

Case Studies in International Management

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COIL Course Offering

BFC-B-08: Case Studies in International Management

Prof. Rachel Shinnar, PhD



APPSTATE
Walker College of Business

Prof. Dr. Matthias Muck



The course is a **COIL offering** in cooperation of Appalachian State University (USA) and University of Bamberg (Germany).

What is COIL?

COIL is an innovative teaching format that promotes international collaboration through online learning environments.

- COIL stands for Collaborative Online International Learning
- Enables students from different countries to work together virtually
- Often based on joint projects, case studies, or problem-solving tasks
- Focus on intercultural communication, global perspectives, and teamwork
- Supports internationalization at home without the need for physical mobility
- Promotes both disciplinary learning and global competence

COIL combines academic content with cross-cultural exchange in a digital format.

Scope

- International Management considers the practice of management across different **nations** and **cultures**.
- Study the influence of different political, economic, social, legal, and technological environments on the **management functions** and **management effectiveness**.
- Requirements and problems of adapting the Western approach to management in **foreign cultures**.
- Exploration of **management practices** worldwide as well as an examination of current issues and special topics.

Learning Outcomes

- The content is relevant for **small, medium and large businesses** that consider opportunities outside the domestic market.
- Topics essential to managerial decisions in the **international context** will be covered including systems thinking;
- **Comparative multinational management**; cultural considerations and cross-cultural communication;
- **Strategy formulation** and implementation; entry mode choices; organizational design
- International and local **human resource management** in multinational companies.

Timetable

Classes will take place during winter term 2026/27:

- Lectures: October – December, 2026
- **Active participation** in class is expected
- Registration implies consent to appear in **video** streams shared with other participants of the course.

Registration

- Registration: Sunday, October 4, 2026, 23:59h (Registration via Email: bwl-bfc@uni-bamberg.de. **Please add a short motivation for your application.**)
- Deregistration: Deregistration from the exam: Friday, October 9, 2026, 23:59 (Email: bwl-bfc@uni-bamberg.de)
- The number of students to be admitted to the class is limited. Access will be granted following the principles of the University of Bamberg. Information about the enrolment will be communicated shortly after the registration deadline.

Credit

The course awards 6 ECTS that can be used as follows:

- Bachelor BWL: Schwerpunkt Banking & Finanzcontrolling or Profilbildung
- Bachelor IBWL (neu): Value Chain Management (Wahlpflichtbereich)
- Bachelor IBWL (alt): Internationale Betriebswirtschaftslehre (Wahlpflichtbereich)

Examination: Portfolio