IB 300 – GLOBAL BUSINESS PERSPECTIVES
IES Abroad Berlin

DESCRIPTION:
Deriving from various approaches to Strategic Management Research, this course will examine contemporary issues regarding the consequences of the globalization of market and industries on different businesses and stakeholders. Starting by introducing the basic principles of Global Business such as *Supply and Demand* as well as *Organizational Theory and Corporate Change* the participants will examine the *globalization* of business processes from different perspectives of the various stakeholders that are involved in those processes. Moreover, the students will learn about what kind of challenges both *Multinational Firms* and *Startups* are facing in our globalized world. In the second part of the course, the focus will be on *International Law and Finance, Global Marketing* as well as *Negotiation and Leadership*.

CREDITS: 3

CONTACT HOURS: 45

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: None

ADDITIONAL COST: None

METHOD OF PRESENTATION:
The course is an introduction to International Business and was drawn up to be the pivotal element of the Business Module in that comprehensive Curriculum. It seeks to teach students how to transfer theoretical knowledge to challenges in practice and vice versa. By participating in this course, the students will be able to link the external business environment to the internal view of an organization where individuals matter. Furthermore, while engaging with the course material, students will be introduced to various methods and tools of International Management. Additional and more recent material can be found on the course’s Moodle page, which will be updated on a weekly basis. The instructor will start each class with a short discussion about current material that is closely related to Business news in Berlin. Students are expected to engage actively in all discussions and presentations. Additionally, there will be timeslots for working in groups in each class. The groups’ results will be presented in front of the class to foster discussion and transfer of knowledge. As described in the course outline there will always be a focus on Sustainability, Digitalization, Innovations and Entrepreneurial Ecosystems.

REQUIRED WORK AND FORM OF ASSESSMENT:
- Course participation - 10%
- Midterm exam - 30%
- Group assignment - 30%
- Final presentation - 30%

Course Participation
Students must complete the assigned readings, participate in class discussions, engage in the group tasks and attend all planned field trips. Especially the presentation of the group work results during the lectures will be part of this grade. The IES grading rubric for participation is available on Moodle.

Mid-term Exam
The mid-term exam (in week 5) will have two parts: The first part is a multiple-choice test on basic theoretical principles, which were discussed during the class. In the second part, the participants will be provided with a video and printed out material on a specific company case. This company will be facing challenges while being eager to internationalize their business. The students will be acting as consultants to this company advising the CEO by making use of the theoretical as well as practical approaches discussed during the class. The participants will be led through this case by general questions about the company’s strategy and will be allowed to use all their preferred devices. The elaborated consultancy work will be handed in at the end of the exam and will be graded on a) how the participant is...
making us of the content discussed in class and on b) how logically structured the student's argumentation is and the provision of relevant evidence.

**Group Assignment**

The students will be divided into groups in the first week. These groups will be drawn randomly. The groups will be assigned to complete specific tasks before, during and after the company visits and expert talks such as preparing questions for the Q&A sessions with the experts or writing a blog entry for the course's homepage after a company visit (session 9, 16, 20, 23, 29, and 30). Each group will also present the results of their group work (workshops in session 10 and 24). The students will be advised to organize themselves within their groups, e.g. to distribute the different tasks among each other. The grading will be based on the quality of the elaborated results for each task. The evaluation sheet is available on Moodle.

**Final Presentation:**

As mentioned in the paragraph above the students will work in groups during the class. Beside the fieldtrip assignments, the students will have to work out a presentation in which they are encouraged to show their ability to transfer the theoretical content of the course to practice. The groups will elaborate an Internationalization Strategy for one of the companies they learned about during the class. Starting with a reflection of the status quo of the globalization actions of those companies the students will also have to provide advice on how to improve on those attempts based on the knowledge they were gathering during the relevant lessons. Moreover, the presentation should give an insight on how the respective companies should react on the megatrends of Sustainability and Digitalization that were discussed during the class. The groups will present their findings to the class in front of an expert jury. This expert panel will consist of employees of the firms, experts in one or more areas of International Business and the lecturer. The grading of this presentation will be based on the following criteria: content (50%), oral presentation style (20%), structure/thread (10%), visual style of the presentation (10%), timing (10%) and originality (5% bonus). The evaluation sheet is available on Moodle.

