

Case Studies in International Management

BFC-B-08

Syllabus - Winter Term 2025/2026

Lecturer: Prof. Rachel Shinnar, PhD, Prof. Dr. Matthias Muck

Subject Description:

International Management considers the practice of management across different nations and cultures. The influence of different political, economic, social, legal, and technological environments on the management functions (planning, organizing, motivating, and controlling) and management effectiveness are studied in this course. The requirements and problems of adapting the Western approach to management in foreign cultures and, conversely, adapting foreign approaches to Western businesses will be basic to the course. Also included will be an exploration of management practices worldwide as well as an examination of current issues and special topics.

Intended Learning Outcomes for Students enrolled in this Class:

Students are encouraged to consider ways to personalize the course toward individual career interests and professional goals. 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; as well as international and local human resource management in multinational companies.

Prescribed textbook:

Articles:

Liu, Q. (2003). Understanding different cultural patterns or orientations between east and west. *Investigaciones Lingüísticas*, IX, 21-30.

Graham, J.L. & Lam, N. M. (2003). The Chinese Negotiation. *Harvard Business Review*, October, 82-91.

Xu, K., Hitt, M.A., Brock, D., Pisano, V., & Huang, L. S. R. (2021). Country institutional environmental and international strategy: A review and analysis of the research. *Journal of International Management*, 27, 1-26. (NOTE: Read sections 4 through 9 only)

Weblinks:

7d-dimensions: <https://www.thtconsulting.com/culture-factory/culture-explore/compare-countries/>

Foreign Market Entry Modes: <https://velocityglobal.com/resources/blog/modes-of-entry-into-foreign-markets/>

Target's Canadian Expansion: <https://knowledge.wharton.upenn.edu/podcast/knowledge-at-wharton-podcast/why-targets-canadian-expansion-went-south/>

Timetable:

The course will take place from October 15 – December 3, 2025.

Monday and Wednesday: 15:30-16:45h German time

Exceptions on October 27 and 29: 14:30-15:45h German time (due to change from summer to winter time)

Exam: Portfolio

Credit: 6 ECTS

Language: English

Admission: The course is open for Bachelor Students of the following programs:

- Bachelor BWL
- Bachelor IBWL
- International Students ("Erasmus Students")

Recognition of Credits:

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

Deadlines

- Application for the course: **Sunday, October 5, 2025, 23.59h** via email to [bwl-bfc\(at\)uni-bamberg.de](mailto:bwl-bfc(at)uni-bamberg.de). **Please add a short motivation for your application.**
- Registration for the exam: **Sunday, October 12, 2025, 23.59h** through FlexNow. In the case of any registration problems, please contact [bwl-bfc\(at\)uni-bamberg.de](mailto:bwl-bfc(at)uni-bamberg.de) before the deadline.
- De-registration from the exam: **Monday, October 13, 2025, 23:59h** through FlexNow.

Online Learning Platform

There will be an online learning platform for this course hosted by Appalachian State University.

Link: <https://asulearn-global.appstate.edu/course/view.php?id=313>

A Google Account is required to log in.

Limited Access

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.

Important Information

Registration implies consent to appear in video streams shared with other participants of the course.