

**Dear Students,**

**To make the two courses effective I ask you to send asap (as soon as possible) an email to me. This you should do, when you have decided to take part in one of the the courses. This email is necessary for me to get a complete list of you with all your email aliases – for the distribution-list. Last semester this process consumed some weeks, what caused a lot of not necessary trouble.**

**Some info about your first email to me:**

- 1.send it to my googlemail-alias (see following text of the syllabus).**
- 2.mark it under ref./betr.: with IM (for International Management) or IMK (for International Marketing) and .....first contact.**
- 3.text-proposal: "First email contact. Please send your emails as well to my other aliases.....(the last only if you want so) regards student 007".**
- 4.If you are registered for both courses, send me 2 Emails, please.**

**Thanks a lot for your cooperation and send the emails. I am looking forward for an interesting semester with you.**

**Ken-Peter Paulin                    lecturer**

**Berlin, September 2006**

## Wintersemester 2006 Lehrdisposition - syllabus

### Course outline

1. **Course title:** **International Management** (IM)
2. **Course number:** **DZ Spez BWL**
3. **Credits:** 6
4. **Name of instructor:** Dr.-Ing. Ken-Peter Paulin  
( [paulin@fhtw-berlin.de](mailto:paulin@fhtw-berlin.de) )  
[paulin.kenpeter@gmail.com](mailto:paulin.kenpeter@gmail.com)
5. **Course description:** This course commences with a historical review of the growth of international business and the development of international institutions such as the IMF, World Bank. We will examine the economic, cultural, political and legal environments of international/multinational business as well as its objectives for the different segments of the business system.
6. **Course objectives:** Develop a basic understanding of international/multinational business concepts as well as a global view of management. Develop recognition of challenges and opportunities faced today by management. Develop analytical skills and apply them to the academic, organizational and life needs.
7. **Course content:** Course books, case studies, homework, exams.
8. **Course requirements:** Reading the textbooks as well as case studies. Research through the internet for the following lectures, what will be given out during the previous class. There will be a final examination.
9. **Grading guidelines:** The grade will be divided in the following manner:  

30% mixed quizzes  
70% final presentation

Details of the grading procedure will be discussed in class. One mandatory part of the homework is the execution of the mixed quizzes out of the Hill-homepage for all the chapters covered in the course. The results of the quizzes should be

sent to the lecturer before each lecture. They should be part of the preparation for all students.

10. **Books:** A) International Business, competing in the global marketplace (5/e) by Charles W.L. Hill ISBN 0-07-287395-7. Publisher: McGraw Hill Higher Education. **The course will mainly**

**[http://highered.mcgraw-hill.com/sites/0072873957/student\\_view0/index.html](http://highered.mcgraw-hill.com/sites/0072873957/student_view0/index.html) follow this book.**

B) International Business, The Challenge of Global Competition (9/e and 10/e) by Ball, McCulloch, Frantz, Gerninger, Minor **(B)** ISBN 0-07-121427-5. Publisher: McGraw Hill Higher Education

11. Location HG 103

12. Time Thursday 13:45 – 17:00

13. Last updated: Sep 21, 2006

**14. Course schedule:**

1	Oct 5	Introduction, Chapter 1 – Globalization
2	Oct 12	Chapter 2 – National differences in Political economy
3	Oct 19	Chapter 5 – The political economy of international Trade
4	Oct 26	Chapter 6 – Foreign Direct Investment
5	Nov 2	Chapter 8 – Regional Economic integration
6	Nov 9	Chapter 10- The International Monetary System
7	Nov 16	Chapter 11 The Global Capital Market
8	Nov 23	Chapter 13 – The Organization of International Business
9	Nov 30	Chapter 14 – Entry strategies and Strategic Alliances
10	Dec 7	Chapter 15 – Importing, Exporting, Counter trade
11	Dec 14	Chapter 16 – Global Manufacturing and Materials Management
12	Jan 11	Chapter 17 – Global Marketing and R&D
13	Jan 18	Chapter 18 - Global Human Resource Management
14	Jan 25	Chapter 19 – Accounting in the international Business
15	Feb 8	Exam