

ISSS Ethical Strategic Leadership

Contact hours

13

credit points

1

Lecturer

Prof. Dr. James Caldwell
Southeast Missouri State University

Topics

learning outcomes:

- to understand the strategic management process
- to explain how to use analytical tools in the strategic management process
- to explain the role of personal and public leadership in the strategic management process
- to understand the role of values, trust, and ethical decision making in effective strategic implementation

outline:

1. Strategic Planning
 - 1.1 Organizational Effectiveness and Change Cycle
 - 1.2 Company Missions
2. Strategic Analysis
 - 2.1 External and Global Environment Analysis
 - 2.2 Internal Environment Analysis
3. Strategy Evaluation and Selection
 - 3.1 Long-Term Strategies
 - 3.2 Business-Level Strategies
 - 3.3 Multi-Business Strategies
4. Strategic Implementation
 - 4.1 Leadership and Motivation
 - 4.2 Organizational Culture
 - 4.3 Values and Ethical Decision Making

References

Distribution of all reading material in class

Teaching methods

- interactive lectures
- discussions

	<ul style="list-style-type: none">• classroom experiential exercises
Grading	written exam (60 minutes)
Teaching language	English

ISSS European Union

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Manfred Herbert

Topics

I. Introduction: Co-operation of States, International Organisations and Regional Integration

1. General Remarks
2. Co-operation of States
3. International Organisations
4. World Trade Organisation
5. Regional Integration

II. Development of the European Communities and the European Union

1. The Growing of the European Idea after the Second World War
2. Establishment of the European Communities
3. Development of the European Communities and
Establishment of the European Union
4. Development since 2000

III. Institutional System of the European Union

1. General Remarks
2. European Council
3. Council
4. Commission
5. European Parliament

6. European Court of Justice
7. European Central Bank
8. Court of Auditors
9. Other Bodies
10. Is There a Lack of Democracy in the European Union?
11. Excursus: Budget of the EU

IV. Single Market

1. General Remarks
2. Free Movement of Goods
3. Free Movement of Persons
4. Freedom to Provide Services
5. Free Movement of Capital and Payments

V. European Competition Policy

1. General Remarks
2. Prohibition of Cartels
3. Prohibition of the Abuse of a Monopoly Position
4. Merger Control
5. Prohibition of State Aids

VI. Economic and Monetary Union

1. General Remarks
2. Implementation of the EMU
3. Stability and Growth Pact
4. European Stability Mechanism

References	Distribution of all reading material in class.
Teaching methods	<ul style="list-style-type: none">• lectures• discussions• case studies
Grading	written exam (60 minutes)
Teaching language	English

ISSS Global Supply Chain Management

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Jeffrey Johnson
St. Mary's University, U.S.A.

Topics

Learning outcomes:

- to explain why global production and supply chain management decisions are of central importance to global companies
- to explain how country differences, production technology, and production factors all affect the choice of where to locate production activities
- to identify and explain key strategic issues and decisions required for effective global supply chain operations
- to identify the factors that influence a firm's decision of whether to source supplies from within the company or from foreign suppliers
- to identify and describe the functions of logistics and purchasing (sourcing) within global supply chains
- to describe what is required to efficiently manage a global supply chain

Outline:

1. Introduction to Global Supply Chain Management
2. Global Production
 - 2.1 Where to Produce
 - 2.2 Make-or-Buy Decisions
3. Global Logistics Function
4. Global Purchasing Function
5. Managing a Global Supply Chain

	<p>6. Global Supply Chain Disruption and Risk Mitigation</p> <p>7. Summary</p>
References	Distribution of all reading material in class
Teaching methods	<ul style="list-style-type: none">• interactive lectures• discussions• brief case studies• short videos
Grading	written exam (60 minutes)
Teaching language	English

ISSS Innovation Management

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Francisco Vidal Barbosa
Universidade Federal de Minas Gerais, Belo Horizonte, Brazil

Topics

learning outcomes:

- understand the importance of innovativeness, entrepreneurial spirit, and new technologies for sustainable business development
- differentiate between different types of start-ups and spin-offs
- implementation and successful innovation
- innovator should be a solution provider
- evaluate success factors in bio business
- explain investment opportunities

outline:

1. Innovation, Entrepreneurship and New Technologies
2. Start-Ups and Spin-Offs
3. Innovation Ecosystems
4. The seeds of innovation
5. Innovation stakeholders
6. Main sources of ideas
7. Open, Closed, Disruptive, Frugal and Reverse Innovation
8. Implementation as a key factor of innovation success
9. Critical Success Factors in Bio Business
10. Investing in Innovation

References

Distribution of all reading material in class

Teaching methods

- lectures
- discussions

Grading

written exam (60 minutes)

Teaching language

English

ISSS Intercultural Management

Contact hours

13

credit points

1

Lecturer

Gema Garcia Lujan Avila
Anahauc Mayab University - Mexico

Topics

learning outcomes:

- Be able to understand how culture affects the process of communication both within and between cultures.
- Understand cross-cultural conflict and the skills required to be an intercultural communicator.
- Understand the concept of culture, its facets and the levels at which culture operates.
- Analyze the cultural dimensions in the global context and understand the cultural dilemmas that arise for when making decisions.
- Understand how cultural value orientations affect countries political and socioeconomic development.

Outline:

1. Introduction
2. Communicating across cultures: facets of culture // levels of culture // stereotypes // prejudices // cultural shock
3. Hofstede – Trompenaars – Schein: dimensions of culture
4. Value systems in countries: the Inglehart – Welzel world cultural map
5. Evaluating performance and providing negative feedback
6. The art of persuasion in multicultural world
7. Leadership, hierarchy, and power. Who decides and how? Disagreeing productively
8. Types of trust and how they grow: ethical dilemmas
9. Scheduling: cross cultural perceptions of time

	10. Culture, corruption, poverty, democracy & religion 11. Conclusion
References	Distribution of all reading material in class
Teaching methods	<ul style="list-style-type: none">• Practical cases & interactive lectures• Discussions• Team work
Grading	written exam (60 minutes)
Teaching language	English

ISSS International Trade

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Willie Redmond
Southeast Missouri State University, Cape Girardeau, USA

Topics

learning outcomes:

- to understand the traditional arguments of how and why international trade improves the welfare of countries
- to review the history and compare the implications of trade theory from the original work of Adam Smith ... through David Ricardo ... on to the contemporary theories of Michael Porter
- to examine the criticisms of classical trade theory and examine alternative viewpoints of which business and economic forces determine trade patterns between countries

outline:

1. Mercantilism
2. Absolute advantage
3. Comparative advantage
4. Factor Proportions Trade Theorems
5. International Product Cycle
6. New Trade Theory
7. National competitive advantage

References

Distribution of all reading material in class

Teaching methods

- Lectures

	<ul style="list-style-type: none">• Discussions
Grading	written exam (60 minutes)
Teaching language	English

ISSS

Management of Intellectual Property

Contact hours	13
credit points	1
Lecturer	Prof. Dr. Mareike Heinemann Schmalkalden University of Applied Sciences, Germany
Topics	<p>learning outcomes:</p> <ul style="list-style-type: none">• to know and distinguish the different types of intellectual property (e.g. trademark, patent, copyright, trade secret) and how it can be protected• to identify different intellectual property (IP) strategies of a company• to get to know the ways of systematic planning, management and control of intangible property potential in a company• to get an overview about different valuation approaches• to identify the value drivers of IP <p>outline:</p> <ol style="list-style-type: none">1. Introduction: Definition and types of intellectual property2. IP strategies3. IP management and control4. IP valuation approaches
References	Distribution of all reading material in class
Teaching methods	<ul style="list-style-type: none">• interactive lectures• exercises• discussions
Grading	written exam (60 minutes)
Teaching language	English

ISSS

Managing Multinational Corporations

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Daniel Rottig
Florida Gulf Coast University, Florida, USA

Topics

learning outcomes:

- to describe the complexities of managing Multinational Corporations (MNCs) in the contemporary global business environment
- to recognize the considerable challenges as well as valuable opportunities managers of MNCs face when (further) internationalizing their business operations
- to identify global trends and their strategic implications for MNCs
- to examine the global strategic factors that determine the success of MNCs and to understand how to effectively manage the international business operations of MNCs

outline:

1. Importance and Relevance of Multinational Corporations (MNCs) in the Global Economy
2. Global Trends and Opportunities over the next 25+ years (The World in 2050) and Strategic Implications for MNCs
3. Digital Transformation (Blockchain, Artificial Intelligence, Big Data Analysis etc.) and New Business Models
4. Globalization of Firms and Industries, and Strategic Imperatives to Globalize Business
5. Managing Foreign Market Entry Modes
6. Global Strategy and Managing Global Competitive Dynamics
7. The Rise of Emerging Markets, Emerging Giants (MNCs from Emerging Markets), and Reverse Innovation

References	Distribution of all reading material in class
Teaching methods	<ul style="list-style-type: none">• interactive lectures• discussions• interactive exercises• brief case analyses
Grading	written exam (60 minutes)
Teaching language	English

ISSS

The German Economy and Culture

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Robert Richert
Schmalkalden University of Applied Sciences, Germany

Topics

learning outcomes:

- to identify the market principles of the German Social Market Economy
- to identify the social principles of the German Social Market Economy
- to explain the German post-war economic development
- to get an overview about Germany's business culture

outline:

1. Introduction
2. The German Social Market Economy
 - 2.1 Market Principles
 - 2.2 Social Principles
3. The German "Wirtschaftswunder" ("Economic Miracle")
4. The German Culture
 - 4.1 Historical Overview
 - 4.2 Important Values
5. Conclusion

References

Distribution of all reading material in class

Teaching methods

- interactive lectures

	<ul style="list-style-type: none">• discussions• combined with tours to important historical sights in Berlin
Grading	written exam (60 minutes)
Teaching language	English

ISSS

The Role of Culture in the Forces Driving the Globalization of Business

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Peter Gordon
Southeast Missouri State University, Cape Girardeau, USA

Topics

learning outcomes:

- understand the market globalization drivers, such as common customer needs, global customers and channels, transferable marketing, global marketing infrastructure, lead countries
- understand cost globalization drivers, such as global economies of scale and scope, steep experience curves, global sourcing efficiencies, favorable logistics, differences in country costs, high product development costs, fast-changing technology
- understand government globalization drivers, such as favorable trade policies, compatible technical standards, common marketing regulations, government-owned competitors, government-owned customers, privatization
- understand competitive globalization drivers, such as high exports and imports, competitors from different continents and countries, interdependent countries, globalized competitors
- understand the role and elements of culture
- distinguish different cultures by context, degree of diversity, importance of ethnocentrism
- know important cultural studies, such as Hofstede's Five Cultural Dimensions

outline:

1. Political and Economic Globalization Drivers
2. Market Globalization Drivers
3. Cost Globalization Drivers
4. Government Globalization Drivers
5. Competitive Globalization Drivers

	<ol style="list-style-type: none">6. The Role of Culture7. Elements of Culture8. Context, Diversity and Ethnocentrism9. The Holy Grail of cultural Studies
References	Distribution of all reading material in class.
Teaching methods	<ul style="list-style-type: none">• Lectures• Discussions
Grading	written exam (60 minutes)
Teaching language	English

ISSS

The World's Economies

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Robert Richert
Schmalkalden University of Applied Sciences, Germany

Topics

learning outcomes:

- to get an overview about the most important economies in the world
- to compare different monetary policies
- to compare different fiscal policies
- to get an overview about important international organizations

outline:

1. Introduction
2. North American Economies
3. Latin American Economies
4. European Economies
5. African Economies
6. Asian Economies
7. Oceanian Economies
8. Conclusion

References

Distribution of reading material in class

Teaching methods

- Lectures
- discussions

Grading

written exam (60 minutes)

Teaching language

English