



GLOBAL BUSINESS PROGRAM
COURSE SYLLABI
WINTER SEMESTER 2017/2018

FH | JOANNEUM
Management internationaler
Geschäftsprozesse

Timetable

| | | | |
|----|----------------|--|-------------------------|
| 1 | 2.10.-6.10. | International Human Resource Management & Careers | Konstantina Kougiannou |
| 2 | 9.10-13.10 | Cross-Cultural Organisational Behaviour and Management | Gerhard Apfelthaler |
| 3 | 16.10-20.10. | Market Research and Statistics | Ali Abkhari |
| 2 | 23.10.-27.10.* | Cross-Cultural Organisational Behaviour and Management | Rupert Beinbauer |
| 4 | 30.10.-3.11.* | International Consumer Behaviour | Zeynep Bilgin Wührer |
| 5 | 6.11.-10.11. | The Chinese Business & Management | Fuming Wang |
| 6 | 13.11.-17.11. | Leadership in International Context | Azucena Perez-Alonso |
| 7 | 20.11.-24.11. | International Finance | Branka Krivokapic-Skoko |
| 7 | 27.11.-01.12. | International Finance | Branka Krivokapic-Skoko |
| 8 | 4.12.-8.12.* | Latin American Business Development | Francisco Castaneda |
| 6 | 11.12.-15.12. | Leadership in International Context | Azucena Perez-Alonso |
| | 18.12.-22.12. | STUDY WEEK | STUDY WEEK |
| 9 | 8.01.-12.01. | Market Entry Strategies | Birgit Burböck |
| 9 | 15.01.-19.1. | Market Entry Strategies | Birgit Burböck |
| 10 | 22.1.-26.1. | International Marketing | Hildegard Liebl |
| 10 | 29.1.-2.02. | International Marketing | Hildegard Liebl |

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Module 1: International Human Resource Management & Careers

Course Information

Course title: *International Human Resource Management and Careers*

Semester: *WS 2017/18*

Credits: *2.5 ECTS*

Class dates: *October 2nd – October 6th, 2017*

Class times: *9am – 1pm daily*

Classroom: *Campus A, ground floor, seminar room 014*

Professor Contact Information

Name: *Dr. Konstantina (Nadia) Kougiannou*

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Office location:

Office hours:

Web (if available):

Instructor Bio



Dr Konstantina (Nadia) Kougiannou is Lecturer in HRM and DBA Programme Leader at Nottingham Business School, Nottingham Trent University, Fellow of the Higher Education Academy (UK) and Academic Associate of the CIPD. She completed her PhD at Durham University Business School in 2013.

She has taught at undergraduate, postgraduate and doctoral level, courses such as Applied Human Resource Management, Comparative and International Management, Managing People, Employee Relations and Research Methodology. Her teaching is focused on the interaction with students and drawing on professional experience and real-life cases to highlight contemporary issues in HRM. As DBA Programme Leader, she is involved with student personalisation, and matters relating to the programme's virtual interface.

Nadia's current research includes investigating the impact trust and justice have on the effectiveness of Information and Consultation bodies; the impact of multi-foci justice on counter-productive work behaviour; and the effect of organisational decisions on community trust perceptions. She has published in Human Resource Management Journal and presented papers in a number of peer-reviewed conferences.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

Course Description

This course aims to debate contemporary issues in international Human Resource Management (IHRM) and Careers with particular emphasis on global trends. Students will be exposed to academic and practical arguments as to how Human Resources and Careers could be effectively managed at organizational and individual level. It also seeks to provide useful insight into how students can develop further their career prospects in a global scale. There will be practical activities in place to support learning and most importantly to encourage students think outside the box.

Overview of Topics and Schedule of Topics and Activities*

| Day | Date | Topics | Readings |
|-----|-------|---|--|
| 1 | 02.10 | Introduction to international HRM | Armstrong, M. (2014) Armstrong's Handbook of Human Resource Management Practice. 13th Edition, London, Kogan Page (Chapters 1, 37-39). |
| 2 | 03.10 | Global strategic issues within HRM | <u>Book:</u> Boxall, P. and Purcell, J. (2011) Strategy and Human Resource Management. 3rd Edition. London, Palgrave Macmillan. (Chapter 5 and 10) <u>Journal article:</u> Lengnick-hall, C.A., Beck, T.E. and Lengnick-hall, M.L. (2011) Developing a capacity for organizational resilience through strategic human resource management. <i>Human Resource Management Review</i> , 21(3), pp.243-255. |
| 3 | 04.10 | Managing and retaining talent in a global scale | Armstrong, M. (2012) Armstrong's Handbook of Human Resource Management Practice. 12th Edition, London, Kogan Page (Chapter 18 and 20). Taylor, S. (2014) Resourcing and Talent Management. London, Charter Institute of Personnel and Development (Chapter 1, 2 and 9). |

| | | | |
|---|-------|------------------------------|--|
| 4 | 05.10 | The nature of modern careers | <u>Books:</u> GREENHAUS, J., CALLANAN, G. & GODSHALK, V. (2010) Career Management. London: Sage. (Chapter 1 and 2) DICKMAN, M. & BARUCH, Y. (2011) Global Careers (e-book), New York: Routledge (Chapter 1 and 12) <u>Journal article:</u> FERNANDEZ-ARAOZ, F., (2014) "The Big Idea: 21st-Century Talent Spotting", Harvard Business Review [online]. Available at: http://hbr.org/2014/06/21st-century-talent-spotting/ar/1 [accessed 2/7/2015] |
| 5 | 06.10 | Final Exam | |

**(please make use of this format)*

Student Learning Objectives/Outcomes

1. Understand and explore the nature and context of international HRM and examine the structure, role and activities of international HRM functions as well as the factors affect the overall nature of HRM in different countries.
2. Understand the key changes in managing people analyse key strategic actions in addressing global challenges through HR thinking.
3. Explain the factors that affect an organisation's talent management approach and the extent to which effective strategies could address global challenges.
4. Evaluate the changing nature of careers and the nature of 'boundaryless' career.

Teaching Approach

A blend of lecture and workshop style delivery aiming to encourage students to think creatively and innovatively, and to take initiatives to challenge themselves and, take responsibility and ownership of their own learning.

Required Textbooks and Materials

Please see **above**

Suggested/Additional Course Materials

Please see above

Assessment, Assignments & Academic Calendar

Assessment: Short analysis and proposed solution to a case study (30%) along with a Final Exam (60%) and Attendance (10%)

Topics: IHRM and Careers

Reading Assignments (if any):

Written Assignments (if any):

Due Date: 05.10.17

Exam Date: Last Class

Grading Policy

(including percentages for assignments and its weighting, grade scale, etc.)

| % | | | |
|----------|---------|-----------------|--------------|
| | numeric | German | English |
| 100 - 93 | 1 | Sehr Gut | Excellent |
| 92-85 | 2 | Gut | Good |
| 84-71 | 3 | Befriedigend | Satisfactory |
| 70-61 | 4 | Genuegend | Sufficient |
| 60-0 | 5 | Nicht genuegend | Failed |

| Assessment* | Points |
|--------------|--------|
| Attendance | 10 |
| Case study | 30 |
| Exam | 60 |
| | |
| | |
| total points | 100 |

(*please indicate the assessment components and its weighting in points)

Course & Instructor Policies

Make-up exams: according to the examination rules of FH JOANNEUM, students are eligible to take a make-up exam

Extra credit: not possible

Class attendance: mandatory attendance of 80%

Late work:

Document upload and naming conventions*:

(if any, especially by using the e-learning platform <https://virtueller-campus.fh-joanneum.at/start/en/index.html>)

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module 2: Cross-Cultural Organisational Behavior and Management

Course Information

Course title: *Cross-cultural Management and Organizational Behavior*

Semester: *WS 2017/18*

Credits: *5 ECTS*

Class dates: *October 9th – October 13th + 23rd – October 27th, 2017*

Class times: *9 am – 1 pm daily*

Classroom: *Campus A, ground floor, seminar room 014*

Professor Contact Information

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Campus A, 4th floor, room number 410*

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Name: *Dr. Rupert Beinhauer*

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Office hours: *upon request*

Web (if available):

https://www.fh-joanneum.at/aw/home/Studienangebot_Uebersicht/department_management/miq/Menschen/Team/~bapo/miq_teamdetails/?perid=4295575311&lan=en

Instructor Bio

Gerhard Apfelthaler is the Dean of the School of Management at California Lutheran University in Thousand Oaks, California. Prior to his current role he has served as the Associate Dean for Graduate Programs and a Professor of International Business at CLU, as the Chair of the Department of International Management at FH Joanneum University in Austria, as the Chair of the Department of International Business at FH Kufstein in Austria, as Austria's Deputy Trade Commissioner in Los Angeles, and as Commercial Attache at the Austrian Embassy in Singapore. He is also a co-founder of several start-up companies including CURE Pharmaceutical, Oak Therapeutics, Dream School Academy, and AT Consult, a consulting practice with offices in New York City and Vienna, Austria. He has published numerous books in his areas of expertise, as well as articles in leading journals including the Journal of World Business, Industrial Marketing Management, the Service Industries Journal, Global Business Perspectives, the Journal of Small Business Management, the International Journal of Business and Economics, the International Journal of Management Education, the Journal fuer Betriebswirtschaft, and the Journal of International Learning. Dr. Apfelthaler has lectured at universities around the world. He also regularly consults to companies and executives around the world.

