



Introduction to International Management (1561) - WS 2026/27

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SCHEDULE First block · Fridays · 14:00–18:00	TEACHING FORMAT Lecture (2 contact hours) + tutorial (1 contact hour)
ECTS 6 credits	MODULE TYPE Compulsory foundational Bachelor module
LANGUAGE Language of instruction and assessment: English	PREREQUISITES None
FREQUENCY Winter semester only	MOODLE Registration required

Course Overview

Management decisions in an international context differ in important ways from decisions in purely domestic markets. The course examines these differences on the market side as well as in relationships with employees and suppliers and in the organizational design of multinational companies.

Alexander Osterwalder's Business Model Canvas serves as the main organizing framework. Building on this perspective, the course analyzes international business models and discusses current challenges such as negative externalities, heterogeneous workforces, resilient supply chains, and volatile competitive environments.

Learning Outcomes

Subject-specific competencies

Upon successful completion, students will have a broad and up-to-date foundation of theoretical and methodological knowledge in international management. They will be able to apply this knowledge to international management problems and deepen it in line with the current state of research.

Transferable competencies

- Apply knowledge to concrete problems and develop independent solutions.
- Present individual positions and problem solutions in writing, for example in reports or protocols.
- Present positions and proposed solutions in a clear and comprehensible manner.

- Select, analyze, evaluate, use, and design media appropriately.
- Organize one's own work process effectively.
- Engage critically with academic texts and research relevant literature efficiently.
- Identify gaps in one's own knowledge and address them systematically.

Content and Preliminary Course Sequence

#	Topic block	Focus
1	The promise of globalization	Introduction to international management and theoretical framework
2	International competitive advantages	Customer relationships, competitive advantages, and international positioning
3	Market entry strategies	Entry modes, make or buy
4	Human Resources & Diversity	International HR management, heterogeneous workforces, and diversity
5	Guestspeaker Jonas Hunold (Krones AG): Competing in volatile environments	Current challenges in dynamic international environments
6	Structure, partners, supply chains & ecosystems	Organizational structure and activities, partner relationships, supply chains, and ecosystems
7	The environment of international firms	Institutional and societal environment, externalities, and other framework conditions

Teaching and Learning Methods

The module combines lectures and tutorials. The language of instruction is English.

Assessment

Examination number 1561. Assessment comprises a final written examination as well as topic-related assignments or other course components announced during the module. Specific requirements and organizational details will be communicated in class and via Moodle.

Literature and Course Materials

Cases, readings and other material

Organization

- Registration in Moodle is required.
- The module is offered in the winter semester only.

Version: Winter Semester 2026/27 · Course sequence is preliminary; organizational details may be further specified during the course.