

Module Description International Commerce & Leadership

Identifier	Category	Details / Content
General Information		
1.1	Module name	International Commerce & Leadership
1.2	Contained courses	a) Leadership Training b) E-commerce c) Marketing Project d) Sustainable Economics -Selected Case Studies e) International Economic Relations (not offered in SS22 due to dean assignment) f) Innovation Management g) Service Strategy and Customer Satisfaction h) Summer School
1.3	Module code	MSB.0.0039.0.V (Leadership Training) MSB.2.0046.0.V.1 (E-commerce) MSB.2.0046.0.V.2 (Marketing Project) MSB.0.0042.0.V (Sustainable Economics -Selected Case Studies) MSB.0.0033.0.V (International Economic Relations) MSB.0.0027.0.V (Innovation Management) MSB.2.0046.0.V.4 (Service Strategy and Customer Satisfaction) MSB.0.0046.0.V.5 (Summer School)
Timing		
2.1	Frequency of offer	Summer semester
2.2	Attend in which semester	in 1st. semester (for first semester students) in 2nd. Semester (for second semester students) Incoming students
Link to study programs		
3.1	Offered in study program	Master International Marketing and Sales
3.2	Mandatory courses in module or Electives	Mandatory
Workload		
4.1	Lecture form	Seminarian lessons 1. Semester: choose 6 ECTS 2. Semester: choose 12 ECTS
4.2	Contact time	1. Semester: 4 semester weekly hours = 60 hours per semester 2. Semester: 8 semester weekly hours = 120 hours per semester
4.3	Self-study time	1. Semester: 120 hours per semester 2. Semester: 240 hours per semester
4.4	Total workload	1. Semester: 180 hours 2. Semester: 360 hours
4.5	Workload in credits	1. Semester: 6 ECTS 2. Semester: 12 ECTS
Intended learning outcomes & learning content		
Intended learning outcomes a) Leadership Training		

Contribution of module ILOs to study programme ILOs
(only most relevant contribution is highlighted)

5.1	ILO ICL 1	Graduates can reflect critically learning- and development processes and accompany those by means of adequate methods.
	ILO ICL 2	Graduates are capable of transmitting different learning- and study techniques and apply these techniques situation adequately.
	ILO ICL 3	Graduates can discuss the differences between Consulting, Coaching and Mentoring and are able to discharge their role as mentors in the sense of the transformational leadership.
	ILO ICL 4	Graduates are able to apply techniques of group- and team moderation.
	ILO ICL 5	Graduates can learn self-organized and give advices and support to others during their first approaches of self-organized learning.
	ILO ICL 6	Graduates can discuss group processes and have acquired first approaches of controlling these processes.
	ILO ICL 7	Graduates can reflect critically their own strengths and weaknesses within the process of mentoring.

Intended learning outcomes b) E-Commerce

5.1	ILO ICL 8	Graduates can discuss business theory and technologies as well as systems and concepts of e-commerce. He / she is in a position to evaluate and design concepts for e-commerce.
	ILO ICL 9	Graduates can discuss marketing-related decisions to electronic distribution, electronic transactions, Internet-based communications and interactive service and product design based on the particulate behavior of online consumers.
	ILO ICL 10	Graduates can in "e-commerce" analyze and structure international, strategically complex issues, develop a project design and methodological approach, conceptualize and manage project parts, coordinate partial areas and country tasks, create and professionally present target group-oriented reports and presentations and evaluate the project success and efficiency.
	ILO ICL 11	Graduates can lead responsibly groups for complex tasks, represented and critically analyze their results, and perform competently project management.

Intended learning outcomes c) Marketing Project

➔	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
➔	A1	Graduates can apply theoretical knowledge of the international marketing & sales discipline enabling them to take decisions on the development of appropriate strategies and measures solving business problems within a changing multicultural environment, to meet stakeholder interests in for example: marketing conception, sales management, international management, and business innovation.
➔	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
➔	S2	Graduates can within a team environment, organize team building, effectively divide tasks, work confidently, disciplined, responsibly and results-oriented with a high level of commitment, lead by example, manage team members, conflict, and self-manage as part of a team , present deliverables and critically reflect on the quality of team performance.
➔	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
➔	S2	Graduates can within a team environment, organize team building, effectively divide tasks, work confidently, disciplined, responsibly and results-oriented with a high level of commitment, lead by example, manage team members, conflict, and self-manage as part of a team , present deliverables and critically reflect on the quality of team performance.
➔	K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.