Rupert Beinhauer Born 1970, Rupert Beinhauer holds a doctor degree in Psychology at the Karl-Franzens University Graz (Austria). He is currently lecturer and research and development manager at the department of International Management at FH JOANNEUM (University of Applied Sciences in Graz/Austria) and works as a part-time freelance lecturer and trainer, developing workshops and seminars. Working in international educational projects since more than twelve years, he has extensive project management experience and is involved in several international consortia, teaching seminars (e.g. in Russia, Chile and Thailand in 2017) and providing scientific input and project coordination in a number of multinational research teams.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

(including required prior knowledge or skills)

English language skills adequate for academic discussion.

Course Description

This course is designed to equip students with knowledge and skills that they need in order to communicate and manage effectively in different cultural contexts around the world. The course is experimental as it lets students explore and explain cross-cultural differences through visual cultural artifacts – comics, cartoons, feature film and advertising. Students will study elements important to different cultures and will learn to understand and analyze the importance of implicit and explicit norms, values and roles connected to everyday and

business life. They will learn to cope with different cultural standards and to adequately handle them. Students will work on projects using artifacts from their own home countries, which will then be analyzed and discussed in the context of several cross-cultural studies including those of Hofstede, Trompenaars, Schein or the GLOBE studies. Students will explore the explicit elements of company cultures by analyzing online web-material and relating this material to the theories learned. At the end of the course students will have learned how to discover cultural principles through everyday artifacts and how to deal with diversity in individual and organizational behavior using simple interpretive methods.

Overview of Topics and Schedule of Topics and Activities*

| Day | Date | Topics | Readings |
|-----|-------|--|--|
| 1 | 9/10 | Introduction to cross-cultural differences and their influence on management, marketing, and leadership. | Hofstede, G. (1993). Cultural constraints in management theories. <i>The Academy of Management Executive</i> , 7(1), 81-94. |
| 2 | 10/10 | The dimensions of Hofstede: Power Distance and Individualism | Darwish, A.-F. E. & Huber, G. L. (2003). Individualism vs. Collectivism in Different Cultures: a cross-cultural study, <i>Intercultural Education</i> , 14(1), 47-55. Khatri, N. (2009). Consequences of Power Distance Orientation in Organizations. <i>Vision – The Journal of Business Perspective</i> , Vol. 13(1), 1-9. |
| 3 | 11/10 | The dimensions of Hofstede: Uncertainty Avoidance and Masculinity | Lee, J. A.; Garbarino, E. & Lerman, D. (2007) "How cultural differences in uncertainty avoidance affect product perceptions", <i>International Marketing Review</i> , Vol. 24(3), 330 – 349 Chang, C. (2006). Cultural Masculinity/Femininity Influences on Advertising Appeals. <i>Journal of Advertising Research</i> , 46(3), 315-323. |

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|---|-------|--|---|
| 4 | 12/10 | The dimensions of Hofstede: Long-term orientation and Indulgence | Apfelthaler, G.; Muller, H.; Rehder, R. (2002). Corporate Global Culture as Competitive Advantage. Journal of World Business, 37, pp. 108-118 |
| 5 | 13/10 | Final presentations and concluding discussion | |

| Day | Date | Topics | Readings |
|-----------|--------|--|--|
| Monday | 23.10. | Introduction into the Values Orientation Theory. Schein's Theory of organizational culture. Assignment 1 | Trompenaars, F., Belbin M., Hampden-Turner, C., Woolliams, P., Dumetz, J., Tournand, J., Schmitz J., Covey, S., Saginova, O., Foster, D., (2012). Cross-Cultural Management Textbook. Leipzig: Amazon Distribution |
| Tuesday | 24.10. | Theory, Group work, Presentations: Cultural Standards & Culture-Assimilator. Assignment 2 | |
| Wednesday | 25.10. | Fons Trompenaars Model of 7D | |
| Thursday | 26.12. | Free | |
| Friday | 27.12. | Presentations of group work, discussion, preparation for final paper writing. | |

Student Learning Objectives/Outcomes

1. To develop an appreciation of cultural differences which businesses encounter in international business environments.
 2. To understand how cultures can be empirically compared along various cultural dimensions.
 3. To acquire field-specific knowledge of the impact of cultural differences on selected business areas.
 4. To learn skills related to the formulation of strategies and tactics to cope with cultural differences in individual and group interactions.
 5. To be able to understand and analyze cultural standards and to adequately cope with them.
 6. To refine of written and oral communication skills.
 7. To enhance the ability to think creatively and critically.
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Teaching Approach

In this course, we use a multitude of didactical methods, including:

- Self-Study: Preparation in self-study by students before lecture to become familiar with new material and to stimulate thinking, generate ideas and questions.
 - Lecture: Presentation of topics in class by instructor using narrated Powerpoint slides.
 - Student-Instructor Interaction: Discussion of selected questions, finding of examples, answering of questions, direct interaction between student and instructor.
 - Practice and Application: Preparation of short assignments by students before class, deepening of concepts in discussion. final project / presentation
 - Group-work assignments during class, including the active application of concepts learned and the presentation of results.
 - Short Videos will be used to underline certain course-elements.
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Required Textbooks and Materials

1. Apfelthaler, G.; Muller, H.; Rehder, R. (2002). Corporate Global Culture as Competitive Advantage. *Journal of World Business*, 37, pp. 108-118
 2. Chang, C. (2006). Cultural Masculinity/Femininity Influences on Advertising Appeals. *Journal of Advertising Research*, 46(3), 315-323.
 3. Darwish, A.-F. E. & Huber, G. L. (2003). Individualism vs. Collectivism in Different Cultures: a cross-cultural study, *Intercultural Education*, 14(1), 47-55.
 4. Hofstede, G. (1993). Cultural constraints in management theories. *The Academy of Management Executive*, 7(1), 81-94.
 5. Khatri, N. (2009). Consequences of Power Distance Orientation in Organizations. *Vision – The Journal of Business Perspective*, Vol. 13(1), 1-9.
 6. Lee, J. A.; Garbarino, E. & Lerman, D. (2007) "How cultural differences in uncertainty avoidance affect product perceptions", *International Marketing Review*, Vol. 24(3), 330 – 349
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Suggested/Additional Course Materials

(if any)

Not required, only as back-up and further reading:

1. Hofstede, G. (2001) *Culture's Consequences. Comparing Values, Behavior, Institutions, and Organizations Across Nations*. 2nd edition. Thousand Oaks/London/New Delhi:Sage.
2. House, R. J., Hanges, P. J, Javidan, M. & Dorfman, P. (2004). *Culture, Leadership and Organizations. The GLOBE Study of 62 Societies*. Thousand Oaks: Sage.
3. Trompenaars, Fons and Hampden-Turner, Charles (2012). *Riding the Waves of Culture*. New York: McGraw-Hill, 3rd edition

4. Trompenaars, F., Belbin M., Hampden-Turner, C., Woolliams, P., Dumetz, J., Tournand, J., Schmitz J., Covey, S., Saginova, O., Foster, D., (2012). Cross-Cultural Management Textbook. Leipzig: Amazon Distribution
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Assessment, Assignments & Academic Calendar

Assessment:

Group Project – Week 1: This assignment will help students to explore how a foreign culture can be explored through its own artifacts such as movie clips, cartoons, comics or advertising. The process of exploring foreign cultures through such artifacts is rooted in the iceberg model of culture. In this model, observable artifacts are built upon the deeper layer of values. Both are closely inter-related: values are the foundations for artifacts, artifacts are an expression of the values of culture. Therefore it is not only possible to make predictions about e. g. human behavior (which is also an artifact) once one knows the artifacts, but it is also possible to explore cultural values through an interpretation of artifacts. This is what this assignment is about. In detail, students will follow these steps:

- (1) Formation of a group (min. 3 students, maximum of five students). Ideally, the group is composed of students from different countries / cultures.
- (2) Choice of a culture to explore in this group project. Ideally it is a culture that at least one group member originates from.
- (3) Identification of artifacts (movie clip, cartoon, comic, advertising) that students find significant of the culture they are about to explore. Ideally, more than one that address THE SAME cultural aspect are chosen so that there is a broader base for making assumptions about cultural values.
- (4) Interpreting the artifact: Interpreting means to:
 - Provide a general explanation of the chosen artifact.
 - Extract all messages of chosen artifact.
 - Identify meaning behind what's visible on the surface.
 - Identify values and assumptions behind the meaning and link them with those aspects of theoretical frameworks (e. g. Hofstede) that are meaningful in their application to your artifact. It's important to note that your task is NOT to confirm the results (values) that Hofstede provides for various countries; your task is to reflect on potential links between your own observations and analysis and Hofstede's results. You also don't have to address each one of Hofstede's dimensions – just as many as your chosen artifact covers and only those that are characteristic for your chosen country's cultural identity!

The Group Project consists of two elements, the final presentation and the final paper. Based on the steps outlined above, students will prepare and deliver a short presentation of approximately 10 – 15 minutes duration. At the minimum, the presentation will include the following slides:

- Title (including the country; title and – if applicable - subtitle of presentation; names of all group members)
- General explanation of the chosen artifact(s) (context, story/content, objects and/or characters, etc.)
- Presentation of artifact(s) including, if necessary, translation.
- Detailed explanation/analysis of artifact(s).
- Conclusion concerning cultural values that explain artifacts and links to comparative studies (e.g. of Hofstede).

Samples of a final presentation and a final paper will be made available by the instructor.

