HSB
Hochschule Bremen
City University of Applied Sciences

HSB-Short Term Study Program 2026

a transatlantic joint project of the HSB-School of International Business and its partner universities in the U.S.A.

INTERNATIONAL BUSINESS:
ENGAGING IN COMMERCE ACROSS THE GLOBE

Course dates: 1 June – 24 June 2026
Credit hours: 3 credit hours

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Syllabus

Instructor:	Mr Michael Medlock	
	School of International Business Bremen City University of Applied Sciences / Hochschule Bremen - HSB	
	Senior Lecturer	
	Email: michael.medlock@hs-bremen.de	

Schedule: Monday-Thursday 13.30 h – 16.45 h

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Course Description:
This course introduces students to the core concepts of doing business around the globe. Learners will explore the differences between nations to understand how firms can leverage these differences for competitive advantage. Participants will then move on to understand and develop strategies for market entry and running operations in foreign territories.

Content:

- Understanding the background and current state of globalization.
- Exploring differences between countries and how this affects economies and doing business with foreign firms. Students will examine these differences through the CAGE framework
    - Differences in culture
    - Differenced in administration –political economy
    - Differences in geography
    - Differences in the economy
- International trade theory and governmental trade policy
- Foreign exchange markets and how currencies impact business decisions
- Strategy development for international business with an emphasis on market entry strategies
- Selected functions in international business
    - Global production and outsources
    - Global marketing and research and development
    - Global human resources practices with an emphasis on managing the expatriation process

Delivery:
Learners will attend lectures organized around a seminar format. Students should expect to be active members of the discussions and presentations, both in a whole class setting and in small work groups. Typical tasks include:

- Case studies
- Problem solving
- Short explanatory essays
- Scenario simulations

Grading System:

German Grade	1,0 – 1,5	1,6 – 1,9	2,0 - 2,2	2,3 – 2,5	2,6 – 3,2	3,3 - 3,5	3,6 – 4,0	>4,0
US Grade	A	A-	B+	B	B-	C+	C	F
Qualifier	Excellent	Good			Satisfactory		Sufficient	Failing
Percentage	100-90 %		89-80 %			79-70 %		<70 %

- The program may be subject to change -