



# International Management

## Department of International Management

Hochschulfondsgebäude, 2nd floor

Tel. +43/732/2468-9412

[www.jku.at/iim](http://www.jku.at/iim)



# WHY STUDY INTERNATIONAL MANAGEMENT?

## ■ Understanding

- the principles of international business
- the dynamics of the global environment of organizations
- managerial, strategic, and organizational issues in a global context
- cultural differences

## ■ Getting the “BIG PICTURE“

- by crossing functional boundaries

## ■ Preparing for an international career by ...

- exposure to international thinking (e.g. guest professors)
- working in multicultural teams (international students)
- developing cultural sensitivity
- improving language skills (English)

# WHO IS WHO?

■ Department Chair:

Prof. Erna Szabo

■ Academic Staff:

Katharina Puchmüller, MSc  
Richard Wan, MGB

■ Administration:

Erika Kaar

Nadja Hochholzer

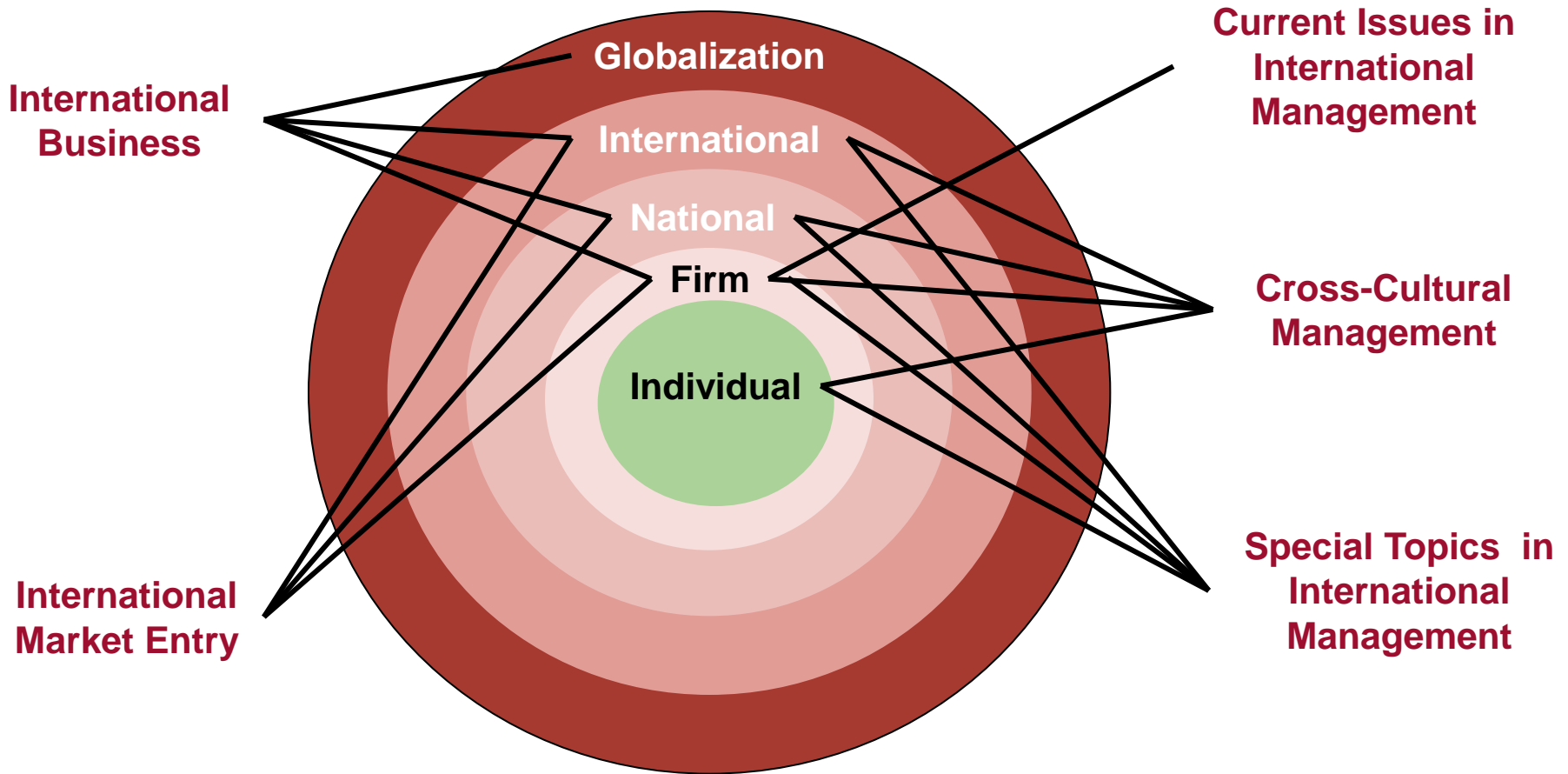
# OUR PRINCIPLES AND CODE OF CONDUCT

- All courses are taught in English.
- The Department of International Management seeks to maintain an environment that promotes academic achievement, integrity and mutual respect. In turn, we expect our students to be honest and cooperative in their behavior.
- As an academic institution, the Department of International Management does not tolerate any form of academic dishonesty (plagiarism).

