

## HR 221 International Strategies: Management and Organization

1. Basics and framework for International Management: facing new and different environment factors in a strategic perspective
2. Fundamentals of Internationalization and Globalization, including economic theories of international trade and organization
3. Basic-Strategies of international Management: Market entry, market development, market selection, timing and allocation
4. Functional strategies for globalized Organizations: people and organization. Types of international Organizations and the role model of HR managers

**Prerequisites:** Advanced knowledge (3rd or 4th year in Bachelor) in Business Administration, especially Management, Strategy, HR and Organization

**Assessment: presentation, discussion and oral examination**

**Lecturer: Prof. Dr. Martin and Dr. Hofmann**

**ECTS: 3**

**Textbooks:** (Your presentation should integrate the content of at least two of these books)  
Deresky, Helen: International management: managing across borders and cultures, 9. global ed., Boston 2017.  
Dülfer, Eberhard; Jöstingmeier, Bernd: International management in diverse cultural areas, 2. Ed., München/Wien 2011.  
Kerzner, H.: Project management: best practices; achieving global excellence, 4th ed., Hoboken 2018.  
Morschett, D.; Schramm-Klein, H.; Zentes, J. Strategic International Management. Text and Cases., 3rd Ed., Wiesbaden 2015.