
 - organization
| - knowledge management  
| b) - internationalization process  
| - researching international markets  
| - product mix decisions  
| - pricing  
| - market entry strategies  
| - international distribution  
| - promotions and advertising  

### 4 Teaching Methods

- Seminar

### 5 Prerequisites

None.

### 6 Methods of Assessment

- Modulprüfung International Business Strategy 1K (40%) (Written Exam) (6 LP)
- Modulprüfung International Business Strategy 1sbM (50%) (Oral Exam) (0 LP)
- Modulprüfung International Business Strategy 1sbH (10%) (Written Elaboration) (0 LP)

### 7 Applicability of Module

Business Management and Psychology B.A. (BMP)

### 8 Person Responsible for Module


### 9 Reading List (Core Texts and Recommended Texts)

  
  
  
  Kim, W. Chan; Mauborgne, Renée (2005): Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant. HBSP
  

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1 This graded assessment is only considered passed when all components of the assignment have received a minimum grade of ”adequate”. (4.0).