

Information sheet for the course International Management in German

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Faculty of Social and Economic Relations</i>	
Course unit code: <i>LZV45</i>	Course unit title: <i>International Management in German</i>
Type of course unit: <i>optional</i>	
Planned types, learning activities and teaching methods: <i>Lecture: 2 hours weekly/28 hours per semester of study; face to face</i> <i>Seminar:</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>2nd semester 1st year</i>	
Degree of study: <i>II. (engineer, magister)</i>	
Course prerequisites: "none"	
Assesment methods: <i>During the semester there will be two tests for 10 points each via e-learning. The condition for successful passing is to earn at least 55% on each test. Two absences on lectures are excused. To obtain the evaluation of A it is necessary to achieve at least 80%, to obtain the evaluation of B at least 70%, for the evaluation of C at least 65%, for the evaluation of D at least 60% and for the evaluation of E at least 55%. At the end of the semester during the examination period: exam. Final evaluation: Achieved average.</i>	
Learning outcomes of the course unit: <i>A student completing the course acquires an overview of the basic theses and concepts of international strategic management and international trade. The student will be able to approach the issue of international strategic management as a methodology aimed to ensure international competitiveness and efficiency of the decisions taken when drafting international enterprise strategy. The student will understand the role of managing apparatus and managerial procedures, which can be used to develop ideas and create perspectives needed to achieve the short term and long term objectives of the enterprise in the transnational market environment. After successful completion of a learning process the student is ready to pursue further university studies.</i>	
Course contents: <ol style="list-style-type: none"><i>1. Introduction to the problems, recommended reading and conditions for passing the subject.</i><i>2. International entrepreneurship and international business environment.</i><i>3. The internationalization of the business entity.</i><i>4. The international integration of the industrialized countries in the EU.</i><i>5. International strategic management.</i><i>6. A strategy of penetrating foreign markets for a business entity</i><i>7. Forms and methods of entering the foreign market.</i><i>8. Management of foreign trade.</i><i>9. International marketing.</i><i>10. International financial management.</i><i>11. Human resource management in international business entity.</i><i>12. International aspects of personnel management activities.</i><i>13. The position of Slovakia in international entrepreneurship.</i>	
Recommended of required reading: <i>Strunz, H. a kol.: International Business I. Theorie und Fallstudien. Mercur Verlag, Wien/Berlin 2013</i>	

Strunz, H. – Dorsch, M.: Management im internationalen Kontext. Oldenbourg Verlag, München 2009

Strunz, H.: Internationales management: Strategien und Fallstudien. TnUAD, Trenčín 2006

Griffin, R.W. – Pustay, M.W.: International Business: A Managerial Perspective. Prentice Hall, New Jersey 2006

Porter, M. E.: Competitive strategy: techniques for analyzing industries and competitors. Free Press, New York 1980

Language: *German*

Remarks:

The course is offered in the summer semester of the first year of full-time graduate studies and in the summer semester of the first year of external graduate studies. This course is elective.

Evaluation history:

A	B	C	D	E	FX
44.44	55.56	0.00	0.0	0.0	0.0

Lectures:

prof. Ing. Mag. Dr. Herbert Strunz

Last modification: *28.05.2014*

Supervisor: *doc. Mgr. Sergej Vojtovič, DrSc.*