

2019.HS

Module Name: International Business & Management	
Module Code	w.BA.XX.1IBMGT-IM.XX
Module Description	International Business and Management introduces students to the complex and dynamic nature of companies and industries. The aim of the module is to provide students with the most important business tools, models, and concepts and enable them to apply them directly to real cases. The case studies deal with the challenges of existing companies and their environment in an international context. These challenges are usually complex and do not only lead to one solution. The focus is therefore on sensitizing students to different perspectives. The St. Gallen management model serves as the basis for clarifying the holistic approach. Ethics and corporate responsibility are also explicitly addressed in the module.
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 Abt. International Business Leitung
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 the core areas of a company such as strategy, marketing, human resources, operations, and finance. § can recognize the complexity of international business and management and experience it in a credible and practical manner. § can understand the success factors of a value-oriented 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 in real international business cases. § can observe international companies and relate them to existing knowledge. § can evaluate issues related to business ethics and corporate responsibility.

Module Content	§ The new St.Gallen management model § Organizational culture § Organizational structure § Processes: Operations and supply chain management § Strategic management § Market-oriented management § Business ethics and corporate responsibility § Human resources management § 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.1ECON-IM.XX w.BA.XX.1IEBUS-IM.XX w.BA.XX.1Int1BC-IM.XX w.BA.XX.1ISMGT-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	§ 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	72 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	56 h	72 h	52 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	None		
Language of Instruction/Examination	English		
Compulsory Reading	(2016). Management: An Introduction. 7th edition. FT Prentice Hall: Pearson Education Limited. ISBN 978-1-292-08859-4.		
Recommended Reading	Schüz, M. (2017). Foundations of Ethical Corporate Responsibility. SML essentials 01. Winterthur: ZHAW School of Management and Law. ISBN 978-3-03870-003-6.		
Comments	Additional learning materials, activities and assignments will be uploaded to Moodle.		