

Bachelor of Arts				International Management			
BIM W1 23 Elective course 105302300	ECTS- Credits	Frequency	Contact hours	Total Workload	Contact Time	Self-study	Duration
	5	every 2. Semster	3 SWS	150 h	45 h	105 h	1 semester
Name of module	International Strategic Management						
Aim of the module (expected learning outcome and competencies to be acquired)	International Strategic Management focuses on strategic management in the dynamic global business environment of the 21st century. Students in this course build the ability to think strategically and better understand the interconnections between organisational structure and strategic direction in an international context.						
Contents of the module	This course wants to provide the basics with regard to the relevant terminology and concepts in the area of International Strategic Management. Analytical tools and conceptual thinking frameworks to analyse internal firm strengths as well as external challenges are not only elaborated by examples from business practice but also applied with regard to the discussion and analysis of case studies. In the context of internationalisation further the focus lies on market entry and internationalisation strategies.						
Study section	4. semester						
Applicability	May be used in other bachelor programs of EUF where it fits.						
Person responsible	Prof. Dr. Susanne Royer						
Prerequisites	None						
Sub-module							
No.	Name of the module	Type	Level of Obligation Obl./Elec.	Contact hours	ECTS- Credits	Method of examination	graded? ¹
1.	105302301 International Strategic Management	V	Obl.	2	5	(written) exam	yes
2.	105302302 International Strategic Management	Ü	Obl.	1	0	case study presentation	no
¹ Explanation regarding graded study achievements	-						
³ Explanation regarding module examination	Written exam (60 min.) or 180 min take-home-exam as well as case study presentation in preparation for the written exam/take-home-exam						
Remarks	Language of instruction: English. Part of elective 1.						
06.01.2022							