



Introduction to International Management (1561) - WS 2025/26

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Dates: 1st block, Friday, 14-18 h.

Management decisions in an international context have a number of special features compared to activities in domestic markets. This concerns the customer side as well as the design of the relationship with employees and suppliers or the organizational structure of international corporations.

Based on the Business Model Canvas developed by Alexander Osterwalder - a very illustrative representation of business models - we will deal with the specifics of managing international business models and will discuss current issues and developments such as the discourses about negative external effects, diverse workforces, or the resilience of supply chains.

The examination consists of a final exam and assignments where applicable.

Preliminary Schedule:

