

International Management: SMEs	HGSME	5.0	4
<p>The aim of this course is to get an overview of strategic issues that affect international management, especially focusing on the involvement of small and medium-sized enterprises in such processes. Strategic management is imperative if international organisations wish to maintain success and hence it is of great significance to consider alternative approaches to strategy formulation in complex environments, to examine the options and challenges that the international firm is confronted with, and to design an appropriate strategy for the implementation of the same. Since SMEs play an important role in Germany's economic growth, emphasis shall be laid on companies participating in the international arena. The course will be supported by lectures/workshops which will entail analyses of case studies and discussions pertaining to the same.</p>			
<p><i>*Prerequisites: sufficient knowledge of English and basic knowledge of management issues required</i></p>			
<p><i>Examination: presentation and written assignment</i></p>			