➔	D1	Graduates will be able to identify the main effects of digitization on companies and markets, to manage information & communication systems in order to demonstrate data literacy, technological literacy and digital interaction competence for application in the professional fields of international marketing & sales
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➔	A2	Graduates can identify, structure, analyse and finally solve international real-world business problems in conditions of limited knowledge or uncertainty by creating and evaluating a range of options with the help of quantitative and qualitative methods, applying project management skills, managing themselves as well as team members, coordinating tasks, delivering target group oriented results and reflecting critically on project success.
➔	S2	Graduates can within a team environment, organize team building, effectively divide tasks, work confidently, disciplined, responsibly and results-oriented with a high level of commitment, lead by example, manage team members, conflict, and self-manage as part of a team , present deliverables and critically reflect on the quality of team performance.

5.1	ILO ICL 12	Within the project or the case study on International Marketing & Business the educational content of the lecture will be reinforced on the basis of working on current tasks in a project or in a case. Master students are able to occupy leadership positions while project team members will be Bachelor students of the 3rd year.
	ILO ICL 13	Graduates are able to structure and analyze international, strategic, and complex tasks in the marketing & sales area.
	ILO ICL 14	Graduates are able to develop a project design and methodical approaches, conceptualize and manage project parts, coordinate projects and lead / guide project team members, create and present target group oriented reports and presentations, and evaluate project success and efficiency.
Intended learning outcomes d) Sustainable Economics -Selected Case Studies		
5.1	ILO ICL 15	Graduates can estimate the influence of the changing societal context on a global company.
	ILO ICL 16	Graduates can describe and discuss the model of sustainable development as well as approaches to its implementation.
	ILO ICL 17	Graduates can explain the global societal challenges of the 21st century, recognize change approaches of economic theories, and show and evaluate concrete approaches for the implementation of sustainable development in society and businesses.
	ILO ICL 18	Graduates can independently prepare, present and discuss complex economic and interdisciplinary problems.
	ILO ICL 19	Graduates can sum up unknown topics in the field of sustainable economics in a structured manner.
Intended learning outcomes e) International Economic Relations (not offered in SS22)		
	ILO ICL 20	Graduates will be able to demonstrate profound knowledge about the recent developments on the international market for goods, about possible interrelations with recent policy decisions in this field (BREXIT etc.) as well as about the effects of these developments on the national and international level in discussions.
	ILO ICL 21	Graduates will be able to explain the aforementioned developments as well as its consequences and effects, e.g. on the domestic distribution of income (inequality).

➔	S2	Graduates can within a team environment, organize team building, effectively divide tasks, work confidently, disciplined, responsibly and results-oriented with a high level of commitment, lead by example, manage team members, conflict, and self-manage as part of a team , present deliverables and critically reflect on the quality of team performance.
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➔	K4	Graduates can discuss values of global social responsibility and ethical demands placed on them in the course of their business or research activities as international marketing & sales managers
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➔	S1	Graduates can effectively communicate in English or in the teaching language of their study abroad country on advanced academic and professional level , oral and in writing, in person and using a range of media and communication systems, which are widely used in business. They can precisely represent their own views and convictions in discussions in a natural - looking manner and act and react in socially adequate ways in intercultural, negotiation and ethically demanding situations .
➔	K4	Graduates can discuss values of global social responsibility and ethical demands placed on them in the course of their business or research activities as international marketing & sales managers
➔	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
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5.1	ILO ICL 22	Graduates will be able to apply tools to analyze the global economic environment for companies operating in an international environment.
	ILO ICL 23	Graduates will be able to assess critically the effects of various national economic policy measures on cross-border trade and, hence, the situation of industrial sectors or even corporations.
	ILO ICL 24	Graduates will be able to derive implications of these developments on international markets as well as of particular economic policies for successful policies of international corporations.

