

International Summer University 2025

Module: Managing Multinationals through an Era of Disrupted Globalization

Level: Undergraduate/Graduate

Module title	Managing Multinationals through an Era of Disrupted Globalization
Learning contents	<p>At the end of the course, students should be able to:</p> <ul style="list-style-type: none">• Describe the meaning, benefits, and costs of globalization;• Analyze how differences between and changes in countries' geographic, political, legal, economic, and cultural environments influence managing across borders;• Evaluate the role of physical, psychic, and institutional distance in firms' internationalization decisions;• Compare and contrast motives for and modes of entering a foreign market;• Describe common pitfalls in marketing across country contexts;• Evaluate the appropriate mix of global efficiency and local specialization for the multinational firm;• Describe the functions of the foreign exchange market and how firms work to manage foreign exchange risk;• Explain the role of supranational institutions in the international financial and monetary systems; and,• Compare and contrast approaches to corporate social responsibility, sustainability, and ethics across the globe. <p>Additionally, students will:</p> <ul style="list-style-type: none">• Develop written and oral communication skills;• Develop intercultural competence,• Practice critical thinking; and,• Identify and evaluate appropriate research sources for analysis of firms, industries, countries, and regions.
Teaching methods (mentioning case studies if applied)	<ul style="list-style-type: none">• In-class lectures and discussions• Small group experiential exercises• Self-assessments• Case studies• Company visits
Requirements / prerequisites	This course is intended for undergraduate or graduate students who have had some previous exposure to the fundamentals of at least two of the following content areas: management, marketing, and economics.
Recommended literature	This course does not require a textbook. All readings and additional materials will be provided in class.

Examination 1) Type of examination 2) Exam aids	1) Two-hour comprehensive final exam with mix of multiple-choice, true/false, short answer, and essay questions (25%); active participation in class and visits (20%); quizzes (15%); team presentation (20%); Article briefs/homework (20%) 2) Notes, course materials
Max. Participants	25
Language of lecture	English
Promoter of the module	Prof. Dr. Nicholas Rhew
Module instructor/ Home university	Prof. Dr. Nicholas Rhew University of Southern Indiana (USI), USA
Hours all in all a) Time spent in classroom b) Time spent outside classroom	Hours all in all: 150 hours a) 60 hours b) 90 hours: Time for preparation: 45 hours, Time for literature studies: 45 hours
ECTS-Credits	5