

# I. International Business Strategies

## 1 Internationalization

### 1.1 Cultural Diversity and Dimensions

- 1.1.1 Cultural Differences
- 1.1.2 Geert Hofstede's 6 Cultural Dimensions
  - 1.1.2.1 Power Distance Index (PDI)
  - 1.1.2.2 Individualism vs. Collectivism (IDV)
  - 1.1.2.3 Uncertainty Avoidance Index (UAI)
  - 1.1.2.4 Masculinity vs. Femininity (MAS)
  - 1.1.2.5 Long Term Orientation (LTO)
  - 1.1.2.6 Indulgence vs. Restraint (IVR)
- 1.1.3 Inter-country Comparison

### 1.2 Globalization of the World Economy: Past – Present – Future

- 1.2.1 Definition of Globalization
- 1.2.2 History of Globalization
- 1.2.3 Drivers, Obstructions and Threats of Globalization

### 1.3 Internationalization Theories

- 1.3.1 The International Product Life-Cycle Theory
- 1.3.2 The Internationalization Theory
- 1.3.3 The Eclectic Paradigm
- 1.3.4 Location Theories
- 1.3.5 The Diamond Model
- 1.3.6 The Uppsala Model of Internationalization
- 1.3.7 Network Theory of Internationalization

### 1.4 Internationalization Motivations

- 1.4.1 Differentiation of Motives
  - 1.4.1.1 Proactive Motivation
  - 1.4.1.2 Reactive Motivation
- 1.4.2 Classification of Motives
  - 1.4.2.1 Sales- and Market-orientated Motives
  - 1.4.2.2 Purchasing- and Ressource-orientated Motives
  - 1.4.2.3 Cost-orientated Motives

### 1.5 Location Factors

- 1.5.1 Macro-Economic Location Factors
- 1.5.2 Micro-Economic Location Factors

## 2 International Market Entry Strategies

### 2.1 Market Entry Modes

- 2.1.1 Indirect and Direct Export
- 2.1.2 Representative Office
- 2.1.3 Overseas Branches
- 2.1.4 Contract Manufacturing
- 2.1.5 Licensing
- 2.1.6 Franchising
- 2.1.7 Strategic Alliances
- 2.1.8 International Joint Ventures
- 2.1.9 Turnkey Contracts
- 2.1.10 Management Contracts
- 2.1.11 Wholly Owned Subsidiary

- 2.2 International HR Management
  - 2.2.1 Staffing Philosophies
    - 2.2.1.1 Ethnocentric Approach
    - 2.2.1.2 Polycentric Approach
    - 2.2.1.3 Regiocentric Approach
    - 2.2.1.4 Geocentric Approach
  - 2.2.2 Criteria for International Assignments
  - 2.2.3 Compensation Packages
  - 2.2.4 Repatriation
- 2.3 Ethics and Social Responsibility
  - 2.3.1 Ethics in International Business
  - 2.3.2 CSR in International Business
  - 2.3.3 Corruption

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## II. International Organizations

### 1. The European Central Bank (ECB)

- 1.1. European Integration
  - 1.1.1. Development of the European Union
  - 1.1.2. Development of the Eurozone
    - 1.1.2.1. Convergence Criteria
    - 1.1.2.2. Benefits of the Eurozone
    - 1.1.2.3. Threats of a Monetary Union
  - 1.1.3. Key Characteristics of the Eurozone
- 1.2. Organization
  - 1.2.1. The European System of Central Banks (ESCB)
  - 1.2.2. The Eurosystem: ECB and NCB's
  - 1.2.3. The ECB
    - 1.2.3.1. Organizational Structure
    - 1.2.3.2. Key for Subscription of the ECB's Capital
    - 1.2.3.3. Basic Principles, Accountability and Tasks of the ECB and Eurosystem
    - 1.2.3.4. Bodies and Committees of the ECB
- 1.3. European Monetary Policy
  - 1.3.1. International Monetary System
  - 1.3.2. European Monetary Policy
    - 1.3.2.1. Goals
    - 1.3.2.2. Intermediate Targets
    - 1.3.2.3. Instruments
    - 1.3.2.4. The Transmission Mechanism
  - 1.3.3. The ECB's Response on the Crisis

### 2. The Bank for International Settlements (BIS)

- 2.1. Overview
- 2.2. History
  - 2.2.1. Foundation Phase till 1933
  - 2.2.2. Interwar Period 1933 – 1945
  - 2.2.3. Postwar Period since 1945

## 2.3. Organisation and Governance

- 2.3.1. Bodies and Committees of the BIS
  - 2.3.1.1. Board of Directors
  - 2.3.1.2. Management
  - 2.3.1.3. Annual General Meeting
- 2.3.2. BIS Member Central Banks
- 2.3.3. Activities
  - 2.3.3.1. Basel Process
  - 2.3.3.2. Research and Statistics
  - 2.3.3.3. Banking Services for Central Banks
  - 2.3.3.4. The Financial Stability Institute (FSI)

## 2.4. International Regulatory Framework for Banks (Basel III)

- 2.4.1. Key Principles
  - 2.4.1.1. Capital Requirements
  - 2.4.1.2. Leverage Ratio
  - 2.4.1.3. Liquidity Requirements
- 2.4.2. Analysis of Basel III Impact
  - 2.4.2.1. Macroeconomic Impact
  - 2.4.2.2. Criticism

## 3. The European Parliament

### 3.1. From History to Present

### 3.2. Powers and Functions

- 3.2.1. Legislative Procedures
- 3.2.2. Budget
- 3.2.3. Control of the Executive
- 3.2.4. Supervisory Powers

### 3.3. Members

- 3.3.1. Transnational Arrangements
- 3.3.2. Salaries and Expenses
- 3.3.3. Political Groups
- 3.3.4. Grand Coalition
- 3.3.5. Elections

### 3.4. Proceedings

- 3.4.1. President and Organization
- 3.4.2. Committees and Delegations
- 3.4.3. Translation and Interpreting
- 3.4.4. Seat

Lecturing:	In-class lecture:	8 hours
	Field lectures:	12 hours
	<u>Total</u>	<u>20 hours</u>