**LEARNING OUTCOMES:**

Upon completion of this course, the student will be able to:

- Explain the basic areas of International Business and the underlying theoretical concepts of Management, Strategy and Organizational Theory,
- Employ various methods and tools related to Global Business and Strategic Management in general,
- Analyze trends like Sustainability and Digitalization and evaluate the impact on Global Business Development,
- Explain the characteristics of the Berlin ecosystem consisting of Startups as well as large Multinational Companies and established Research Institutes,
- Utilize research papers and make practical decisions based on theoretical knowledge,
- Critically evaluate the current Business Strategy of a company and provide advice based on theoretical concepts,
- Present their findings to different stakeholders in an understandable and profound manner.

**ATTENDANCE POLICY:**

Attendance and punctuality in all courses and field studies are mandatory. Absences can only be excused for valid reasons. Unexcused absences can affect students’ grades. Students who miss 25% or more of all class sessions will fail the course. Missed exams cannot be taken at another time except in case of documented illness. Late submission of term papers and other work will result in grade reduction unless an extension due to illness or an emergency is approved. Please consult the IES Berlin Academics Manual on Moodle for additional details.

**ACADEMIC INTEGRITY:**

Students are expected to abide by the IES Abroad Academic Integrity Code. Assigned texts need to be properly and amply footnoted where appropriate, with all sources attributed, including images. This not only applies to written assignments but also presentations by means of PowerPoint, Prezi or posters. Contributions may be checked with plagiarism-detecting software.
This class will provide students with introductory chapters of textbooks and expose them to research papers. Consequently, mandatory and optional readings are assigned for each session. Additionally, to the optional readings, the lecturer will suggest more material (videos, blog entries, etc.) during class and via Moodle. The students are encouraged to bring related material to class in order to spark fruitful discussions.

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<td>Course outline, learning objectives &amp; Introduction to global business and strategic management</td>
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<td>The basic models of competitive markets</td>
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<td>Understanding International Business Environment and Trade</td>
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<td>Week 5</td>
<td>Midterms</td>
<td>Multiple-Choice Test &amp; Case Study on International Business Strategy of a Multi-National Enterprise: Answering transfer questions.</td>
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|        | **Reading:** Company Visit, for example: IdeaLab at Freie Universität Berlin / Group Assignment 4 | Workshop on how Berlin-based Startups are using Open Innovation Methods in order to grow internationally (Input Statements of currently funded startups included)  
| Session 12a: How to create a Business Model for Berlin-based Startups focusing on sustainable products and services in the FoodTech sector? | Methods in practice workshop (Part I) – The Business Model Canvas:  
**Expert Talks / Group Assignment 5:**  
**For Example:** Infarm - We’re the infarmers and your neighbourhood is our farm [https://www.infarm.com/](https://www.infarm.com/)  
ECF Farm - Urban Farming & Aquaponics [https://www.ecf-farm.de/](https://www.ecf-farm.de/)  
**Reading:** Semrau, T., Ambos, T., & Kraus, S. (2016). Entrepreneurial orientation and SME performance across societal cultures: An
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<th>Week 9</th>
<th>Session 15a: Process Innovation in Supply Chain Management at Bayer AG</th>
<th>Expert Talk / Group Assignment 7: For example: Benjamin Funk – Process Innovation at the department “Regional &amp; Emerging Markets Supply &amp; Strategy” of Bayer AG</th>
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## Bayer digital & International Human Resource Management

Dr. Tobias Ludwig – Managing Diversity at Bayer AG

**Reading:**

### Session 16a: Cross-cultural Leadership


### Session 16b: Group Work

Preparation time for Final Presentations + Q&A

### Week 10

**Finals**

Final Group Presentations in front of the Jury

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### REQUIRED READINGS:


Optional Readings


