

Bachelor of Arts		International Management					
Module 23 Elective module 153002260	ECTS	Frequency	contact hours	Total Workload	Contact Time	Self-study	Duration
	5	every 2nd Semester	3 hrs/week	150 h	45 h	105 h	1 semester
Module title	International Strategic Management						
<p>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.</p> <p>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.</p>							
Module component							
No.	Module title						
1,	153002261 International Strategic Management						
2,	153002262 International Strategic Management						