Group Works – Week 2: Based on theoretic inputs students will work on two group assignments in class. In the first assignment students will use different cultural theories presented to analyze the explicit part of a company culture, by researching the websites of the respective culture. In the second students will explore cultural standards of their own home culture and will analyze them using the cultural assimilator method. The designed cultural assimilators will be demonstrated in class. Active participation in the group work and the quality of the presentations given will be part of grading.

Group Project – Final Paper: Based on the presentations in class, groups must jointly write a formal paper (8-10 pages, not including the title page or a list of references. Use Times New Roman, 12 point, 1.5 spaced). Papers must include a title page stating all of the students first names, last names, and the title of the paper. The usual academic structure including a table of contents, list of figures and tables, bibliography etc. should be followed and common rules of proper academic writing including referencing according to APA6 need to be taken in account.

The paper needs to include:

- a) Review of theory of culture including some of the relevant authors named in the lecture, plus at least some own research (e.g. choose at least 3 additional articles from academic journals or books)
- b) Identification and Interpretation of artefacts that students find significant of the national culture they are about to explore. A product / service advertising (billboard, print, online, commercials, etc.) clearly linking with discussed theories.
- c) Analysis of selected cultural standards of the same national culture including the presentation of at least two cultural assimilators, following the structure discussed in class.
- d) Analysis of a company (from the same nation again) and it's explicit and, as far as possible, implicit culture. How does national culture interact with company culture?
- e) Summary and conclusion.

Grading Policy

(including percentages for assignments and its weighting, grade scale, etc.)

| % | | | |
|----------|---------|-----------------|--------------|
| | numeric | German | English |
| 100 - 93 | 1 | Sehr Gut | Excellent |
| 92-85 | 2 | Gut | Good |
| 84-71 | 3 | Befriedigend | Satisfactory |
| 70-61 | 4 | Genuegend | Sufficient |
| 60-0 | 5 | Nicht genuegend | Failed |

| Assessment | Points |
|--|------------|
| Attendance & Participation (2 pts per day) | 20 |
| Group Projects: Presentations | 40 |
| Final Paper | 40 |
| | |
| TOTAL POINTS | 100 |

(*please indicate the assessment components and its weighting in points)

Course & Instructor Policies

Make-up exams: according to the examination rules of FH JOANNEUM, students are eligible to take a make-up exam

Extra credit: not possible

Class attendance: mandatory attendance of 80%

Late work:

Document upload and naming conventions*:

(if any, especially by using the e-learning platform <https://virtueller-campus.fh-joanneum.at/start/en/index.html>)

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module 3: Market Research and Statistics

Course Information

Course title: Market Research and Statistics

Semester: WS 2017/2018

Credits: 2,5 ECTS

Class dates: Monday October 16th - Friday October 20th 2017

Class times: Monday-Friday (9 am-1 pm)

Classroom: Campus A, ground floor, seminar room 014

Professor Contact Information

Name: Dr. Ali Akbari

Phone Number(s): (805) 493-3379 / 818-314-8687

Email: akbari@callutheran.edu

Office location:

Office Hours: Monday-Friday 8:00-9:00 and 1:00-2:00

Instructor Bio

Dr. Ali Akbari is a Professor of Economics at the School of Management at California Lutheran University. After receiving his Ph.D. from USC in 1985, he started teaching economics and quantitative methods courses at USC, Pepperdine and CLU. For more than 30 years. Dr. Akbari has been active professionally – publishing articles, presenting papers, serving on professional programs and consulting. He has published two textbooks in economics: Explorations in Macroeconomics and Economic Way of Thinking. He also pursued his professional research interest by conducting scholarly research in a wide spectrum of social and economic issues. As a former researcher for the National Science Foundation, he established a new research center at CLU and served as the Director of the Center for Economic Research for 18 years. His research projects include a wide range of current social and economic issues in Southern California. His latest project was the

development of an economic and business forecasting model that provides quarterly forecasts of economic activities in the major cities of Ventura County. Dr. Akbari is a frequent public speaker on a broad spectrum of social issues related to urban and regional economics and his views on such issues are often sought by local media in Southern California.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

Elementary statistics
Excel

Course Description

This is a hands-on research course that enables students to conduct scientific research in the area of marketing, management, and business economics. Students will gain an appreciation for the value and conduct of scientific research and develop some feeling about this field as a potential career opportunity.

This course is an introductory course in the practice of market research applied to business and management problems. "Market Research and Statistics" is useful for students planning a career in business management, market analysis, or academic research.

The course focuses on the design, development, and implementation of business research projects. The course is centered around the tools and techniques of research and their application to the development of a formal research design. This course introduces the student to some of the uses of computer resources in research methods. You will learn a useful program (SPSS) that is used in the field of social research.

Overview of Topics and Schedule of Topics and Activities*

| Day | Date | Topics | Readings |
|-----|--------------------------------|--|--|
| | Monday, October 16, 2017 | <p>Big Data Basics: Describing Samples and Populations Descriptive Statistics and Basic Inferences Distinguish among Population, Sample and Sample Distribution Central-Limit Theorem Estimation of Parameters and Confidence Intervals Sample Size Assess the potential for nonresponse bias</p> <p>The Role of Marketing Research What is Marketing Research? Applied and Basic Marketing Research Marketing Research and Strategic Management Orientation Planning and Implementing a Marketing Mix When Is Marketing Research Needed? Marketing Research in the Twenty-First Century</p> | Chapter 1, Chapter 2, Chapter 13 |

| | | | |
|---|-----------------------------------|---|--|
| | | <p>Harnessing Big Data into Better Decisions Data, Information, and Intelligence Equal Value Database Sources and Vendors Marketing Analytics</p> | |
| 2 | Tuesday, October 17, 2017 | <p>The Marketing Research Process Decision Making and Marketing Research Types of Marketing Research Stages in the Research Process</p> <p>Qualitative Research Tools What Is Qualitative Research? Contrasting Qualitative with Quantitative Methods Qualitative Research and Exploratory Research Designs Qualitative Research Orientations Common Techniques Used in Qualitative Research Preparing a Focus Group Outline Modern Technology and Qualitative Research Exploratory Research in Science and in Practice</p> | Chapter 3, Chapter 5, |
| 3 | Wednesday, October 18, 2017 | <p>Secondary Data Research in a Digital Age Using Secondary Data in Marketing Research Typical Objectives for Secondary-Data Research Designs Sources of Internal Secondary Data External Secondary Data Sources Single-Source and Global Research in the Big Data Era</p> <p>Survey Research The Types of Information Gathered Using Surveys Sources of Error in Surveys Ways Marketing Researchers Conduct Survey Interviews Conducting Personal Interviews</p> <p>Observation Technology and Observation in Marketing Research Direct and Contrived Observation Ethical Issues in the Observation of Humans Observation of Physical Objects Mechanical Observation Measuring Physiological Reactions</p> | Chapter 7, Chapter 8 |
| 4 | Thursday, October 19, 2017 | <p>Measurement and Attitude Scaling What Needs to be Measured? Levels of Scale Measurement Indexes and Composites Validity What is an Attitude? Attitude Measures and Scaling Attitudes and Intentions</p> <p>Questionnaire Design Basic Considerations in Questionnaire Design Question Phrasing: Open- or Close-Ended Statements? Avoiding Mistakes</p> | Chapter 10, Chapter 11, Chapter 13 |

| | | | |
|---|--------------------------------|--|------------------------------|
| | | Order Bias Survey Technology Pretesting and Revising Questionnaires Sampling Designs and Sampling Procedures Why Sample? Identifying a Relevant Population and Sampling Frame Random Sampling and Non-sampling Errors Probability versus Nonprobability Sampling What Is the Appropriate Sample Design? Surveys Using Self-Administered Questionnaires | |
| 5 | Friday, October 20, 2017 | Communicating Research Results The Project and the Report Using Tables Effectively Using Charts Effectively Oral Presentation Reports on the Internet and Follow-Up <u>Final Exam</u> | Chapter 15, Chapter 16 |

Student Learning Objectives/Outcomes

The objectives of this course are to enable students to be able to:

1. Understand the major theoretical and philosophical approaches to research in the world of business and management.
2. Know how to design the data collection surveys from quantitative and qualitative perspectives, evaluate the contrasting research methodologies and determine the best approaches to obtain the required data.
3. Understand the role of research methods, within the context of management, marketing and business.
4. Compare and contrast research methodologies that relate to management, business and marketing research.
5. Develop the skills necessary to find, read, understand, and critique published research.
6. Learn how to discriminate among and interpret commonly used statistics, and to select the appropriate statistical tests for a given research problem.
7. Develop the ability to make written and oral presentations of research results.
8. Be involved in a “real world” research project that may involve surveys, polls, focus group, and experimental design.

This course is designed to answer many of the questions that are typically encountered in translating the concepts and ideas you have learned in various courses into practical business, management and economics application. You will be completing an entire research project from start to finish.

Expected Learning Outcomes

At the end of the semester students will be able to:

- locate and identify information sources relevant to solving marketing problems;
 - evaluate the marketing research process;
 - use statistical programs for analyzing and interpreting marketing research data;
 - apply up-to-date marketing research techniques and prepare research proposals.
 - Construct and interpret summary numerical measures of location, variability, and association for the sample and the population.
 - develop research designs from quantitative and qualitative perspectives.
 - set research objectives and plan a research project.
 - Be able to determine a specific marketing related research issue, set research objectives, plan and carry out a research project, critically analyze and evaluate evidence, and report the findings and outcomes.
 - Be able to write up the results.
-

Teaching Approach

The teaching approach consist of formal lectures, discussions, practical exercise, group assignments and presentations, and computer workshops.

