International Business Management for Engineers

Lecturer  
Dr. Werner Hofbauer

Assistants  
M.Sc. ETH Pascal B. Buehlmann

Date  
First lecture on Saturday, 19 September, 09:00 - 17:00 at ETZ E8

Hours/Credit points  
3

Type  
Minor subject in 7th semester

Course number  
227-0759-00

Subject

Course Dates
The lecture will be held in three blocks each of them on a Saturday. The first block will take place on Saturday 19. September 2015 from 9:00 to 17:00 at ETZ E8. The following lectures dates and the date of the written exam will be discussed on the 19. September.

Abstract
Globalization of markets increases global competition and requires enterprises to continuously improve their performance to sustainably survive. Engineers substantially contribute to the success of an enterprise provided they understand and follow fundamental international market forces, economic basics and operational business management.

Objective
The goal of the lecture is to get a basic understanding of international market mechanisms and their consequences for a successful enterprise. Students will learn by practical examples how to analyze international markets, competition as well as customer needs and how they convert into a successful portfolio an enterprise offers to the global market. They will understand the basics of international business management, why efficient organizations and effective business processes are crucial for the successful survival of an enterprise and how all this can be implemented.

Lecture notes
A script is provided for this lecture.

Course Dates
The lecture will be held in three blocks each of them on a Saturday. The first block will take place on Saturday 19. September 2015 from 9:00 to 17:00 at ETZ E8. The following lectures dates and the date of the written exam will be discussed on the 19. September.

Contents
The first part of the course provides an overview about the development of international markets, the expected challenges and the players in the market. The second part is focusing on the economic aspects of an enterprise, their importance for the long term success and how to effectively manage an international business. Based on these fundamentals the third part of the course explains how an innovative product portfolio of a company can be derived from considering the most important external factors and which consequences in respect of product innovation, competitive product pricing, organization and business processes emerge. Each part of the course includes practical examples to demonstrate the procedure.