Online Course Title

Enterprises and Globalization

Technical Requirements

- Fully functional device (laptop, tablet, PC or smart phone)
- Stable internet connection
- Software: Zoom (video/audio)

Recommended hardware: external headset for better sound quality

Course Level & Target Group

Undergraduate students, second stage of study

The participation requires a higher intermediate or advanced level of English (minimum B1, preferably B2, up to C2) according to the Common European Reference Framework for Languages.

Course Language

English

ECTS

5 ECTS

Instructor

Team teaching:
Prof. Dr. Romyen Kosaikanont
Prof. Dr. Peter Mayer

Course Description

The increasing interconnectedness of national economies and the growing intensity of competition on markets requires firm planning of company's internationalisation strategies and their implementation at a high conceptual level. The aim of this module is for students to understand the interplay of globalisation and change of socio-political and economic framework conditions on the one hand, and also the necessary strategic and operative adaptation processes on a microeconomic level. They also learn about the background and motivations.

Content:

- Foundations of international management
- Determinants of internationalisation
- Basic management needs in international companies
- Function-related international management
- Risk management for companies working internationally
- Regional and cultural dimensions in international management

**Learn outputs and goals:**

- Students are able to recognise the significant challenges for companies which work internationally and are able to describe typical action strategies of companies and understand their logic.
- Students are able to clarify on the basis of case study examples to recognise the world-wide trade relationships from stylised facts (equilibrium/disequilibrium), name their possible causes and assess the potential consequences for the national economic and microeconomic activity.
- Students have a critical understanding of world-economic order and its institutions, and recognise the significance of international legislation and treaties for decisions made by companies operating globally.