While these processes represent a lot of hard work, students often report that this is one of the most satisfying experiences in the school of management. They often come to this conclusion based on the following reasons.

1. Practical Experience
 2. Satisfaction of Producing a Product.
 3. Application of Skills
 4. Exposure to Professional experience.
-

Required Textbooks and Materials

Essentials of Marketing Research (with Qualtrics), 6th Edition, Barry J. Babin; William G. Zikmund , ISBN-10: 1-305-26347-2, ISBN-13: 978-1-305-26347-5.

Suggested/Additional Course Materials

1- Essentials of Modern Business Statistics with Microsoft Excel, 6th Edition, 2016.
David R. Anderson, Dennis J. Sweeney, Thomas A. Williams,
ISBN-10: 1285867041, ISBN-13: 9781285867045.

2- Exploring Marketing Research, 11th Edition, Barry J. Babin Louisiana Tech
University
William G. Zikmund Oklahoma State University
ISBN-10: 1305263529 | ISBN-13: 9781305263529.

Assessment, Assignments & Academic Calendar

Assessment: Short analysis and proposed solution to case studies (15%), main project (25%), along with a Final Exam (40%) and Attendance (10%)

Topics:

Reading Assignments (if any): See overview of topics and schedule of activities

Written Assignments (if any): End of chapter assignments

Due Date: The meeting after the lecture.

Exam Date: Last Class - Friday, January 20, 2017

Grading Policy

(Including percentages for assignments and its weighting, grade scale, etc.)

| % | | | |
|----------|---------|-----------------|--------------|
| | numeric | German | English |
| 100 - 93 | 1 | Sehr Gut | Excellent |
| 92-85 | 2 | Gut | Good |
| 84-71 | 3 | Befriedigend | Satisfactory |
| 70-61 | 4 | Genuegend | Sufficient |
| 60-0 | 5 | Nicht genuegend | Failed |

| Assessment* | Points |
|--|--------------|
| Homework assignments (end of chapter assignments), and proposed solution to case studies | 150 |
| Main Project | 250 |
| Final Exam | 400 |
| Attendance | 100 |
| Total Points | 1,000 |

(*please indicate the assessment components and its weighting in points)

Course & Instructor Policies

Make-up exams: according to the examination rules of FH JOANNEUM, students are eligible to take a make-up exam

Extra credit: not possible

Class attendance: mandatory attendance of 80%

Late work:

Document upload and naming conventions*:

(if any, especially by using the e-learning platform <https://virtueller-campus.fh-joanneum.at/start/en/index.html>)

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module 4: International Consumer Behavior

Course Information

Course title: *International Consumer Behavior*

Semester: *WS 2017/2018*

Credits: *2,5 ECTS*

Class dates: *30.10. – 03.11.*

Class times: *9 am – 1 pm daily*

Classroom: *Campus A, ground floor, seminar room 014*

Professor Contact Information

Name: *Prof. Dr. Zeynep Bilgin-Wührer*

Phone number: *0732 2468 7036(at JKU, Linz)*

Email: *zeynep.bilgin_wuehrer@jku.at*

Office location: *Institute of Information Management; AP 147, 3rd floor, room no 314*

Office hours: *Mo. – Thurs. 14:00 – 16:00*

Web (if available): <http://www.jku.at/ham/content/e35323>

Instructor Bio

Prof. Dr. Zeynep Bilgin-Wührer is lecturer at the Johannes Kepler University, Linz. Until 2013 she was full time professor at “Department of Business Administration” in Marmara University, Istanbul, and for three years Chair of Marketing Sub-department. She was a visiting professor at The University of Memphis and at State University of West Georgia in USA (1998-1999) for 3 terms; lectured via Erasmus Program at Maribor University, Slovenia and at University of Navara, Pamplona, Spain. Prof. Bilgin-Wührer holds a PhD from Bogazici University, Istanbul with a major in marketing and minor in organizational behavior and wrote her dissertation at Hamburg University, Germany based on a DAAD scholarship. Her research focuses are emerging markets, consumer behavior, internationalization, knowledge development and trends in marketing.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

Having taken the following course helps to understand the material better: Cross Cultural Communication / Marketing Management / Introduction to Psychology

Course Description

The aim is to provide an in-depth investigation of similarities and differences of consumption behavior across cultural and international boundaries. For this, the core market based (external) and human based (internal) factors influencing and differentiating their motives, needs and decision making at international level will be presented. Lecture material and cases will help to better understand why people differ in their consumption experiences and choice behavior.

Overview of Topics and Schedule of Topics and Activities

| Day | Date | Topics | Readings / Assignments |
|-----|-------|--|--------------------------------------|
| 1 | 30.10 | Consumer Decision Making Process, Globalization and Segmentation in World Markets | In class work |
| 2 | 31.10 | Social structure and family affecting needs and motivation in international markets | Exam part 1 |
| 3 | 01.11 | Holly Day | |
| 4 | 02.11 | Culture shaping differences in lifestyles and personality of international consumers | Exam part 2 |
| 5 | 03.11 | Presentation of Cases | Submitting power point presentations |

Student Learning Objectives/Outcomes

1. Student centered, inquiry based learning and teaching including lectures, self-directed learning, in class studies, discussions and group work.
 2. Familiarity with the content increases the stimulation and creative thinking during the class hours. So it is advised to read relevant material prior to lecture. Lecture: Presentation of topics in class by the instructor with power point slides, web links, videos. Student-Instructor Interaction: Daily short group studies in class
-

Teaching Approach

Power points and videos are used to enhance the focus of attention. After every lecture, a short in class review with small team work studies will help to understand and memorize the topics better.

Required Textbooks and Materials

Lecture Notes: Bilgin, F. Zeynep (2016), International Consumer Behavior
Cases and articles given to students

Suggested/Additional Course Materials

Textbooks: from the library any Consumer Behavior book or Samli, A. Coskun, (2013), International Consumer Behavior in the 21st Century, Springer Verlag, ISBN: 978-1-4614-5124-2

Assessment, Assignments & Academic Calendar

Assessment: Short problem analysis and proposed solution for a case (30%) along with a Final Exam (60%) and Attendance (10%)

Topics:

Presentation Assignments: Case Presentation is on the Last Class Day

Written Assignments: Case Analysis due in a week after presentations

Exam Date: second and fourth days of the lecture week, in two parts

Grading Policy

(including percentages for assignments and its weighting, grade scale, etc.)

| % | | | |
|----------|---------|------------------|--------------|
| | numeric | German | English |
| 100 - 93 | 1 | Sehr Gut | Excellent |
| 92-85 | 2 | Gut | Good |
| 84-71 | 3 | Befriedigend | Satisfactory |
| 70-61 | 4 | Genuiegend | Sufficient |
| 60-0 | 5 | Nicht genuiegend | Failed |

| Assessment* | Points |
|---------------------------------|--------|
| In class work and participation | 10 |
| Case Study Presentation | 20 |
| Case Study Written Report | 30 |
| Written Exam | 40 |
| total points | 100 |

Course & Instructor Policies

Make-up exams: according to the examination rules of FH JOANNEUM, students are eligible to take a make-up exam

Extra credit: not possible

Class attendance: mandatory attendance of 80%

Late work: only in very special cases allowed

Document upload and naming conventions*:

(if any, especially by using the e-learning platform <https://virtueller-campus.fh-joanneum.at/start/en/index.html>)

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module 5: The Chinese Business & Management

Course Information

Course title: *The Chinese Business and Management*

Semester: WS 2017/18

Credits: 2.5 ECTS

Class dates: November 6th – November 10th, 2017

Class times: 9 am – 1 pm daily

Classroom: Campus A, ground floor, seminar room 014

Professor Contact Information

Name: Fuming Wang

Phone number: TBA

Email: fm_wang@263.net

Office location: Institute of International Management
Campus A, 4th floor, room number 410

Office hours: 2pm – 4pm daily

Instructor Bio

Fuming Wang was born in Henan Province, the People's Republic of China (PR China). He received his Master degree in International Management (MIM) from American Graduate School of International Management, Phoenix, Arizona, USA and his Bachelor degree in Economics from University of International Business and Economics (UIBE), Beijing, PR China.

Fuming Wang is currently a professor at school of Business Administration , University of International Business and Economics, teaching courses in Chinese Business and Management, Project Management, International Business and Trade, and International Management., as well as project-based researches involving operation of multinational companies in China, Impact of China's Entry into WTO on the Chinese Economy. He used to work as a Deputy Dean of Public Administration School, and Director of World Trade Training and Policy Research Center, UIBE; and Deputy Secretary-General of China Multinational Enterprises Research Association. Over the last 16 years, he has also been involving consultation for a number of joint ventures and domestic enterprises for their business development strategies. In addition, he has also conducted some international research projects, such as EFTT, Chinese Corporate Governance, World Trade Policy and National Tariff Policy Reform.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

Course Description

The Chinese Business and Management examines the Chinese economic situation and business environment that provides companies with a good opportunity to enter into the largest market with appropriate strategies at the business-level, corporate-level and international-level. The course's primary goal is to introduce students the Chinese economic reforms and potential opportunities for business with a good knowledge of the style of Chinese Management; It helps companies to choose appropriate types of strategies to establish business facilities under corporate and international framework to implement their international strategies. Students are expected to develop the ability to: 1) understand the Chinese business environment; 2) build on the specific, functionally-oriented knowledge about the Chinese management; 3) apply the critical thinking skills required to analyse complex business situations and implement practical responses at corporate and international levels ; and, 4) meeting the challenges and grasp opportunities to do business with China, through which corporate competitiveness could be developed in increasingly global context.

