



International Management

Department of International Management

Hochschulfondsgebäude, 2nd floor

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<https://www.jku.at/institut-fuer-internationales-management/>



WHY STUDY INTERNATIONAL MANAGEMENT?

■ Understanding

- the principles of international business
- the dynamics of the global environment of organizations
- managerial, strategic, and organizational issues in a global context
- cultural differences

■ Getting the “BIG PICTURE“

- by crossing functional boundaries

■ Preparing for an international career by ...

- exposure to international thinking (e.g. guest professors)
- working in multicultural teams (international students)
- developing cultural sensitivity
- improving language skills (English)

WHO IS WHO?

■ Department Chair:

Prof. Erna Szabo

■ Academic Staff:

Dr. Grégory Bartel MBA

Richard Wan MGB

Edit Juhász MSc

■ Administration:

Erika Kaar

Nadja Hochholzer

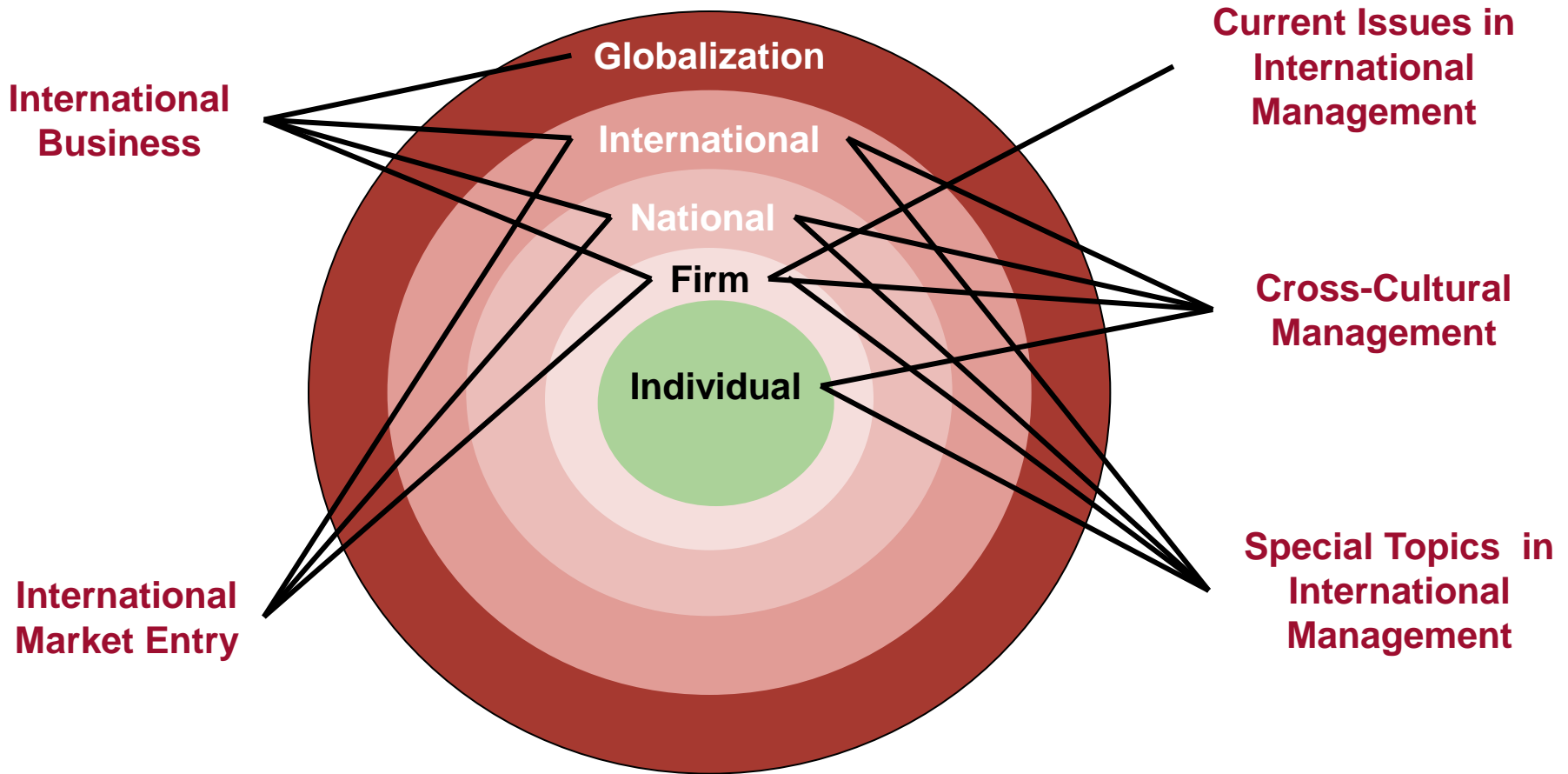
OUR PRINCIPLES AND CODE OF CONDUCT

- All courses are taught in English.
- The Department of International Management seeks to maintain an environment that promotes academic achievement, integrity and mutual respect. In turn, we expect our students to be honest and cooperative in their behavior.
- As an academic institution, the Department of International Management does not tolerate any form of academic dishonesty (plagiarism).

STUDYING INTERNATIONAL MANAGEMENT - MINOR „SCHWERPUNKTFACH“ (WAHLKORB A) – 18 ECTS

LVA - Title	Hours / ECTS	Requirements
International Business (KS) (2IMGTIIB)	2/4	Managing People and Organizations, according to „Studienplan“
International Market Entry (IK) (2IMGTMSIB)	2/4	International Business
Current Issues in International Management (SE) (2IMGTCIIM)	2/3	International Business, International Market Entry
Cross-Cultural Management (SE) (2IMGTCCM9)	2/3	International Business
Special Topics in International Management (IK) (2IMGTSPT9)	2/4	International Business, International Market Entry

THE GLOBAL BUSINESS ENVIRONMENT



STUDYING INTERNATIONAL MANAGEMENT SEMESTER OVERVIEW

1st semester

International
Business

International Market
Entry

2nd & 3rd semester

Cross-Cultural
Management

Current Issues in
International
Management

Special Topics in
International
Management

INTERNATIONAL BUSINESS

■ Topics:

- The International environment (globalization)
- International Trade Theory
- Economic integration and FDI
