



Syllabus of Module

6. International Management

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Module Annotation

The study of international management focuses on the operations of international companies in host countries. The module is mainly concerned with managerial problems related to how to better manage the flow of people, goods and money with the end goal in mind in situations involving border crossings between countries. The impact of environmental factors is much more intense for foreign firms than for domestic firms. Managers who are involved in international business are confronted with many factors that, from their point of view, are different from those affecting firms that are oriented only on doing business in their own country. The difference from general management can be seen in the emphasis on the international environment of management activities both in the business and non-business sectors. The demands on managers working in multinational corporations are very high. They are subject to many influences and their peak performance must not be adversely affected by the pressures applied. Multinational companies are usually run by the best managers. Otherwise, they would not succeed in the long run in the fierce competition. Core competencies are essential for the successful management of an international company. A manager must know “what to do” and “how to do it”. To succeed, he/she must also have technical knowledge, operational or practical skills.

Module Objective

In the international management module, students will learn how to manage an international company, how to manage employees effectively while working well with them, and how to make good and timely decisions. The aim is to familiarise students with the differences between a managerial position in an organization that is focused “only” on the domestic market and an international and intercultural organisation that moves within the unlimited possibilities of a globalised world and a market that brings so many opportunities and risks.

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