



Major International Management

Prof. Dr. Breitner, Prof. Dr. Grote, Prof. Dr. Ridder,
Prof. Dr. Waibel, Prof. Dr. Weber
und Prof. Dr. Wiedmann

There is no business like global business

Why to study International Management ...

- Companies, political organizations, associations, or institutions face serious challenges stemming from the globalization of markets and societies
- In order to develop, maintain, or expand a **high level of international competitiveness**, a **holistic management approach** is necessary that considers different levels of analysis and programs of action
- This approach requires knowledge of
 - the context of **international business** relations as well as **political strategies**,
 - **global markets**, their challenges and options for the purposeful design of exchange processes, and
 - managing, structuring and developing international companies which act in these markets
- The major in International Management focuses on the challenge of managing distinctive intercultural aspects on the aforementioned levels.

... in Hannover?

- **Reputation:** The faculty belongs to the 10 best faculties of Economic Sciences in Germany; in a current ranking the faculty got the top position in Northern Germany
 - **Participating Institutes** cover the whole range of relevant topics and are well linked with companies in the business location of Hannover and Lower Saxony (many students get to know their future employer during an internship!)
- **Graduates** of the major International Management are well prepared for jobs in internationally active affiliated groups

The „Faces“ of International Management



Prof. Dr. M. H. Breitner, Institut für Wirtschaftsinformatik
Global Electronic Business



Prof. Dr. U. Grote, Institut für Umweltökonomik und Welthandel
International Business Relations



Prof. Dr. H.-G. Ridder, Institut für Personal und Arbeit
Strategic International Human Resource Management



Prof. Dr. H. Waibel, Institut für Entwicklungs- und Agrarökonomik
International Business Relations



Prof. Dr. C. Weber, Institut für Unternehmensführung und Organisation
Strategic International Management



Prof. Dr. K.-P. Wiedmann, Institut für Marketing und Management
International Marketing

Major International Management

- **The main objective of the major in International Management is**
 - to provide students with an in-depth understanding of global markets and their actors
 - to enable students to develop successful strategies for the highly complex and rapidly changing business environment
 - to analyze possibilities as well as the barriers of implementing tools and instruments for international management and business relations
- **The major in International Management includes courses in**
 - Strategic International Management **(D)**
 - International Marketing **(D)**
 - Global Electronic Business (E)
 - Strategic International Human Resource Management (E)
 - International Business Relations (E)
 - Intercultural Economics and Management (E)
 - Qualitative and Quantitative Management Methods **(D)**
 - The course “Qualitative and Quantitative Management Methods” provides methodological knowledge which forms the basis for an empirical oriented Master Thesis
- **The lectures will provide**
 - the relevant theoretical foundations
 - profound knowledge of methods
 - case studies to illustrate practical implications

Strategic International Management (Block Course)

- **The students will be introduced to some**
 - fundamental concepts,
 - frameworks and models of international management through a strategic innovation management lens and a leadership lens
- **Students will**
 - actively contribute to the course,
 - work on aspects of strategic international management in small workgroup settings (e.g. case study work, workshops)
- **Provides an in-depth understanding of managing international companies**
 - Strategic and Innovation management perspective: developing and implementing strategies for innovations in an international context nurturing
 - Leadership: influencing people to support the international management process
- **The course connects**
 - state of the art research with
 - practical questions of companies operating in an international environment

International Marketing

- **The course International Marketing**
 - Provides a broad understanding of current development trends of global markets for both consumers as well as companies
- **Students should be enabled to**
 - Analyze specific issues occurring in international business contexts
 - Develop solutions in the subjects addressed
- **The course is designed to provide insights in**
 - Strategic challenges in global markets
 - Cultural differences in international consumer behavior
 - Strategic basic marketing programs in an international context
 - Developing a marketing mix for international brands
- **The lecture combines**
 - Methodical approaches and
 - Practical case studies in the context of cross-cultural management

