



## INTERNATIONAL MANAGEMENT

# Foundations of International Management I: Theories and Strategies of Internationalization

**Prof. Dr. Dirk Holtbrügge**

Department of International Management

**Nürnberg 2020**

© by Prof. Dr. Dirk Holtbrügge (2020). Misuse will be prosecuted.

# In winter term 2020/21, the lecture will be offered in a completely digital form

Lecture advisor and schedule

**Introduction** (via Zoom):  
03.11.2020, 11:30-13:00

## Lecture and accompanying materials

(will be uploaded on StudOn):

03.11.2020, 05.11.2020,  
10.11.2020, 12.11.2020,  
17.11.2020, 19.11.2020,  
24.11.2020, 26.11.2020,  
01.12.2020, 03.12.2020

Please register on  
StudOn for this course

**Online discussion** (via Zoom):  
12.11.2020, 11:30-13:00  
26.11.2020, 11:30-13:00

## Required reading (will be provided on StudOn)

Holtbrügge, D. & Welge, M.K. (2020). International Management. Nürnberg: mimeo (Chapters 1-4).

**Prof. Dr. Dirk Holtbrügge**

Office hours:

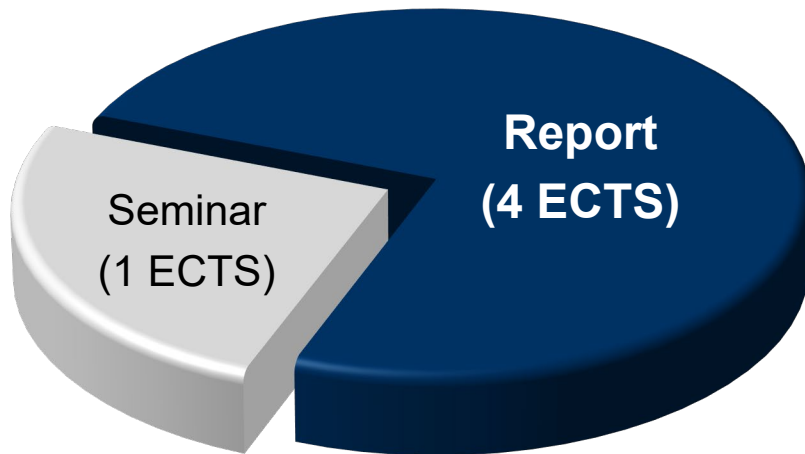
Wed, 10.00-12.00 (by appointment)

Email: [wiwi-im@fau.de](mailto:wiwi-im@fau.de)



# The lecture is rewarded with 4 ECTS and will be examined in the form of a written report

## Lecture assessment



### Upload of report questions

10.12.2020, 12:00, StudOn

### Submission of reports

11.12.2020, 11:59, StudOn

### Report

- 2 questions out of 6 must be addressed (more information on StudOn)
- Length: max. 6 pages (2\*3 pages)

### Exam preparation session

08.12.2020, 11:30-13:00, Zoom

(questions should be send to [marcus.conrad@fau.de](mailto:marcus.conrad@fau.de) until 04.12.2020)

# The lecture is accompanied by a seminar that consists of two real-life case studies

## Content of the seminar

### Case Studies

#### 1 Brexit and its Consequences



#### 2 Internationalization Strategy of adidas

**adidas**<sup>®</sup>  
GROUP

Each participant will be assigned to act as a member of either the management board or a consulting firm

Your task is to develop concrete solutions for a real-life case and present them by applying theoretical models and concepts

#### Required reading

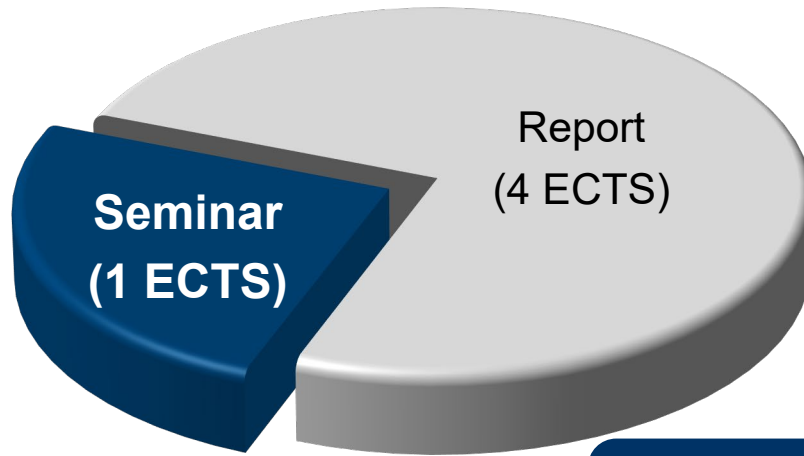
Holtbrügge, D. & Haussmann, H. (eds.) (2017):  
**The Internationalization of Firms. Case Studies from the Nürnberg Metropolitan Region.**  
2. ed., Hampp: Augsburg (Chapters 17, 2).



Available in the library and bookshop  
(cannot be provided by lecturer due to copyright reasons)

# The seminar is awarded with 1 ECTS and will also be offered in a completely digital form

Seminar schedule, assessment and advisor



**Marcus Conrad, M.Sc.**

Office hours: by appointment

Email: [marcus.conrad@fau.de](mailto:marcus.conrad@fau.de)



## Seminar

**Registration via StudOn  
required by 09.11.2020**

### *Task 1 (Case Study 1)*

Upload on StudOn: 12.11.2020

Submission of presentation: 19.11.2020

### *Task 2 (case Study 2)*

Upload on StudOn: 26.11.2020

Submission of presentation: 03.12.2020

## Online feedback

(via Zoom):

24.11.2020, 11:30-13:00