

Strategisches Management II – Bachelor

Content

The globalization of business activities accelerated dramatically during the last decades. Firms may choose from a broad variety of options to benefit from this development. Multinational corporations can capture new demand markets, benefit from production and technology sourcing, or may form strategic co-operations with foreign partners. This course gives a basic understanding of the strategies a firm may pursue when internationalizing its business activities. We will discuss topics such as international joint ventures, managing cultural differences, and location choice. Numerous practical examples will illustrate the theories and concepts.

The course language is English.

The examination consists of three short assignments (1-2 pages each, count 30% to final grade) and a term paper (about 10 pages, counts 70% to final grade). Participants can work alone or in groups of two people.

Schedule

Everybody who is interested writes an Email to Ms. Rathje (kerstin.rathje@uni-erfurt.de) until May 6th and enrolls in the moodle room of the course.

The participants name their preferences for the term papers per Email to Mr. Kremer until May 25th.

The participants use the materials provided in moodle and additional materials to fulfill three short assignments (due on June 1st, June 15th, and June 29th). The short assignments can be uploaded on moodle or sent by Email to Mr. Kremer (rico.kremer@uni-erfurt.de.)

There will be Q&A sessions on webex with Mr. Kremer on May 29th, June 12th, and June 26th if there is demand for it.

All questions regarding the term paper can be discussed with Prof. Zschoche via Email or webex constantly.

The term paper is due on July 20th (uploaded on moodle or transferred via Email).

Important deadlines

May 6th	Individual enrolling in the moodle room of the course
May 25 th	Naming preferences for topic of term paper
June 1st	Due 1st short assignment
June 15th	Due 2nd short assignment
June 29th	Due 3rd short assignment
July 20th	Due term paper