

At the Department of Cooperative Studies the following position is advertised,
once a year from winter 2024:

Foreign Expansion Modes (IP-G4)

-44 lessons in English-

First teaching assignment: September, 30 – December, 8, 2024 (examinations until December, 22)
early planning of the time table (end of March)

Organisational unit: Department of Dual Studies - International Programme

Location/workplace: Campus Lichtenberg

Responsibilities: Conducting courses in the above-mentioned subject including the supervision of examinations during studies.

Module content:

This module covers the process and techniques of *international business expansion*. The scope of the module ranges from operational procedures and practical case studies to their economic foundation:

- Fundamental economic theories of the modes of foreign international expansion and their selection.
- Alternative modes of foreign expansion and their handling (including contracts, documents etc.) using specific case examples.
- Development of modes of foreign expansion over time in various international industries.
- Design strategies for the effective combination of different modes of international expansion for achieving maximum value by increasing the international scope of business.

Contact:

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