# STUDYING INTERNATIONAL MANAGEMENT - MINOR „SCHWERPUNKTFACH“ (WAHLKORB A) – 18 ECTS

LVA - Title	Hours / ECTS	Requirements
<b>International Business (KS)</b> (2IMGTIIB)	2/3	Managing People and Organizations, according to „Studienplan“
<b>International Market Entry (IK)</b> (2IMGTMISB)	2/3	International Business
<b>Current Issues in International Management (SE)</b> (2IMGTCIIM)	2/3	International Business, International Market Entry
<b>Cross-Cultural Management (SE)</b> (2IMGTCCM9)	2/3	International Business
<b>Special Topics in International Management (IK)</b> (2IMGTSPT9)	2/3	International Business, International Market Entry

# THE GLOBAL BUSINESS ENVIRONMENT



# STUDYING INTERNATIONAL MANAGEMENT SEMESTER OVERVIEW

1<sup>st</sup> semester

International  
Business

International Market  
Entry

2<sup>nd</sup> & 3<sup>rd</sup> semester

Cross-cultural  
Management

Current Issues in  
International  
Management

Special Topics in  
International  
Management

# INTERNATIONAL BUSINESS

## ■ Topics:

- The International environment (globalization)
- International Trade Theory
- Economic integration and FDI
- Industry analysis
- The multinational corporation: strategy, structure, value chain configuration and capabilities
- Stakeholder analysis and corporate social responsibility, emerging markets

## ■ In-class reviews

## ■ Case studies

## ■ Final written exam



# INTERNATIONAL MARKET ENTRY

## ■ Topics:

- International strategy
- External and internal environment of firms
- The internationalization process of multinational companies
- Market entry modes
- Subsidiary and headquarter level strategies
- Corporate governance

## ■ Case studies

## ■ International Market Entry Simulation

## ■ Final Exam

# CURRENT ISSUES IN INTERNATIONAL MANAGEMENT

## ■ Topics:

- Coordination and control in the MNC
- Knowledge transfer
- Post merger integration
- Dynamic capabilities
- Global strategic alliances
- Transaction costs
- Organizational change

## ■ Case studies

## ■ Seminar paper

## ■ Exams

# CROSS-CULTURAL MANAGEMENT

- Topics:
  - Introduction to culture
  - Cultural dimensions
  - Cross-cultural communication
  - Cultural intelligence and cross-cultural training
  - Cross-cultural leadership and motivation
  - Multicultural teams and cross-cultural conflict
  - International assignments and diversity
  
- Reflective essays
- In-class tests
- Class participation

# SPECIAL TOPICS IN INTERNATIONAL MANAGEMENT

- Changes from one semester to the next
  - Last semester: International Negotiations (Prof. Elangovan)
  - This semester: Cross-cultural Negotiations (Prof. Gannon)
  - Guest professors from partner universities
  - University of Victoria (Canada), Aalto University, University of Vasaa, Turku School of Economics (Finland), University of Gadjah Mada (Indonesia), University of Melbourne (Australia), New York University (USA), ...
  
- Focus on recent issues

# WRITING A BACHELOR THESIS

- Requirements:
  - Minor (Schwerpunktfach) in International Management
  - Registration in a seminar designated as “auch für Bachelorarbeiten“ or “nur für Bachelorarbeiten” - either Cross-Cultural Management or Current Issues in International Management
  
- Topics will be suggested and assigned by the supervisor
  
- The bachelor thesis is a theoretical piece of research
  - In depth literature review
  - Written in English
  - Deadlines Feb. 28 / July 31

# EXAMINATION

- Written examination (3 ECTS)
- 120 minutes
- The examination covers the topics of all courses except of „Special Topics“
- The literature list is available on the homepage (<http://www.jku.at/iim/content/e216412/e216418>)
- The examination grade includes the arithmetic mean of the individual course grades (50%)

# FURTHER INFORMATION

- Department of International Management

Hochschulfondsgebäude, 2nd floor

Phone: +43-732-2468-9412 or 9448

Fax: +43-732-2468-9135

E-Mail: [office\\_iim@jku.at](mailto:office_iim@jku.at)

Homepage: <http://www.jku.at/iim>

Facebook:



- Opening hours secretary's office (HF 224) & library  
...can be found on the homepage