

International Business

Course Outline
2020

Unit 1: International Business Management

Date	07.07.2020-10.07.2020
Class Hours	24 contact hours. Course will be taught in a block style.
Lecturer(s)	TBD
Course Description	This course introduces students to the theory and practice of international business management. The course addresses the specific challenges of managers and discusses strategies associated with corporate activities across national borders. Students taking this course will, however, not only find out about theoretical aspects of being a manager for an international company, but will also improve many practical skills, such as analytical thinking, decision-making, and working in teams.
Learning Outcomes	TBD
Course Method	TBD
Course Materials	TBD
Credits	Students will earn a total of 6 ECTS points for the successful completion of the module.
Assessment	Learning will be assessed following the end of the unit. Assessment may be in the form of class presentations, a written exam, case studies, or small group work. The lecturer will inform students about the assessment measures at the beginning of the course.
Grading	Students will be graded on their assessment results following the end of the unit. The grade earned in this unit will be averaged into the final grade for the module. All grades earned in each of the units will be averaged into one final grade and this is the grade that will appear on the Transcript of Records.

Unit 2: Global Sustainable Business

Date	13.07.2020-16.07.2020
Class Hours	24 contact hours. Course will be taught in a block style.
Lecturer(s)	Prof. Dr. Erika Graf Professor of International Management Faculty of Business and Law Frankfurt University of Applied Sciences
Course Description	This course will examine the role of firms operating in a global environment, specifically addressing how companies can simultaneously manage shareholder demands, employee needs, and societal expectations related to sustainability. The course will begin by examining the history of sustainability and move to examine the contemporary environment discussing the various models for firms to act as responsible innovative corporate citizens. Students will learn about various frameworks and tools which firms use to develop, implement, assess, and communicate about their social and environmental impacts.
Learning Outcomes	After successfully completing the course, students will be able to: <ul style="list-style-type: none"> • Develop a differentiated understanding of the role of the firm in addressing global challenges • Establish a theoretical understanding of the key literature and frameworks that guide contemporary CSR, CSI, and Social Business, including limitations and boundary of the models and frameworks • Be able to critically assess corporate sustainability reports and media coverage of corporate sustainability issues
Course Method	The class will be a combination of short lectures, in-class exercises, and case discussions - all students are expected to be involved in the discussion.
Course Materials	All course material will be provided free of charge – both online (e-learning platform) and as hard copy. <ol style="list-style-type: none"> 1. Camilleri, Mark Anthony (2017): Corporate Sustainability, Social Responsibility and Environmental Management: An Introduction to Theory and Practice with Case Studies. Cham. 2. Robertson, Margaret (op. 2017): Sustainability principles and practice. 2nd ed. Abingdon: Routledge. 3. Wheelen, Thomas L. (2018): Strategic management and business policy. Globalization, innovation and sustainability. Fifteenth edition. Harlow, Essex, England
Credits	Students will earn a total of 6 ECTS points for the successful completion of the module.
Assessment	Learning will be assessed following the end of the unit. Assessment may be in the form of class presentations, a written exam, case studies, or small group work. The lecturer will inform students about the assessment measures at the beginning of the course.
Grading	Students will be graded on their assessment results following the end of the unit. The grade earned in this unit will be averaged into the final grade for the module.

	All grades earned in each of the units will be averaged into one final grade and this is the grade that will appear on the Transcript of Records.
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Unit 3: Business Practices in Germany

Date	20.07.2020-23.07.2020
Class Hours	24 contact hours. Course will be taught in a block style.
Lecturer(s)	Prof. Dr. Dilek Bülbül Professor of Finance Faculty of Business and Law Frankfurt University of Applied Sciences
Course Description	The aim of this unit is to focus on the implementation of corporate international business strategy and policy for global success in multinational corporations in Germany. This unit is designed to build upon the knowledge base of previous units, introducing students to the strategic international business and management strategies taken by firms, and to expose students to the strategic choices with which international businesses face on a daily basis. This unit will be taught in collaboration with one to two international companies in Frankfurt.
Learning Outcomes	TBD
Course Method	This course will be taught as a mixture of lectures, group discussions, working groups, and site visits.
Course Materials	TBD
Credits	Students will earn a total of 6 ECTS points for the successful completion of the module.
Assessment	Learning will be assessed following the end of the unit. Assessment may be in the form of class presentations, a written exam, case studies, or small group work. The lecturer will inform students about the assessment measures at the beginning of the course.
Grading	Students will be graded on their assessment results following the end of the unit. The grade earned in this unit will be averaged into the final grade for the module. All grades earned in each of the units will be averaged into one final grade and this is the grade that will appear on the Transcript of Records.

GENERAL INFORMATION

Assessment and Credits

Upon successful completion of the summer course, students will be awarded ECTS points. A single ECTS point is defined as the equivalent of 25-30 hours of student workload, which includes class hours, readings, preparation for class activities, as well as an assessment measure.

Learning will be assessed at the end of the summer course. Lecturers will inform students about the assessment measures at the beginning of the summer course. Students will receive a Transcript of Records showing their grades earned in the course. This document can be presented to their home institution for credit.

Grading

Grades will be awarded based on the German grading system:

1,0-1,3	sehr gut	very good: an outstanding achievement
		good: an achievement that is substantially above average
1,7-2,3	gut	requirements
2,7-3,3	befriedigend	satisfactory: an achievement that satisfies average requirements
3,7-4,7	ausreichend	sufficient: an achievement that still meets the requirements
	nicht	not sufficient / failed: an achievement that does not meet the
5	ausreichend	requirements
NP	No Participation	

Email and Moodle Online Learning Platform

Students are required to use Moodle, our E-Learning Platform. Using Moodle enables students to stay in contact with program administration, lecturers, and fellow students. We also expect students to check their emails on a regular basis. All course materials will be posted on Moodle.

Professional and Class Participation

Class participation is considered a requirement for successfully completing the program. An attendance list will be issued for each class. Student questions, answers, comments, and insights over the course will not only benefit the whole class, but it will also ensure that students have a better understanding of the class material and contribute to their overall academic success. Please avoid being late for class, not turning off your cell phone before class, leaving class before the end of it, talking while someone else (either the professor or one of your fellow students) is talking, and any other unprofessional conduct.

Attendance

Students should attend each class. If students have to miss a class, they should a) complete the required homework or readings, b) get copies of the notes presented that day, and c) talk with classmates about what they missed. Students also need to inform their lecturer if they need to miss class. This can be done in person or via email.

Academic Honesty

Students caught cheating or plagiarizing will fail, at our discretion, either the assignment in question or the entire program.