- Industry analysis
- The multinational corporation: strategy, structure, value chain configuration and capabilities
- Stakeholder analysis and corporate social responsibility, emerging markets

■ In-class reviews

■ Case studies

■ Final written exam

INTERNATIONAL MARKET ENTRY

■ Topics:

- International strategy
- External and internal environment of firms
- The internationalization process of multinational companies
- Market entry modes
- Subsidiary and headquarter level strategies
- Corporate governance

■ Case studies

■ International Market Entry Simulation

■ Final Exam

CURRENT ISSUES IN INTERNATIONAL MANAGEMENT

■ Topics:

- Structure of Multinational Organizations
- Knowledge Management
- Post Merger Integration
- Global Competition Between Firms and Nations
- SMEs in International Management

■ Case studies

■ Seminar paper

■ Exams

CROSS-CULTURAL MANAGEMENT

- Topics:
 - Introduction to culture
 - Cultural dimensions
 - Cross-cultural communication
 - Cultural intelligence and cross-cultural training
 - Cross-cultural leadership and motivation
 - Multicultural teams and cross-cultural conflict
 - International assignments and diversity

- Reflective essays or assignments

- In-class tests

- Class participation

SPECIAL TOPICS IN INTERNATIONAL MANAGEMENT

- Changes from one semester to the next
 - Last semester: International Negotiations (Prof. Elangovan)
 - This semester: Strategic International HRM (Prof. Sumelius)
 - Guest professors from partner universities
 - University of Victoria (Canada), Aalto University, University of Vasaa, Turku School of Economics (Finland), University of Gadjah Mada (Indonesia), University of Melbourne (Australia), New York University (USA), ...

- Focuses on recent issues

WRITING A BACHELOR THESIS

- Requirements:
 - Minor (Schwerpunktfach) in International Management
 - Registration in a seminar designated as “auch für Bachelorarbeiten“ or “nur für Bachelorarbeiten” - either Cross-Cultural Management or Current Issues in International Management

- Topics will be suggested and assigned by the supervisor

- The bachelor thesis is a theoretical piece of research
 - In depth literature review
 - Written in English
 - Deadlines Feb. 28 / July 31

FURTHER INFORMATION

- Department of International Management

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Facebook: Department of International Management (JKU)



- Opening hours secretary's office (HF 224) can be found on the homepage