

<b>Modulbezeichnung</b>	<b>International Management in Small and Medium Enterprises</b>	
<b>Semester</b>	WPF	
<b>ECTS-Punkte (Dauer)</b>	5 (1 Semester)	
<b>Art</b>	Wahlpflichtfach	
<b>Studentische Arbeitsbelastung</b>	54 h Kontaktzeit + 96 h Selbststudium	
<b>Voraussetzungen (laut BPO)</b>		
<b>Empf. Voraussetzungen</b>		
<b>Verwendbarkeit</b>	BaIBS	
<b>Prüfungsform und -dauer</b>	Hausarbeit mit Referat	
<b>Lehr- und Lernmethoden</b>	Seminar	
<b>Modulverantwortlicher</b>	Alvares-Wegner	
<b>Qualifikationsziele</b>		
<p>The aim of this course is to get an overview of strategic issues that affect international management, especially focusing on the involvement of SMEs in such processes. Strategic management is imperative if international organisations wish to maintain success and hence it is of great significance to consider alternative approaches to strategy formulation in complex environments, to examine the options and challenges that the international SME is confronted with, and to design an appropriate strategy for the implementation of the strategy. The course will be supported by lectures/workshops which will entail analyses of case studies and discussions.</p>		
<b>Lehrinhalte</b>		
<p>Topics to be discussed include:  Introducing and understanding strategy and strategic development  Studying the environment of SMEs and the international perspective  Strategic capability of SMEs in the international scene  Directions and methods of development  Culture and international management  Ethics and social responsibility  Communication issues for SMEs taking international aspects into consideration</p>		
<b>Literatur</b>		
<p>Olejnik, Edith (2014) International Small and Medium-Sized Enterprises: Internationalization Patterns, Mode Changes, Configurations and Success Factors, Springer Gabler, Wiesbaden</p>		
<b>Lehrveranstaltungen</b>		
<b>Dozent</b>	<b>Titel der Lehrveranstaltung</b>	<b>SWS</b>
Alvares-Wegner	Int. Management for Small and Medium Enterprises	4