Intended learning outcomes f) Innovation Management

5.1	ILO ICL 25	Graduates have the ability to discuss and develop an Innovation Programme.
	ILO ICL 26	Graduates will be able to develop an innovation by executing a design thinking approach.
	ILO ICL 27	Graduates will be able to learn about the audience for whom they are designing, create new ideas and build a representation of your ideas to show to others.
	ILO ICL 28	Graduates will be able to apply gained insights on a practical case.

Intended learning outcomes g) Service Strategy and Customer Satisfaction

5.1	ILO ICL 29	Graduates can discuss the marketing of services and their similarity and differences from product marketing.
	ILO ICL 30	Graduates can discuss the importance of service quality and how it can be measured.
	ILO ICL 31	Graduates are capable of developing working knowledge on the services mix (7 P's instead of the 4P's).
	ILO ICL 32	Graduates are able to discuss the role of technology in services marketing.



K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
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A2	Graduates can identify, structure, analyse and finally solve international real-world business problems in conditions of limited knowledge or uncertainty by creating and evaluating a range of options with the help of quantitative and qualitative methods, applying project management skills, managing themselves as well as team members, coordinating tasks, delivering target group oriented results and reflecting critically on project success.
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	ILO ICL 33	Graduates can analyze and develop effective strategies that will help companies be successful in the competitive environment through case studies, discussions.
Intended learning outcomes g) Summer School		
5.1	ILO ICL 34	Graduates will be able to appreciate and respect the cultural differences of individuals and groups.
	ILO ICL 35	Graduates will be able to develop ethical insights, topical and intercultural knowledge and critical thinking skills.
	ILO ICL 36	Graduates will be able to apply acquired knowledge in project teams assembled by international team members.
Learning content a) Leadership Training		
5.2	Learning content 1	Theory of interest and target in the learning process
	Learning content 2	Consequences for the teaching framework resulting from the learning theory
	Learning content 3	Self-management and study planning
	Learning content 4	Introduction to Coaching and differentiation from Consulting
	Learning content 5	Important content of conversation (e.g. listening, asking, catalyzer and interrupter of conversations)
	Learning content 6	Learning theory and memory
	Learning content 7	Learning strategy, learning techniques and learning blockades
	Learning content 8	Overview of selected coaching methods
	Learning content 9	Reflection of mentor's own strengths and weaknesses within the process of mentoring (e.g. collegial consulting)
	Learning content 10	Coaching and leadership
	Learning content 11	Handling of emotions / oppositions
	Learning content 12	Dynamic in learning groups
	Learning content 13	Learning- and moderation techniques
Learning content b) E-Commerce		
5.2	Learning content 14	Magento introduction - Setting up your virtual machine
	Learning content 15	Finding your project - B2C, National, Category?
	Learning content 16	eCommerce strategy 1 - Magento introduction
	Learning content 17	eCommerce strategy 2 - Your project
	Learning content 18	Conversion & Perception
	Learning content 19	Implicit & Design
	Learning content 20	Products
	Learning content 21	Order process
	Learning content 22	E-shop quality
	Learning content 23	Concentration & Amazon
	Learning content 24	China & Alibaba
	Learning content 25	Presentation of results



