

International Business Strategy						
Module Code	Workload	Credits	Semester	Frequency of Module	Duration	
	180 hrs.	6	7	Only summer semester	1 Semester	
1	Module Components		Teaching Language	Contact Hours	Self Study	Class Size
	a) Strategic Management		a) English	a) 22,5 hrs.	a) 67,5 hrs.	a) 30
	b) International Marketing Strategies		b) English	b) 22,5 hrs.	b) 67,5 hrs.	b) 30
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					
	<ul style="list-style-type: none"> 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 					

	<ul style="list-style-type: none"> - knowledge management b) <ul style="list-style-type: none"> - internationalization process - researching international markets - product mix decisions - pricing - market entry strategies - international distribution - promotions and advertising
4	<p>Teaching Methods</p> <ul style="list-style-type: none"> a) Seminar b) Seminar
5	<p>Prerequisites</p> <p>None.</p>
6	<p>Methods of Assessment</p> <p>Modulprüfung International Business Strategy 1K (40%) (Written Exam) (6 LP)¹</p> <p>Modulprüfung International Business Strategy 1sbM (50%) (Oral Exam) (0 LP)¹</p> <p>Modulprüfung International Business Strategy 1sbH (10%) (Written Elaboration) (0 LP)¹</p>
7	<p>Applicability of Module</p> <p>Business Management and Psychology B.A. (BMP)</p>
8	<p>Person Responsible for Module</p>
9	<p>Reading List (Core Texts and Recommended Texts)</p> <ul style="list-style-type: none"> a) Grant, Robert M. (2016 – 9th edition): Contemporary Strategy Analysis b) Hollensen, Sven (2011): Global Marketing. A decision-oriented approach. Johansen, Johny (2009): Global Marketing: Foreign Entry, Local Marketing and Global Management. Kaplan, Stuart; Norton, David (2008): Execution Premium: Linking Strategies to Operations for Competitive Advantage Kim, W. Chan; Mauborgne, Renée (2005): Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant. HBSP Usunier, Jean-Claude; Lee, Julie Ann (2005): Marketing Across Cultures.

¹ This graded assessment is only considered passed when all components of the assignment have received a minimum grade of "adequate", (4,0).