Overview of Topics and Schedule of Topics and Activities*

| Day | Date | Topics | Readings |
|-----|---------|--|------------------------------------|
| 1 | Nov 6 | <ul style="list-style-type: none"> Examine the social Environment for business Describe the structure and Administration of the government and the related organization Examine the political system and legal rules | Materials and cases to be provided |
| 2 | Nov 7 | <ul style="list-style-type: none"> Examine the business environment in the fast growing market. Identify key strategies in the Chinese economic development. Describe important contributors of the Business prosperity. Demonstrate . | Materials and case to be provided |
| 3 | Nov 8 | <ul style="list-style-type: none"> Examine the position of international trade, FDI, and home consumption and E-Business in China. Identify the bubbles and solutions in real estate markets. | Materials and cases to be provided |
| 4 | Nov 9 | <ul style="list-style-type: none"> Examine the financial reform and influence on the business. Analyze negative impact of corruption on the business The Chinese Management practice and skill Discuss influence of the Chinese culture on business and management | Materials and cases to be provided |
| 5 | Nov 10 | <ul style="list-style-type: none"> Strategy for market entry in China. Describe technique of negotiation and communication New drivers of the Chinese economic development and business opportunities in China Presentation of group projects | Materials and cases to be provided |
| 6 | Nov. 18 | Submit individual thesis and group projects | |

Student Learning Objectives/Outcomes

1. understand the Chinese business environment;
 2. build on the specific, functionally-oriented knowledge about the Chinese management;
 3. apply the critical thinking skills required to analyse complex business situations and implement practical responses at corporate and international levels ;
 4. meet the challenges and grasp opportunities to do business with China, through which corporate competitiveness could be developed under global context.
 5. be familiar with the skills and practice in dealing with cross-cultural issues in business with China
-

Teaching Approach

Student centered, inquiry based learning and teaching approaches including lectures, self-learning, case studies, group project, discussion, and presentation.

Required Textbooks and Materials

1. Henk R. Randau • Olga Medinskaya (2015) China Business 2.0 (1th Edition)Switzerland: Springer
 2. Materials to be provided
 3. Cases to be provided
 4. Materials on the websites:
www.Mofcom.gov.cn
www.stats.gov.cn
www.customs.gov.cn
-

Suggested/Additional Course Materials

To be provided during class sessions

Assessment, Assignments & Academic Calendar

Assessment

Assessment: *Short analysis and proposed solution to a case study (30%) and Presentation of group project (20%) along with a thesis (40%) and Attendance (10%)*

Written Assignments: thesis on one of the suggested topics related to the Chinese business and management

Grading Policy

| % | | | |
|----------|---------|-----------------|--------------|
| | numeric | German | English |
| 100 - 93 | 1 | Sehr Gut | Excellent |
| 92-85 | 2 | Gut | Good |
| 84-71 | 3 | Befriedigend | Satisfactory |
| 70-61 | 4 | Genuegend | Sufficient |
| 60-0 | 5 | Nicht genuegend | Failed |

| Assesment | Points |
|---------------------|--------|
| Attendance in class | 10% |
| Presentation | 20% |
| Group Project | 30% |
| Individual thesis | 40% |
| | |
| Total points | 100 |

Course & Instructor Policies

Written Exam: None

Extra credit: not possible

Class attendance: mandatory attendance of 85%

Late work:

Document upload and naming conventions*:

(if any, especially by using the e-learning platform <https://virtueller-campus.fh-joanneum.at/start/en/index.html>)

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module 6: Leadership in International Context

Course Information

Course title: Leadership in International Context

Semester: WS 2017/2018

Credits: 5 ECTS

Class dates: November 13th - November 17th + December 11th - December 15th, 2017.

Class times: 9 am – 1pm daily

Classroom: Campus A, ground floor, seminar room 014

Professor Contact Information

Name: *Maria Azucena Pérez Alonso*

Phone number: *+43 3862 33600 8324*

Email: *Azucena.perez-alonso@fh-joanneum.at*

Office location: *Campus Kapfenberg (Office 110)*

Office hours:

Web (if available):

Instructor Bio

Azucena Pérez Alonso holds a master's degree in Psychology from the Universidad de Salamanca (Spain), additionally she has an education background in Business and Organizational Behavior. Her research areas comprehends Entrepreneurial Psychology, Intercultural Management and Organizational Behavior and Leadership. She is a regular visiting professor in numerous universities of Europe, Asia and Latin America and since 16 years member of different international universities networks where she has gathered intercultural management skills. Currently she is the overall coordinator of the Module Social Competences in the Master of International Industrial Management (FH JOANNEUM) and professor for Management, International Business and Social Competences and team work

Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

Course Description

Due to the globalization, digitalization and individualism megatrends our society is under a deep transformation; leadership patterns, practices and experiences reflect this change. The course addresses, firstly, the timeless characteristics and theories of leadership; furthermore it leads the students to consider the big shift our society, and subsequently the business environment, is experiencing and how leadership effectiveness is influenced. Cross-cultural leadership skills have become crucial to succeed in an international business context; participants in the lecture will analyze and discuss how leaders can be prepared to deal effectively with cultural diversity. Finally, through exercises, students will gain an insight about their own motivations, impact on teams and leadership skills.

Overview of Topics and Schedule of Topics and Activities*

| Day | Date | Topics | Readings |
|-----|-------|---|---|
| 1 | 13.11 | Introduction to leadership Leadership in the context of organizations | Materials and handouts will be provided |
| 2 | 14.11 | Group Processes and Leadership: <ul style="list-style-type: none"> – Social Cognition <ul style="list-style-type: none"> ○ Attribution ○ Attitudes & Behaviour ○ Cognitive Dissonance – Social Influence <ul style="list-style-type: none"> ○ Conformity ○ Obedience ○ Group Influence – Social Relationships <ul style="list-style-type: none"> ○ Group polarisation ○ Aggression ○ Conflict & Cooperation ○ Prosocial Behaviour | Materials and handouts will be provided |
| 3 | 15.11 | Leadership theories: <ul style="list-style-type: none"> – Trait leadership – Skill based leadership – Situational leadership – Path goal leadership – Transformational leadership – Team leadership | Materials and handouts will be provided |
| 4 | 16.11 | Megatrends and it applications on leading: Leading in a virtual context | Materials and handouts will be provided |
| 5 | 17.11 | Megatrends and it applications on leading: Leading across the boarders (local and global leadership skills and characteristics) leadership ethics in different cultural settings | Materials and handouts will be provided |
| 6 | 11.12 | Leadership, Teamwork and Conflict management within international organizations. Diversity Management | Materials and handouts will be provided |
| 7 | 12.12 | Case studies, wrap up and exercises to identify their own leadership style | |
| 8 | 13.12 | Presentations Final Exam | |
| 9 | 14.12 | | |
| 10 | 15.12 | | |

*(please make use of this format)

Student Learning Objectives/Outcomes

1. To learn different perspectives when approaching leadership in organizations.
 2. To be able to understand and compare the impact culture has on perceived leadership skills and leadership practices.
 3. To analyze, compare, evaluate and synthesize the characteristics of leading globally today and in the future.
 4. To develop an *awareness about ethical issues in a global context*.
 5. *To understand the balance between idiosyncrasy and homogenization of management and leadership practices.*
 6. *To develop a better understanding of the characteristics of virtual leading.*
 7. *To enable students to assess their own leadership qualities and to improve them.*
-

Teaching Approach

Student centered, inquiry based learning and teaching approaches including lectures, self-directed learning, case studies-written and visual, self-analysis, discussion, and group work.

Required Textbooks and Materials

1. Mendenhall, M.; Osland, J.; Bird, A.; Maznevsk, M. (2012) *Global Leadership: Research, Practice, and Development* (Routledge Global Human Resource Management). Taylor & Francis Ltd.; 2nd edition
 2. Connerley, M.L.; Pedersen, P.B. (2005) *Leadership in a Diverse and Multicultural Environment: Developing Awareness, Knowledge, and Skills*. SAGE Publications, Inc;
 3. Case studies and articles will be provided.
-

Suggested/Additional Course Materials

Additional material will be suggested/ provided during the lectures

Assessment, Assignments & Academic Calendar

Assessment: Assessment: Short analysis and proposed solution to a case study (30%) along with a Final Exam (60%) and Attendance (10%)

Topics: to be decided.

Reading Assignments (if any):

Written Assignments (if any):

Due Date:

Exam Date: Last Class

Grading Policy

(including percentages for assignments and its weighting, grade scale, etc.)

| % | | | |
|----------|---------|------------------|--------------|
| | numeric | German | English |
| 100 - 93 | 1 | Sehr Gut | Excellent |
| 92-85 | 2 | Gut | Good |
| 84-71 | 3 | Befriedigend | Satisfactory |
| 70-61 | 4 | Genuiegend | Sufficient |
| 60-0 | 5 | Nicht genuiegend | Failed |

| Assessment* | Points |
|------------------|--------|
| Two case studies | 30% |
| Attendance | 10% |
| Final exam | 60% |
| | |
| | |
| total points | 100% |

(*please indicate the assessment components and its weighting in points)

Course & Instructor Policies

Make-up exams: according to the examination rules of FH JOANNEUM, students are eligible to take a make-up exam

Extra credit: not possible

Class attendance: mandatory attendance of 80%

Late work:

Document upload and naming conventions*:

(if any, especially by using the e-learning platform <https://virtueller-campus.fh-joanneum.at/start/en/index.html>)

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module 7: International Finance

Course Information

Course title: *International Finance*
Semester: *WS 2017*
Credits: *5 ECTS*
Class dates: *20 November- 1 December, 2017*
Class times: *9 am – 1 pm daily*
Classroom: *Campus A, ground floor, seminar room 014*

Professor Contact Information:

Name: *Associate Professor Branka Krivokapic - Skoko*
Email: *bkrivoka@gmail.com*
Office location: *Institute of International Management, Campus A, 4th floor, room number 410*
Office hours: *2.00 pm- 4.00 pm every teaching day*

Instructor Bio:



*A/P Branka Krivokapic-Skoko received the following qualifications:
B.Sc (Hons), M.Sc (Econ), Ph.D. (Lincoln University, New Zealand).*

Branka has more than twenty years of experience in teaching International Business Management, Asia-Pacific Business, International Economics and International Financial Management for both undergraduate and postgraduate students in Australia and New Zealand. She has also developed short courses in banking research for some corporate clients such as Commonwealth Bank of Australia.