K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
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K4	Graduates can discuss values of global social responsibility and ethical demands placed on them in the course of their business or research activities as international marketing & sales managers
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A2	Graduates can identify, structure, analyse and finally solve international real-world business problems in conditions of limited knowledge or uncertainty by creating and evaluating a range of options with the help of quantitative and qualitative methods, applying project management skills, managing themselves as well as team members, coordinating tasks, delivering target group oriented results and reflecting critically on project success.
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Learning content c) Marketing Project		
5.2	Learning content 26	Concept: Projects will be “acquired” from professional partners. The partners deliver their research / managerial problem for which the project should develop a solution within the timeframe of the course. Master students will occupy leadership positions while project team members will be Bachelor students of the 3rd year.
	Learning content 27	Structuring and analyzing the type of problem (On the basis of a given case study or a real project in cooperation with a company/praxis partner)
	Learning content 28	Development of a project design / plan
	Learning content 29	Conception of project and leadership of Bachelor students (e.g. development of a questionnaire, spot check drawing, analysis, measure deduction, preparation for decisions)
	Learning content 30	Realization of the work / Execution of the project / Steering / Motivation / Guidance
	Learning content 31	Report writing and presentation
	Learning content 32	Evaluation and feedback to Bachelor students
Learning content d) Sustainable Economics -Selected Case Studies		
5.2	Learning content 33	Introduction
	Learning content 34	Refresher (or introduction) to sustainable economics
	Learning content 35	Allocation of the topics for the case studies
	Learning content 36	Delivery of the agendas
	Learning content 37	Discussion of the agendas
	Learning content 38	Delivery of the sheets for the presentations
	Learning content 39	Presentation of case studies
Learning content 40	Delivery of the short proceedings	
Learning content e) International Economic Relations		
5.2	Learning content 41	Introduction: Selected issues of the topic, assignment of presentation topics References i.a.: Krugman / Obstfeld (2023), chapters 2 and 13; Pugel (2016), chapter 16 and appendix E; The Economist (2022)
	Learning content 42	Theories and effects of international trade a) Theories of international trade b) Effects of international trade References i.a.: Baldwin / Wyplosz (2020), chapters 4 and 5; Krugman / Obstfeld (2023), chapters 4, 5 and 7; Pugel (2016), chapters 3, 5, 6 and 7
	Learning content 43	Trade and the distribution of income a) Measures of inequality b) Effects of international trade on the distribution of income c) Policy options
	Learning content 44	Foreign trade policy a) General aspects of foreign trade policy b) Protectionism and its effects References i.a.: Krugman / Obstfeld (2023), chapters 9 and 10; Pugel (2016), chapters 8, 9, 10 and 12.
Learning content f) Innovation Management		

5.2	Learning content 45	Basics of innovation management - Lecture Day
	Learning content 46	Business Project 1 - Design Thinking
	Learning content 47	Business Project 2 - Innovation Programme Development
Learning content g) Service Strategy and Customer Satisfaction		
5.2	Learning content 48	This course is based on the unique attributes of services and how they are different from products.
	Learning content 49	The course will try to clarify these differences and provide the student with knowledge for an entry-level position in the services industry.
	Learning content 50	The objective of this course focuses on the problems facing the service sector.
	Learning content 51	Some of the problems include inability to manage demand and supply as well as difficulty in controlling quality.
	Learning content 52	Strategies used by successful services marketers to overcome some of these difficulties are discussed.
	Learning content 53	The emphasis in the course will be on service in general rather than on any particular industry.
Learning content h) Summer School		
5.2	Learning content 54	<p>Topics vary, depending on lecturers and organizers.</p> <p>Example topic (SS 2019) - Borderless minds: The fusion of the emerging technological developments and breakouts has dissolved the borders between the physical, digital and biological spheres, resulting in a disruption of every industry and impacting the labour markets profoundly. New skills are and will be required for the old and new occupations and work dynamics.</p> <p>2022: a holistic approach on upcycling with the support of experts in the field that will tackle the many emerging opportunities and challenges, from theory to practice. The workload was strategically distributed in 3 categories: 20 hours of theory, 20 hours of hands-on project-based learning and 20 hours of independent study.</p> <p>Led by Prof. Felix Beck from the Münster School of Design (MSD), students will be able to take a two-day excursion to Prof. Becks atelier in the Münsterland region, where they will be taught to develop solutions to the imposed challenges, from an idea to a tangible product.</p> <p>A three-day trip to Amsterdam, will take place to focus on best practices and to visit iconic places that will broaden the students' understanding and implications of upcycling.</p>
Requirements & examination		
6	Participation requirement	None
7.1	Requirements for the award of credit points	Passed module (min. 50% of points)
7.2	Assessment method a) Leadership Training	100% Learning portfolio (participation in seminars as well as in briefings and defriefings for didactic sessions)
7.2	Assessment method b) E-Commerce	100% Project work (Shop, strategy paper, presentation)
7.2	Assessment method c) Marketing Project	100% Project work

