

Valid for 2022.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 put previously acquired knowledge of international management into practice. By linking theory and practice, students receive a more comprehensive understanding of the different aspects of management challenges. Students work in groups on a real-world 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. A supervisor will coach students and challenge them to reflect on and learn from their project work. In this module, students also have the opportunity to present their findings to a representative of a partner organization.
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 Abteilung International Business
Module Coordinator	Patricia Enzmann (enzm)
Deputy Module Coordinator	Maya Gadgil (gadg)
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... § gather information and analyze an international management case § apply business management knowledge, concepts, and research techniques § develop recommendations and prepare an implementation plan § apply project management tools § present and justify arguments in a written and an oral format § demonstrate efficient and effective team work § assume ownership of their learning process and adapt to new learning situations
Module Content	§ Applied project management § Business management research techniques § Problem-solving techniques § Decision-making
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.1BMGT-IM.XX

	w.BA.XX.1Int1BC-IM.XX		
	w.BA.XX.1MKT-IM.XX		
Methods of Instruction	§ Interactive Instruction § Problem-Oriented Teaching § Project Work § Explorative Learning § Coaching	Social Settings Used: Group Work	
Digital Resources	Teaching Materials		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	4 h	58 h	
Small Class	-	-	
Group Instruction	38 h	-	
Practical Work	-	-	
Seminar	-	-	
Total	42 h	58 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others			
	Assessment	Length (min.)	Weighting
Written Report	Grade	-	60,00 %
Project Documentation	Grade	-	10,00 %
Oral Presentation	Grade	20	30,00 %
Classroom Attendance Requirement	Mandatory Attendance: None Active student participation in all module-related activities is required.		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	Rowe, S. (2020). Project Management for Small Projects. 3rd edition. Vienna: Management Concepts. ISBN 9781523097685.		
Comments	Business cases will be assigned at the beginning of the semester. More information will be available on Moodle. Digital tools will be used to collect students' mandatory course work and allow students to work and collaborate efficiently.		