Global Electronic Business

- **Students earn knowledge and know-how based on renowned models and theories and also best/good practices:**
 - Global information management and information systems, e.g. SAP Enterprise 6.0 (selection, adoption, customizing, development, introduction, maintenance, cost-benefit- and SWOT-analyses)
 - Global IT-service management including sourcing strategies, cloud computing, software as a service (SAAS) and information security
 - Business process analyses, modeling and optimization (BPA, BPM, BPO)
 - Global IT-strategies and IT-governance as part of strategic management
 - Computer supported collaborative work (CSCW) systems for global virtual teams
 - Special demands and features for Electronic-/Mobile Business and Commerce
- **The course incorporates illustrative real-life case studies and guest lectures, e.g. from the following IWI partners:**
 - Volkswagen (VW), VW Nutzfahrzeuge, VW Financial Services (WOB, H, BS)
 - Deloitte, PWC and Edicos (Office H, also HCF e.V.) consulting companies
 - Customer Relationship Management (CRM)
 - Lenze/bhn IT-service provider (Hameln)
 - Hochschulinformationssysteme (HIS) higher education software provider (H)
- **Students have to write an assignment in teams of 3 or 4 students**

Strategic International Human Resource Management

Students will be introduced to International Human Resource Management research in developing topic areas in HR management for multinational enterprises, e.g.:

- Theoretical Perspectives on International Human Resource Management
- Building Social Architecture within Multinational Enterprises
- Research on International Assignments and Career
- Managing Knowledge Across Borders

Students should be able to assess how research-based models of strategic HRM advance the understanding of individual and organizational performance effects of IHRM strategies in a range of international settings and contexts.

International Business Relations

- **The students will**
 - get familiarized with the major players in development assistance
 - learn about the development strategies and conceptual theories and
 - discover the connection between development strategies of international organisations and their underlying economic and development theories
- **The Course will be structured into major current development topics like the**
 - Effectiveness of development assistance
 - Underdevelopment, poverty and vulnerability
 - Sustainability, food safety and food security
 - World food crisis and price fluctuations
 - Globalization and trade
 - Climate change

Intercultural Economics and Management (Block course)

- **The course Intercultural Economics and Management**
 - Provides **specific intercultural topics** such as international trading patterns along with different marketing strategies and negotiation cultures
- **Students should be enabled to**
 - Analyze specific issues occurring in **intercultural contexts**
 - Work in **small binational** teams
 - Write, present and discuss **essays** in the subjects addressed
- **The course is designed to provide insights in**
 - **Food economics** in a wider sense
 - The sustainability and upgrading of **national and international value chains**
 - Different **marketing strategies** and **negotiation cultures**
- **Remarks**
 - This course intends to encourage **collaborations** between **Incoming Students** and **German Students** who might have studied abroad themselves

Qualitative and Quantitative Management Methods

- **The course Qualitative and Quantitative Management Methods**
 - Provides methodological knowledge which forms the basis for an empirical, more qualitative or more quantitative oriented, Master Thesis
 - **Students who are interested in qualitative methods are invited to study**
 - How to build a conceptual framework
 - How to formulate research questions
 - How to sample/ collect qualitative data
 - How to code and display qualitative data
 - How to analyze qualitative data and drawing conclusions
 - **Students who are interested in quantitative methods are invited to study**
 - How to build a conceptual framework
 - How to formulate research questions
 - How to sample/ collect quantitative data
 - How to code and display quantitative data
 - How to analyze quantitative data and drawing conclusions
- *Knowledge regarding the application of complex multivariate analysis methods is a basic prerequisite.*

General Organizational Issues

- All **courses** will be held in **English**
- All **exams, assignments** and **seminar papers** should be written in **English**
- The **Master Thesis** should be written in **English**
- **Power point presentations** of the lectures and **selected literature** are available as download in StudIP
- Lectures in **Global Electronic Business** will be provided as **videostream** after class
- To get access to provided documents **please subscribe to StudIP!**
→ <https://elearning.uni-hannover.de>