

International Business

Hessen International Summer University Frankfurt Course Outline

2019

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Introductory Course: Intercultural Communication

Course Date	09.07.2019 – 11.07.2019
Class Hours	15 contact hours. Course will be taught in a block style.
Lecturer(s)	<p>Mark Bramwell Lecturer in English and Intercultural Communication Frankfurt University of Applied Sciences</p> <p>Roisin Russ Lecturer in English and Intercultural Communication Technische Hochschule Mittelhessen</p>
Course Description	<p>This course features an overview of intercultural studies and focuses on the knowledge, skills and attitudes for communicating effectively with people from diverse cultural backgrounds. It examines the ‘how’, the ‘what’ and the ‘why’ of intercultural communication. The following topics will be discussed:</p> <ul style="list-style-type: none"> • Cultural Awareness (What is culture?) • Developing Intercultural Awareness (interpreting the behavior of others) • Dimensions of culture (Theories of culture and communication) • Sending and interpreting messages for effective communication • Cultural briefings - my culture, your culture
Learning Outcomes	<p>This course aims to assist students in developing what Bennett & Bennett (2004) refer to as the intercultural skillset and mindset. For the purpose of this course, this means:</p> <ul style="list-style-type: none"> • Developing a conscious understanding of one’s own culture • Using frameworks for understanding cultural contrasts • Having a clear understanding of how to use cultural generalizations without stereotyping • Communicating effectively in an intercultural setting
Course Method	<p>This course will be taught as a mixture of mini-lectures and group discussions. Teaching methods include: experiential exercises, small group activities, group discussions, case studies, and critical incidents.</p>
Course Materials	<p>All course material will be provided free of charge – both online (e-learning platform) and as hard copy. Preparatory reading: Understanding Intercultural Communication: An Overview (on Moodle Platform).</p>
Credits	<p>Students will earn a total of 6 ECTS points for the successful completion of the module International Business.</p>
Assessment	<p>Learning will be assessed by active participation and small group work in the course.</p>
Grading	<p>Students will be graded on their class participation. The grade earned in this course will be averaged into the final grade for International Business. All grades earned in each of the units for International Business will be averaged into one final grade and this is the grade that will appear on the Transcript of Records.</p>

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Unit 1: European Business Management

Date	15.07.2019 – 17.07.2019
Class Hours	15 contact hours. Course will be taught in a block style.
Lecturer(s)	Dr. Eva Maria Katharina Koscher, Christian Johannes Hüning Research Assistants Faculty of Economics and Business Goethe University Frankfurt am Main
Course Description	<p>The European Union is the world's largest integrated economic area – with countless medium and large companies as well as institutions, associations and organizations as potential employers. Over 500 million consumers offer tremendous potential for companies in any industry. In the first part, this course focusses on the knowledge of the market as well as on the economic and legal framework conditions as these are important prerequisites for being a successful company in the European Economic Area. Building on this knowledge, 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 a EU company, but will also improve many practical skills, such as analytical thinking, decision-making, and working in teams.</p> <p>The main body of the course consists of three main strands, as follows:</p> <p>Day 1: The European Business Environment</p> <ul style="list-style-type: none"> • History of the European Union and future developments • The political and legal environment in Europe <p>Day 2: Intercultural Management in the EU</p> <ul style="list-style-type: none"> • The importance of culture • The cultural environment in Europe • Country specials: European Cultures <p>Day 3: Entering and Operating in Different European Countries</p> <ul style="list-style-type: none"> • Market Opportunity Assessment • Market Entry in the EU • Leadership in the EU
Learning Outcomes	<p>After successfully completing the course, students will be able to:</p> <ul style="list-style-type: none"> • Familiarize themselves with the EU Institutions • Understand the political and legal environment in Europe • Recognize the importance of intercultural management in the EU • Identify entry and operations in different EU countries
Course Method	This course will be taught as a mixture of lectures and case studies.
Course Materials	Lecture slides and selected reading materials.

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Credits	Students will earn a total of 6 ECTS points for the successful completion of the module International Business.
Assessment	Learning will be assessed following the end of Unit 1. 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 Unit 1. The grade earned in this unit will be averaged into the final grade for International Business. All grades earned in each of the units for International Business 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 2: Global Sustainable Business

Date	22.07.2019 – 24.07.2019
Class Hours	15 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 International Business.
Assessment	Learning will be assessed following the end of Unit 2. 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 Unit 2.

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	<p>The grade earned in this unit will be averaged into the final grade for International Business. All grades earned in each of the units for International Business will be averaged into one final grade and this is the grade that will appear on the Transcript of Records.</p>
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Unit 3: Business Practices in Germany

Date	29.07.2019 – 31.07.2019
Class Hours	15 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.
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 International Business.
Assessment	Learning will be assessed following the end of Unit 3. 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 Unit 3. The grade earned in this unit will be averaged into the final grade for International Business. All grades earned in each of the units for International Business will be averaged into one final grade and this is the grade that will appear on the Transcript of Records.

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GENERAL INFORMATION ABOUT INTERNATIONAL BUSINESS

Assessment and Credits

The International Business module is made up of an introductory course and three units. The introductory course and each unit contains 15 contact hours for a total of 60 contact hours for the entire module. Upon successful completion, 6 ECTS points will be awarded for the International Business module. 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 each unit. Assessment could be in the form of a written exam, group presentation, or case study, etc. Lecturers will inform students about the assessment measures at the beginning of each unit. Students will be graded on their assessment results following the end of each unit. All grades earned in each of the units for International Business will be averaged into one final grade and this is the grade that will appear on the Transcript of Records. A total of two grades will appear on the students' transcripts: one grade for International Business and one grade for their German Language Course.

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 strongly encouraged 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

The units in this outline are part of the ISU Frankfurt module International Business. Class participation is considered a requirement for successfully completing the ISU Frankfurt Program. An attendance list will be issued for each class. Student questions, answers, comments, and insights over the course will not only profit the whole class, but it will also ensure that students have a better understanding of the



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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 the ISU Frankfurt Coordinator or their professor 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 ISU Frankfurt program.