Valid for 2022.HS

Module Name: International Business & Management		
Module Code	w.BA.XX.1IBMGT-IM.XX	
Module Description	International Business & Management introduces students to the complex and dynamic nature of international companies. The goal is to understand what it takes to lead an international company to sustainable success. However, successful management in the 21st century involves not only economic but also social and ecological responsibility. For a comprehensive overview, the most important areas and topics of a company are examined, such as strategy, marketing, processes, circular economy, culture, structure, change, human resources, leadership, finance, social & ecological responsibility, and entrepreneurship. The acquired knowledge is put into a practical context and directly applied to real case studies. These case studies deal with the challenges of existing international companies and their environment. These are challenges that are usually complex and usually have more than one solution. The focus is, therefore, on enabling students to understand different perspectives.	
Program and Specialization	International Management	
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009	
Module Category	**Module Type:** Compulsory	**Program Phase:** First-Year Studies
ECTS	6	
Organizational Unit	W Abteilung International Business	
Module Coordinator	Judith-Rahel Seitz (sejr)	
Deputy Module Coordinator	Reinhild Fengler (feng)	
Prerequisite Knowledge	-	
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence	
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change	
Module Learning Objectives	Students... § can analyze and evaluate the core areas of a company, including strategy, marketing, human resources, processes, culture, structure, ethics, and finance. § can recognize the complexity of international business and its management and experience it in a credible and practical manner. § can understand the success factors of a value-oriented, sustainably managed company. § can understand the strategic importance of adequate answers to multiple stakeholder demands for a company. § can apply the acquired theory and business models to real international business cases. § can examine international companies and relate them to existing knowledge. § can evaluate issues related to social and ecological corporate responsibility. § can understand key elements of entrepreneurial thought and action.	

Module Content	§ Exploring Management: Models of Management, the St.Gallen Management Model, and Stakeholder Management § Processes: Operations, Supply Chain Management, and Circular Economy § Strategy § Marketing § Social and Ecological Corporate Responsibility § Organizational Culture, Organizational Structure, and Change Management § Entrepreneurship § Human Resources Management and Leadership § Financial Management
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.1ACC-IM.XX
	w.BA.XX.1CCM-IM.XX
	w.BA.XX.1CSR-IM.XX
	w.BA.XX.1FIN-IM.XX
	w.BA.XX.1Int1BC-IM.XX
	w.BA.XX.1ISMGT-IM.XX
	w.BA.XX.1MKT-IM.XX

Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Presentation § Discussion	**Social Settings Used:** § Individual Work § Pair Work § Group Work
Digital Resources	§ Reader § Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests	

Type of Instruction	**Classroom Instruction**	**Guided Self-Study**	**Autonomous Self-Study**
Large Class	56 h	64 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	**56 h**	**64 h**	**60 h**

Performance Assessment

End-of-module exam	**Form**	**Length (min.)**	**Weighting**
Written exam	Specified documentation	60	100.00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	

Others	**Assessment**	**Length (min.)**	**Weighting**
-	-	-	-

Classroom Attendance Requirement	Mandatory Attendance: None
Language of Instruction/Examination	English
Compulsory Reading	§ Rüegg-Stürm, J. & Grand, S. (2019). Managing in a complex world. Bern: Haupt. ISBN 978-3-8463-5299-1. https://elibrary.utb.de/action/doSearch?AllField=9783838552996. § Norton, R. & Kaplan, D. (1992). The Balanced Scorecard - Measures That Drive Performance. Harvard Business Review, Jan-Feb pp. 71-79. § WBCSD (2017). CEO Guide to the Circular Economy. WBCSD, https://docs.wbcsd.org/2017/06/CEO_Guide_to_CE.pdf. § Farooque, M., Zhang, A., Thürer, M., Qu, T. & Huisingh, D. (2019). Circular supply chain management: A definition and structured literature review. Journal of Cleaner Production, (228), pp. 882-900. https://doi.org/10.1016/j.jclepro.2019.04.303. § Other learning materials, activities, and assignments will be uploaded to Moodle.
Recommended Reading	§ Boddy, D. (2020). Management. 8th edition. London: Pearson. ISBN 978-1-292-27181-1. § Williams, E. (2015). Green Giants: How Smart Companies Turn Sustainability into Billion-Dollar Businesses. New York: Amacom. ISBN 9780814436134. Chapter 5: “Mainstream Appeal”, pp. 173-206.
Comments	-