Branka is currently supervising a number of students doing Doctorates of Business Administration and regularly running research workshops for doctoral students and early career researchers. She is a reviewer for the Australian Research Council, European Union FP7 framework (Economic and Human Sciences panel) and the Belgium Scientific Fund.

Course Pre-requisites, Co-requisites, and or Other Restrictions:

Student doing International Finance are generally expected to have finished some undergraduate introductory courses, such as Principles of Economics, or Business Economics, or Principles of Financial Management.

Course description:

The subject examines financial decision making in the international environment. It builds on and extends the domestic corporate finance framework to the international dimension. In reaching beyond national frontiers the risk management aspect of corporate finance assumes greater prominence. On the one hand there are opportunities for risk reduction through international diversification; on the other hand there is exposure to risks - such as foreign exchange risk - not normally encountered in a domestic setting. Topics covered include the foreign exchange market, risk management and foreign investment analysis in international business.

International Finance is a dynamic and innovative industry that can be expected to play an increasingly important role in the creation of national and regional wealth. The practice of international finance is thus an increasingly specialist function offering exciting opportunities for those students seeking careers within financial institutions.

Overview of Topics and Schedule of Topics and Activities:

| Day | Date | Topics | Readings |
|-----|-------------|---|--|
| 1 | 20 November | The international monetary system; fixed and flexible exchange rate systems | The international monetary system Eiteman et al, Chapter 3, pp.79-87 |
| 2 | 21 November | The foreign exchange market | The foreign exchange market Eiteman et al, Chapter 6, pp. 180-199 and Chapter 7, pp. 216-224 |
| 3 | 22 November | Foreign currency speculation | |
| 4 | 23 November | Revision /Options contracts | Currency Derivates Eiteman et al , Chapter 8, pp.239-253 |
| 5 | 24 November | Inclass test (Assessment 1) | |
| 6 | 27 November | Options contracts (cont) | Currency Derivates Eiteman et al , Chapter 8, pp.239-253 |
| 7 | 28 November | Transaction exposure | Transaction exposure Eiteman et al, Chapter 10, pp. 297-331 |
| 8 | 29 November | Transaction exposure (cont) | Transaction exposure Eiteman et al, Chapter 10, pp. 297-331 |
| 9 | 30 November | Revision/case studies | |
| 10 | 1 December | Exam (Assessment 2) | |

Student Learning Objectives/ Outcomes:

1. An understanding of the basic concepts and terms in International Finance
 2. Familiarity with the International Monetary System
 3. A good knowledge of the functions foreign exchange markets, such as spot and forward exchange rates, hedging and speculation
 4. A good knowledge of the techniques available for managing foreign exchange risk and exposure and being able to apply them to the firms operating in international environment
-

Teaching Approach:

While the course discusses theoretical basis on the various issues, it relies on both empirical evidence and discussion of the multinational firms' activities. The teaching style is mostly lectures, video context, class discussions, practical examples of calculations, quantitative problem sets and case studies.

Required Textbooks and Materials:

Eiteman, D. K, Stonehill, A.I. and Moffett, M.H. (2013) *Multinational Business Finance*. 13th Global Edition/ Addison Wesley, Boston, Mass.

Suggested/ Additional Course Materials:

1. Handouts will be provided for each of the topics
2. *The Financial Times and Wall Street Journal* will be provided in the class and used for discussing case studies

Assessment, Assignments & Academic Calendar:

| % | | | |
|----------|---------|----------------|--------------|
| | numeric | German | English |
| 100 - 93 | 1 | Sehr Gut | Excellent |
| 92-85 | 2 | Gut | Good |
| 84-71 | 3 | Befriedigend | Satisfactory |
| 70-61 | 4 | Genügend | Sufficient |
| 60-0 | 5 | Nicht Genügend | Failed |

| Assessment | Points |
|----------------|--------|
| In class test | 40.0 |
| The Final exam | 50.0 |
| Attendance | 10.0 |
| | |
| | |
| Total points | 100.00 |

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module 8: Latin American Business Development

Course Information

Course title: Latin American Business Development

Semester: WS 2017/2018

Credits: 2,5 ECTS

Class dates: December 4th – December 8th, 2017

Class times: 9 am – 1pm daily

Class Room: Campus A, ground floor, seminar room 014

Professor Contact Information

Name: Francisco Castaneda

Phone number: +569-42772299

Email: Francisco.castaneda@usach.cl

Office location:

Office hours:

Web (if available):

Instructor Bio

Francisco Castaneda is an economist graduated from Universidad de Chile. Francisco obtained his Master of Science in Economics and Finance at the University of Birmingham, UK. Before that, he worked as an Advisor at the Chilean Ministry of Finance and then as an Economist at the Central Bank of Chile. Francisco currently is a professor at the Faculty of Business and Economics at Universidad de Santiago de Chile (USACH). Besides, he is the Director of the MBA Program and Director of the International Relations Unit, both in the Faculty of Business and Economics. In this period he obtained his Ph.D. in Economic Geography at Loughborough University, UK. Previously, he also did Postgraduate Studies in Corporate Governance at Newcastle University Upon Tyne, UK. In the pure academic context, he has published papers and chapters of books in *El Trimestre Economico* (Mexico), CIRIEC-University of Liege, University of Milan (Jean Monnet Network), the *Geographical Journal* (UK), Babson College (USA), *Global Urban Analysis* (Earthscan Ed, London), and CLADEA (Consejo Latinoamericano de Escuelas de Administracion). Also he has published (jointly with other authors) a “Manual of Corporate Finance” (undergraduate studies). In

regard to Higher Education (HE) issues, he was volunteer in the Propedeutics program (in USACH) which is a social inclusion program in HE for talented students (program acknowledged by UNESCO Chair). Simultaneously, he participated in a working group at USACH, developing proposals with regard to the financing framework of Chilean Universities from the perspective of social inclusion.

In international training, he has attended:

- **Course: “Advanced Economic Growth”**. Kiel Institute for the World Economy, Germany. This course is held as part of the “Advance Studies Program 10-months”, a high training level in advanced economics. 2017
- **Research Symposium at Harvard Business School** organized by Real Colegio Complutense (Madrid) (grant). 2014
- **Workshop in Economic Geography** (South Korea).2011
- **Workshop in Industrial Policy (APORDE)** in Johannesburg (grant of the Development French Agency and South African Department of Trade and Industry). 2011

He has been visiting professor at UNITEC (Honduras), Euromed Grand Ecole (Marseille, France), Costa Rica and Panama (Universidad Interamericana). Also he has taught a wide range of USA students (Colorado College, University of Virginia and University of North Carolina Chapel at Hill). In regard to his research, Francisco is an Economist and Geographer with a strong focus on: i) Industrial policy, global value chains and international trade, and ii) Macro-Financial Economics with focus in asymmetries of information and uncertainty.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

Course Description

Latin America as an attached region to the paradigm of emerging economy is a complex area: it has a high potential of development based on its natural resources and raw materials, and actively participates in regional and extra-regional trade blocs to which a high degree of inequality in wealth level is added. Despite these challenges, Latin America requires adding more knowledge and technology to its range of commodities. It requires to develop sectors that strengthen global production chains with higher added value in articulating a more balanced and less dependent on international economic growth cycles. The region is inserted into a wide network of international free trade agreements; some with greater openness to the rest of the world; and others with a relatively high level of tariff protection, more oriented towards the domestic market. The high rate of inflation had been a frequent problem in Latin America in the 60s and 80s, but this problem has been already mitigated (except in some countries), but not completely eliminated. In turn, bank sophistication levels in the region are different. Some countries in Latin America have developed high standards for financial regulation while others are weak and lag behind the

dominant trends in this area. In turn, the stock exchanges as financial resource injection engine to companies generally have a positive contribution to the economies. 33 In this context, this course, starting with a recent historical diagnosis of Latin America, and explaining its conflicting internal forces in economic orientation, aims to understand the current productive structures of Latin America focusing on the largest and most representative countries. So in particular, it seeks to analyze the patterns of foreign investment (laissez-faire or "guide" investment) and in the economic sectors where is concentrated. Also it seeks to derive classifications country risk strengths and weaknesses of the major economies focusing on the fiscal position, the macroeconomic environment and capital flows as well as the levels of corruption and especially focusing on the development of a suitable environment for doing business. The trends in financing small and medium enterprises in the region as well as support for venture capital considering private-public models to support these ventures will be also prospected in this course. Cases of multinational European companies investing in Latin America will be particularly covered so as to derive from here critical success factors.