7.2	Assessment method d) Sustainable Economics -Selected Case Studies	Selected Case Studies: 60% Presentation, 40% Assignment
7.2	Assessment method e) International Economic Relations	50% Presentation, 50% Research paper
7.2	Assessment method f) Innovation Management	50% Presentation, 50% Assignment
7.2	Assessment method g) Service Strategy and Customer Satisfaction	50% case study assignment, 20% service encounter entry, 30% open book Ilias test
7.2	Assessment method h) Summer School	100% Project results
7.3	Requirements for admission to the examination	
7.4	Importance of the mark for total mark	1. Semester: 5% (6 ECTS of 120 ECTS) 2. Semester: 10% (12 ECTS of 120 ECTS)
8.1	Lecture language	German, English
8.2	Module supervisor	Prof. Dr. Bert Kiel
8.3	Lecturers	a) Prof. Dr. Juliane Wolf, Prof. Dr. Sonja Öhlschlegel-Haubrock, Dr. Jutta Rach b) Prof. Dr. Jürgen Nonhoff, Prof. Dr. Bert Kiel c) Prof. Dr. Thomas Baaken, Prof. Dr. Carmen-Maria Albrecht, Prof. Dr. Thorsten Kliewe d) Prof. Dr. Nina Michaelis e) Prof. Dr. Manuel Rupprecht f) Dr. Lina Landinez g) Prof. Dr. Carmen -Maria Albrecht Prof. Dr. Mathew Joseph h) Arch. MSc. Claudia G. Umanzor Zelaya, Academic Researcher & PhD Candidate
8.4	Maximum number of participants	Depends on selected course
8.5	Supplementary information	The lectures are taught in English, except for a) Leadership training, which is given in German
Recommended reading a) Leadership Training		
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Recommended reading b) E-Commerce		
Ravensbergen, Schoneville, Magento Beginners Guide, 2022		
David Chaffey, E-Business & E-Commerce Management		
Mei Cao Qingyu Zhang John Seydel, (2005), "B2C e-commerce web site quality: an empirical examination", Industrial Management & Data Systems, Vol. 105 Iss 5 pp. 645 - 661		
Intershop: The Conversion Rate Conundrum		
Kenneth C. Laudon, Carol Guercio Traver, E-Commerce		
Sanjay Mohapatra, E-Commerce Strategy		
Understanding consumers' multichannel choices across the different stages of the buying process Sonja Gensler & Peter C. Verhoef & Martin Böhm,		
Recommended reading c) Marketing Project		
Depends on assigned courses		
Recommended reading d) Sustainable Economics -Selected Case Studies		
Molthan-Hill, P. (Ed.) (2017): The Business Student's Guide to Sustainable Management – Principles and Practice, 2nd Edition, Sheffield, UK.		
Skene, K. and Murray, A. (2017): Sustainable Economics: Context, Challenges and Opportunities for the 21st-Century Practitioner, Routledge (eBook)		
WBGU – German Advisory Council on Global Change, various reports, see: https://www.wbgu.de/en/		
Wuppertal Institut, various publications see: https://wupperinst.org/en/publications/		
Recommended reading e) International Economic Relations		

