International Management
Introduction – WS 2026-27

Course Objectives

- Gain a systematic understanding of the theoretical principles and managerial implications of international management in today's global economy.
- Critically reflect on current theories and practices of international management to develop a personal analytical framework for applying knowledge to real-world decision-making.
- Acquire practical instruments and tools to address complex international management challenges and present strategic ideas with impact.

Topics Covered

This course explores key dimensions of international business strategy and operations:

- Location Attractiveness
- Import and Export Restrictions
- Economic Strategies
- Market Entry Strategies
- Internationalization Strategies
- Cultural Understanding
- Managing International Operations
- International Marketing

Learning Methods

- Interactive lecture combining theoretical frameworks with practical case studies
- Collaborative group work on real-world international management challenges
- Discussions on current global economic developments and emerging trends
- Interactive discussions and role-playing scenarios to develop strategic thinking
- Professional presentation skills training using diverse techniques

Course Details

In-Person Session
1st – 5th February 2027
Start: Monday, 1st February 2027 at 8:30 AM

Online Learning Component
Feedback Sessions: 15th February 2027

Preparation Task (Due: 1st February 2027)

Topic: Current Economic Strategies – China vs. EU vs. USA

This preparation task is designed to build your foundational knowledge and research skills before the course begins. You have to collect a curated source collection using Google Notebook LM (https://notebooklm.google/) with at least 30 sources covering the topic

- Ensure sources are reliable and academically rigorous (minimum 10 peer-reviewed sources)

- Prioritize recent scholarship – at least 70% of sources must be from the last 3 years
- Include at least 3 sources presenting theoretical models or frameworks explaining economic strategies

What to Bring

Please bring your notebook or tablet to class. Active participation in interactive discussions, case studies, and collaborative work requires your full engagement with course materials and peers.

Why This Course Matters

In an increasingly interconnected world, the ability to navigate complex international business environments is an essential competitive advantage. This course equips you with both the theoretical knowledge and practical tools to understand global markets, anticipate challenges, and craft strategic solutions that create value across borders.

We look forward to welcoming you and exploring the fascinating complexity of international management together.