Overview of Topics and Schedule of Topics and Activities*

| Day | Date | Topics | Readings |
|-----|------|--|--|
| 1 | | <p>Introduction to Latin American Business</p> <ul style="list-style-type: none"> - Latin American History: Evolution, Geography and Institutional Arrangements. - Major themes in Latin America - Major business trends in Latin America. -Doing Business in Latin America: culture, legal, political and economic framework issues to be considered (major challenges). -In some main economies, analysis of risk country and its effect on investment. <p>- Business Case</p> | <ul style="list-style-type: none"> - (S –V-G): Chapters 1 & 3 - (F): Chapters 1 & 2 - Working papers and presentations to be handed in by Francisco Castañeda |
| 2 | | <p>Latin American Blocks Trade</p> <ul style="list-style-type: none"> -Commodities production and the need of value added. | <ul style="list-style-type: none"> - (R – S): Chapter 7 - (F): Chapters 8 & 9 Working papers and |

| | | | |
|---|---|--|--|
| | | <ul style="list-style-type: none"> -A new and rejuvenated Industrial policy and the complexity of the economic development. - Foreign Relations (political and trade) with EU, USA and China. - Washington Consensus and the Post-Washington Consensus - Political Risk Analysis and Political Stability <p>Chile: Case of a small and open outward oriented economy.</p> | <p>presentations to be handed in by Francisco Castañeda</p> |
| 3 | | <p>Financial Crisis in Latin America</p> <ul style="list-style-type: none"> - Speculative Bubble, Deficits in Current Account, Capital Flows and variation in the Stock Exchanges. -Effects on the inflation rate, interest rate, GDP and composition of exports. - Financial and trade channel on domestic economies - Effects of Subprime Crisis on Latin America <p>Business Case</p> | <p>- (R – S): Chapters 9 & 10</p> <p>Working papers and presentations to be handed in by Francisco Castañeda</p> |
| 4 | - | <p>Establishing Businesses in Latin America</p> <ul style="list-style-type: none"> - Corporate Strategy in Latin America. - Marketing strategy for Latin America - The Latin American Middle Class Consumer. - Supply Chain Management | <p>- (S –V-G): Chapter 7</p> <p>Working papers and presentations to be handed in by Francisco Castañeda</p> |

| | | | |
|---|--|---|---|
| | | <p>Issues.</p> <ul style="list-style-type: none"> - Geography and Informal Markets. - Opportunities in the Upgrading of firms in the Latin American Global Value Chains. <p>Negotiation in Latin America.</p> <p>Business Case</p> | |
| 5 | | <p>Culture and Business</p> <ul style="list-style-type: none"> - Latin American Business Culture Mistakes. - Culture and Management Values in Latin America: Social Structures <p>Personal Communication</p> <ul style="list-style-type: none"> - Business Lessons in Latin America | <p>(S –V-G): Chapter 8</p> <p>Working papers and presentations to be handed in by Francisco Castañeda</p> |

Student Learning Objectives/Outcomes

- An understanding of the heterogeneity of Latin America in economic and social terms. This includes social, tax, trade liberalization and macroeconomic aspects.
 - The student can distinguish the different economic policies that coexist in the region and show different results in terms of economic performance.
 - An identification of investment opportunities in Latin America (joint venture, direct foreign investment, etc.) articulating European experiences and knowledge with a more varied and complex regional supply producer.
 - The student can prospect the risks and benefits of the different types of market penetration considering a map of economic risks. Which in turn he/she can be able to find niche markets in sectors that have not yet potentially scaled up.
-

Teaching Approach

The learning experience will consist of:

In Class Lectures, where financial theories and practical problems are presented and explained;
Seminars, where students apply theory and practice to solve case studies.

Required Textbooks and Materials

-Reyes, J. & Sawyer, C. (2011). Latin American Economic Development. New York: Routledge. (R-S)
-Franko, P. (2007). The Puzzle of Latin American Economic Development. Lanham: Rowman & Littlefield Publishers. (F)
-Spillan, J., Virzi, N. & Garita, M. (2014). Doing Business In Latin America: Challenges and Opportunities. Routledge. (S-V-G)

Assessment, Assignments & Academic Calendar

Assessment:

- **Short Test (20%)**: Analysis of a selected text – Questions and Group Participation
 - **Short Test (20%)**: Analysis of a selected text – Questions and Group Participation
 - **Short Test (20%)**: Analysis of a selected text – Questions and Group Participation
 - **Final Test (40%)**: Analysis of a selected text – Questions and Group Participation
-

Grading Policy

(including percentages for assignments and its weighting, grade scale, etc.)

| % | | | |
|----------|---------|------------------|--------------|
| | numeric | German | English |
| 100 - 93 | 1 | Sehr Gut | Excellent |
| 92-85 | 2 | Gut | Good |
| 84-71 | 3 | Befriedigend | Satisfactory |
| 70-61 | 4 | Genuiegend | Sufficient |
| 60-0 | 5 | Nicht genuiegend | Failed |

Course & Instructor Policies

Make-up exams: according to the examination rules of FH JOANNEUM, students are eligible to take a make-up exam

Extra credit: not possible

Class attendance: mandatory attendance of 80%

Late work:

Document upload and naming conventions*:

(if any, especially by using the e-learning platform <https://virtueller-campus.fh-joanneum.at/start/en/index.html>)

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module 9: Market Entry Strategies

Course Information

Course title: *Market Entry Strategies*

Semester: *WS 2017/2018*

Credits: *5 ECTS*

Class dates: *January 8th- January 19th, 2018*

Class times: *9 am – 1pm*

Classroom: *Campus A, ground floor, seminar room 014*

Professor Contact Information

Name: *Dr. Birgit Burböck*

Phone number: *+316-5453-6831*

Email: *Birgit.burboeck@fh-joanneum.at*

Office location: *Eggenberger Allee 11, 8020 Graz - Room 406*

Office hours:

Web (if available):

Instructor Bio

When companies are planning to internationalize they need employees which are able to critically analyze their opportunities in order to come up with strategy recommendation. Several companies have appreciated the support of research-projects by the FH JOANNEUM in order to identify international market opportunity assessment.

Birgit gained experience in the retail as well as in the financial industry. Her educational background includes a Doctorship from the Vienna University of Economics, Institute of Banking and Risk Management plus a Diploma from the FHS Kufstein, Austria and Dublin Institute of Technology, Ireland in International Business. Since 2011 Birgit is teaching at the FH JOANNEUM.

In her free time, she loves to do almost any outdoor-activity with her daughter.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

The Environment of International Business like, a.) Theories of International Business, b.) Political and Legal Systems in National Environments, c.) Ethics in International Business d.) the Difference between of Emerging Markets, Developing Economics, and Advanced Economics and e.) Government Intervention in International Business

Course Description

This course offers diverse aspects and insights into International Market Entry Strategies. We are starting with theoretical sessions which are accompanied by case studies and research activities. After you received theoretical inputs you will visit several companies and have the opportunity to talk to company representatives about their challenges in their internationalization processes. Since these trips involve travelling, each **student has to cover their own travelling costs.**

Overview of Topics and Schedule of Topics and Activities*

| Day | Date | Topics | Readings |
|-----|--------|--------------------------------------|------------|
| 1 | Jan 8 | Global Market Opportunity Assessment | Chapter 12 |
| 2 | Jan 9 | Exporting and Countertrade | Chapter 13 |
| 3 | Jan 10 | Licensing and Franchising | Chapter 15 |
| 4 | Jan 11 | Foreign Direct Investment | Chapter 14 |
| 5 | Jan 12 | Review and Music Quiz | |
| 6 | Jan 15 | Company Visit | |

| | | | |
|----|--------|---------------|--|
| 7 | Jan 16 | Company Visit | |
| 8 | Jan 17 | Company Visit | |
| 9 | Jan 18 | Company Visit | |
| 10 | Jan 19 | Final Exam | |

Student Learning Objectives/Outcomes

... in terms of knowledge

1. Develop a systematic approach for a market research & analysis
2. Exploring important market entry modes
3. Explain the pros and cons of the different modes to enter a foreign market
4. Identify and analyze factors that influence a firm's choice of entry mode by assessing global market opportunities
5. Apply your knowledge on several case studies

...in terms of skills and competences

1. Ability to work in teams (<5)
2. Capability to understand & apply the different strategic concepts
3. Critical thinking
4. Practice research skills
5. Knowledge exchange with experts

Teaching Approach

This course is based on a blended learning approach:

- Theoretical sessions
- Class room discussions
- Case studies
- Research activities
- Company visits

Required Textbooks and Materials

- 1. *International Business (2017), Cavusgil T.; Knight G.; Riesenberger J., Pearson***
- 2. *Case-Study readings will be made available.***

The textbook is available in our library.

Assessment, Assignments & Academic Calendar

| | | |
|--------------------|--------------------------|-------|
| Assessment: | <i>Case study Report</i> | (30%) |
| | <i>Attendance</i> | (10%) |
| | <i>Final Exam</i> | (60%) |

The final exam is an online-exam which you have to take at our university.

Topics: All topics discussed in class

Reading Assignments (if any): Each responding chapter needs to be read prior coming to class!