Amador, J. and Cabral, S. (2014), Global value chains: surveying drivers, measures and impacts, Banco de Portugal Working Paper No. 3/2014, available online: https://www.researchgate.net/publication/265503717_Global_Value_Chains_Surveying_Drivers_Measures_and_Impacts
Baldwin, R., Wyplosz, C. (2020), <i>The Economics of European Integration</i> , 6th edition.
Boffa, M., Jansen, M., and Solleder, O. (2018), Value chain activities in the age of changing trade alliances, contribution to VoxEU.org, 15 December 2018, available online: https://voxeu.org/article/value-chainactivity-age-changing-trade-alliances
Canas, J. (2017), Texas Border Cities Illustrate Benefits and Challenges of Trade, in: Southwest Economy, Federal Reserve Bank of Dallas, 4th Quarter 2016, pp. 16-20, online: https://www.dallasfed.org/research/swe/2016/swe1604g
Dabla-Norris, E. et al. (2015), Causes and Consequences of Income Inequality: A Global Perspective, IMF Staff Discussion Note 15/13
Dauth, W., Findeisen, S. and Südekum, J. (2017a), Außenhandel und Erwerbsverläufe im Verarbeitenden Gewerbe: Arbeitnehmer in Deutschland profitieren vom Außenhandel – aber nicht alle, in: IAB Kurzbericht, Nr. 15/2017, available online: http://iab.de/897/section.aspx/Publikation/k170627305
Dauth, W., Findeisen, S. and Südekum, J. (2017b), Sectoral employment trends in Germany: The effect of globalisation on their micro anatomy, contribution to VoxEU, 26 January 2017, available online: https://voxeu.org/article/globalisation-and-sectoral-employment-trends-germany
Dollar, D. et al. (2017), Global value chain development report 2017: Measuring and analyzing the impact of GVCs on economic development. Available online: https://www.wto.org/english/res_e/booksp_e/gvcs_report_2017.pdf
Evenett, S. J. (2017, ed.), <i>Cloth for wine? The relevance of Ricardo's comparative advantage in the 21st century</i> , CEPR Press, London
Fuest, C. (2017), 2017: The year of European populism?, in: <i>Intereconomics</i> , 52 (1), pp. 2-3, online: http://archive.intereconomics.eu/year/2017/1/2017-the-year-of-european-populism/
Haughton, J. and Khandker, S. R. (2009), <i>Handbook on poverty and inequality</i> , The World Bank, Washington DC.
IMF, WTO and World Bank (2017), <i>Making trade an engine of growth for all</i> , Washington and Geneva, available online: https://www.wto.org/english/news_e/news17_e/wto_imf_report_07042017.pdf
Krugman, P. R., Obstfeld, M. and Melitz, M. J. (2023), <i>International economics – theory and policy</i> , 12th edition, Pearson, Boston
Nascia, L. and Pianta, M. (2009), Forces of inequality? The impact of technology and globalisation, in: <i>Intereconomics</i> , 44 (6), pp. 332-336, online: http://archive.intereconomics.eu/downloads/getfile.php?id=710
OECD (2017), <i>The future of global value chains</i> , STI policy note September 2017, available online: http://www.oecd.org/sti/ind/policy-note-future-of-global-value-chains.pdf
OECD (2018), <i>Trade policy implications of global value chains</i> , Trade policy brief, December 2018, available online: https://www.oecd.org/tad/trade-policy-implications-global-value-chains.pdf
Peters, H. and Volwahren, M. (2017), Rising income inequality: Do not draw the obvious conclusions, in: <i>Intereconomics</i> , 52 (2), pp. 111-118.
Senses, M. Z. (2017), Globalisation and US labour markets, in: Bown, C. P. (ed.), <i>Economics and policy in the age of Trump</i> , CEPR Press, pp. 49-57.
Südekum, J. (2017), Die Globalisierungsverlierer kompensieren – aber wie?, in: <i>Wirtschaftsdienst</i> , 97 (8), pp. 566-570.
The Economist (2016), Collateral damage – the impact of free trade, 30 July 2016, online: http://www.economist.com/node/21702791/print
The Economist (2022), <i>Reinventing Globalization</i> , issue of 18th June 2022.
WTO (2017), <i>World trade report 2017</i> , Geneva, available online: https://www.wto.org/english/res_e/booksp_e/anrep_e/world_trade_report17_e.pdf
Recommended reading f) Innovation Management
Depends on subject in respective semester
Recommended reading g) Service Strategy and Customer Satisfaction
Douglas Hoffman, John Bateson (2016): <i>Services Marketing</i> , 5th ed., Cengage Publication.

Jochen Wirtz, Christopher Lovelock (2021): Services Marketing: People, Technology, Strategy. 9th ed., World Scientific.