

2019.HS

Module Name: International Business Project	
Module Code	w.BA.XX.1IBP-IM.XX
Module Description	The module offers an interdisciplinary view of international management and enables students to transfer previously acquired knowledge of international management into practice. By linking theory and practice, students receive a much more thorough understanding of the different aspects of business. Students work on a real-world business case in the subject area of international management. This enables them to integrate, reflect on, and consolidate previously acquired knowledge in the various disciplines of international business and management. The instructor will prepare students to achieve the expected results but will also challenge them to reflect on and learn from their work. In this module, students also have an opportunity to present their findings to representatives from a partner company.
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: Main Study Period
ECTS	6
Organizational Unit	W Abt. International Business Leitung
Module Coordinator	Altar Yilmazer (yilm)
Deputy Module Coordinator	Christian Olivier Graf (grac)
Prerequisite Knowledge	BSc IM: International Business & Management BSc IM: Integration I BSc IM: Markets & Marketing
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... § recognize and interpret a complex business situation in the context of a given case study. § explain selected business research methods for use in a business case in a practical setting. § apply international management frameworks to complex business problems. § apply analytical methods and analyze a problem and its context. § develop strategies for a sponsoring company and prepare a step-by-step implementation plan. § use project management and business research techniques in a practical business context. § identify all the tasks necessary to complete a project. § determine the approximate time frames of the tasks and set completion targets. § analyze a business case problem and identify its components.

	§ solve complex problems and justify decisions based on reasoned arguments and objective evidence. § find practical solutions in a real-life business case. § gather and analyze primary information from organization principals, competitors, or other primary/secondary sources. § apply analytical methods and previously acquired knowledge to find a solution to a complex business problem. § present and justify arguments in a written or oral format. § demonstrate efficient and effective team work. § assume ownership of their own learning process and adapt to new learning situations. § acquire new knowledge structures and methods and then apply these to a real-life business case. § work independently as part of self-guided and autonomous study.			
Module Content	§ Decision making § Problem-solving techniques § Advanced project management § Business research techniques § Business case			
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.1IBMGT-IM.XX w.BA.XX.1Int1BC-IM.XX w.BA.XX.1MKT-IM.XX			
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Problem-Oriented Teaching § Project Work § Explorative Learning § Literature Review § Discussion § Presentation § Group project	Social Settings Used: Group Work		
Digital Resources	§ Teaching Materials § Case Studies (with Key)			
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Large Class	16 h	44 h		
Small Class	-	-		
Group Instruction	40 h	-		
Practical Work	-	-		
Seminar	-	-		
Total	56 h	44 h		
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
-	-	-	-	
Permitted Resources	-			
Others	Assessment	Length (min.)	Weighting	
Written Report	Grade	-	50.00 %	
Self-Reflection Workshop	Grade	-	10.00 %	
Talk/oral presentation	Grade	30	40.00 %	
Classroom Attendance Requirement	-			
Language of Instruction/Examination	English			
Compulsory Reading	Script			
Recommended Reading	-			
Comments	Real-life business cases will be defined and distributed during the first week of the semester. More information is available on the project document in Moodle.			