Written Assignments (if any): Case Study Report

Report Due Date: February 2nd, 2018

Exam Date: Last Class

Grading Policy

(including percentages for assignments and its weighting, grade scale, etc.)

| % | | | |
|----------|---------|-----------------|--------------|
| | numeric | German | English |
| 100 - 93 | 1 | Sehr Gut | Excellent |
| 92-85 | 2 | Gut | Good |
| 84-71 | 3 | Befriedigend | Satisfactory |
| 70-61 | 4 | Genuegend | Sufficient |
| 60-0 | 5 | Nicht genuegend | Failed |

| Assessment* | Points |
|--------------------------|------------|
| <i>Case study Report</i> | 32 |
| <i>Attendance</i> | 10 |
| Company Q&A (4x4) | 16 |
| <i>Final Exam</i> | 50 |
| total points | 100 |

The case study report must not exceed 25 pages. The report will be evaluated based on the following criteria:

- Layout
 - Structure
 - Grammar & wording
 - content
-

Course & Instructor Policies

Make-up exams: according to the examination rules of FH JOANNEUM, students are eligible to take a make-up exam

Extra credit: not possible

Class attendance: mandatory attendance of 80%

Late work: not possible

Document upload and naming conventions*:

- **groupname_title of the case**
- **groupname_questions_company**
- **groupname_answers_company**

(if any, especially by using the e-learning platform <https://virtueller-campus.fh-joanneum.at/start/en/index.html>)

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module 10: International Marketing

Course Information

Course title: *International Marketing Management*

Semester: WS 2017/18

Credits: 5 ECTS

Class dates: January 22nd - February 02nd, 2018

Class times: 9 am – 1 pm daily

Classroom: Campus A, ground floor, seminar room 014

Professor Contact Information

Name: Hildegard Liebl

Phone number: 0316/5453/6815

Email: hildegard.liebl@fh-joanneum.at

Office location: Institute of International Management
Campus A, 4th floor, Room 401

Office hours: best reach between Tuesday and Thursday

Web (if available):

Instructor Bio

Hildegard Liebl was born in Vienna, Austria. She received her Master's in Business Administration (specialisation: Marketing and HR) at the Vienna University of Business Administration and Economics (WU Wien) after studying at Miami University, Oxford, Ohio. From 93 to 01 she worked as a product/brand manager for Unilever, concentrating on all kinds of marketing issues for Frozen Food and margarine business. During this time she managed to launch 30 new products within the Austrian retail trade with strong focus on the needs and demands of the Austrian consumer. From 01 to 03 she was Marketing Manager and Business Unit Manager at the biggest frozen food producer in Austria (Austria Frost). Hildegard built up a marketing department and started business in CEE, mainly in Czech, Hungaria and Slowenia. Between 03 and 05 she was Marketing Manager for Danone Austria, further developing strong brands like Actimel. Hildegard Liebl is currently a senior lecturer at the Joanneum University of Applied Sciences (FH Joanneum) in Graz, teaching courses in Marketing. In addition, Hildegard Liebl is working as a freelance executive coach (she received an additional diploma education in business coaching) and marketing consultant.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

Students ideally have some basic knowledge of marketing management

Course Description

Global marketing is marketing's response to the fact that markets around the world sometimes show increasingly similar, yet sometimes differing characteristics and therefore need to be targeted in a globalized or localized way. The marketing activities of the modern company have become increasingly internationalized. Marketing across national borders is one of the most challenging fields in business today.

In this course, we will discuss the scope and challenge of international marketing and draw the distinction between international, global and multinational marketing. We will deal with the reasons for growing globalization of markets as well as the cultural environment of global markets. In a next step, we will learn how to assess global market opportunities, what

needs to be considered when conducting marketing research and how to enter new foreign markets. We will discuss international market segmentation and targeting, environmental and competitive analysis and common pitfalls in global marketing. In a next step, we will adapt the basic 4 Marketing Mix elements to the international marketplace.

The primary teaching method will be lectures, group discussion and group problem-solving. 4 assignments will stimulate your thinking and understanding. We will leverage the different cultural backgrounds of the participants and learn from each other through class discussion.

By the end of this course students will appreciate how the international marketing environment differs from their domestic environments and understand the complexity of the international marketplace as well as be familiar with current issues in international marketing.

Overview of Topics and Schedule of Topics and Activities*

| Date | Time | Topics | Assignments (preparation for class), textbook chapters |
|---|---|--|---|
| Lecture 1 Monday 23.01 Then Hauptplatz Back in class: | 09.00- 10.15 12:15 – 13:30 | Course Overview Introduction, Introduction Marketing A1: Explore the Austrian Marketing Landscape | Chapters 1, 2, A 1: Explore the Austrian Marketing Landscape |
| Lecture 2 Tuesday 23.01 | 09.00- 13.00 | How do Foreign Markets Differ? Why are Foreign Markets Difficult? Cultural, Economic, Political and Legal Forces Limits for Standardization of the Domestic Marketing Policy Cultural and Social Factors International Consumer Behavior / Intercultural Aspects A1: Austrian Marketing Landscape | Chapter 4, |
| Lecture 3 Wednesday 24.01 | 09:00- 13:00 | Why Study Global Marketing ? The World Economy and International Trade Why Do Companies Go abroad ? Development of International Marketing Political and Legal Forces Bic Mac Index Global Marketing Sources | Chapters 3, 5 A 2: Hofstede |

| | | | |
|--|------------------|---|--|
| | | How to Promote Products in Foreign Markets? Communication platforms Advertising and culture International coordination A 2: Hofstede | Chapters 13, 16 |
| Lecture 4 Thursday 25.01 | 09:00- 13:00 | Continue of “Promotion” P How to Select and Enter Foreign Markets? Assessment of Market Opportunities Criteria for Target Market Selection Country Selection Process / Filters A3: Entry Modes | Chapters 8, 9 A3: Entry Modes |
| Lecture 5 Friday 26.01 | 09:00- 13:00 | A3: Entry Modes Preparation for Assignment 4 | |
| Lecture 6 Monday 29.01 | 09:00 – 13:00 | How to Research and Segment Foreign Markets? Global Market Research Global Market Segmentation | Chapter 6, 7 |
| Lecture 7 Tuesday 30.01 | 09:00 – 13:00 | How to Design Products for Foreign Markets? Product Development Adaptations to Products Globalization (Standardization) vs. Localization (Adaptation) Lifecycle International Product Portfolio International Branding / Different Positioning Country of Origin-Effect Brand Bundling / Ingredient Branding | Chapters 16, 19 |
| Lecture 8 Wednesday 31.01 | 09:00 – 13:00 | How to Price and Distribute Foreign Products Price coordination Countertrade Transfer Pricing Dumping Distribution Channel Design Consideration | Chapters 12, 15 |
| Lecture 9 Thursday 01.02 | 09:00 – 13:00 | Assignment 4 | |

| | | | |
|-------------------|------------------|---|--|
| Lecture 10 | | | |
| Friday 02.02 | 09:00 – 13:00 | Assignment 4 Summing up of Class | |

Student Learning Objectives/Outcomes

At the completion of the course, students should have

- an understanding of the issues to consider when developing a marketing program outside their geographical home market
- a better grasp of techniques to evaluate different marketing problems and be familiar with cultural issues
- a confidence in their personal ability to solve problems in the area of International Marketing.

Teaching Approach

This course will combine theory / lecture elements with more practical work elements.

In order to fully benefit from this course, you are expected to

- solve the appropriate assignments before class
- participate in class discussions and class exercises, share your knowledge and experience with each other

Required Textbooks and Materials

Textbook

- Kotabe, Masaaki / Helsen, Kristiaan: Global Marketing Management, 7th edition, John Wiley & Sons, New York et. al. 2016

Suggested Supplemental Materials for Background Reading

- Albaum, Gerald/Duerr, Edwin: International Marketing and Export Management, 8th edition, Prentice Hall, Essex UK 2016
- Czinkota, M. / Ronkainen, I., Zvobgo, G.: International Marketing, 9th edition, Harcourt College Publishers, Orlando 2011
- Kotler, P.; Keller, K.; Brady, M.; Goodman, H.; Hansen, M.: Marketing Management, 3th edition, Prentice Hall, Englewood Cliffs 2016
- Usunier, J.-C.: Marketing Across Cultures, 6rd edition, Financial Times Prentice Hall, Essex 2013

Suggested Journals

- Financial Times
- Fortune

- Harvard Business Review
- European Journal of Marketing
- Journal of the Academy of Marketing Science
- Journal of Business Research
- Journal of Marketing
- Journal of Retailing
- Der Handel (German)
- Der Markt (German)
- Horizont / Bestseller (German)
- Key Account (German)
- Lebensmittelzeitung (German)
- Regal (German)

Suggested/Additional Course Materials

to be provided by instructor at beginning of the course

Assessment, Assignments & Academic Calendar

Information to be provided by instructor at beginning of the course

Grading Policy

(including percentages for assignments and its weighting, grade scale, etc.)

| % | | | |
|----------|---------|-----------------|--------------|
| | numeric | German | English |
| 100 - 93 | 1 | Sehr Gut | Excellent |
| 92-85 | 2 | Gut | Good |
| 84-71 | 3 | Befriedigend | Satisfactory |
| 70-61 | 4 | Genuegend | Sufficient |
| 60-0 | 5 | Nicht genuegend | Failed |

| Assesment* | Points |
|---------------------|--------|
| Assignment 1 | 20 |
| Assignment 2 | 30 |
| Assignment 3 | 40 |
| Assignment 4 | 35 |
| Class Participation | 25 |
| total marks | 150 |

Course & Instructor Policies

Make-up exams:

Extra credit:

Class attendance:

Late work:

Document upload and naming conventions*:

(if any, especially by using the e-learning platform <https://virtueller-campus.fh-joanneum.at/start/en/index.html>)

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.