

2019.HS

<b>Module Name: International Environment of Business</b>	
Module Code	w.BA.XX.1IEBUS-IM.XX
Module Description	This module provides students with theoretical and practical knowledge of the global business environment. It gives students an in-depth understanding and appreciation of the various economic, political, legal, and societal systems in the contemporary world of business. In this module, students learn to correctly interpret and explain data from different international databases. In addition, this module teaches students how to check relationships with data.
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	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> First-Year Studies
ECTS	6
Organizational Unit	W Abt. International Business Leitung
Module Coordinator	Petra Barthelmess (base)
Deputy Module Coordinator	Esther Kessler (kes)
Prerequisite Knowledge	none
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 § 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... § explain the phenomenon of continued globalization. § explain the determinants and mechanisms of international trade. § name the key features of the global monetary system. § identify regional economic integration processes. § identify different economic and political systems. § explain the relationship between production and growth and apply them to practical problems. § explain ethical standards in international business such as employment practices, anti-corruption measures, human rights, and environmental protection. § explain the features of different legal systems. § understand the implications of international trade on a global scale and apply this knowledge to a practical business case. § identify different economic and political systems existing in newly emerging business environments and measure what impact the various economic and political systems have on the economic development of a country. § measure national wealth and income levels. § evaluate international and national governance and have a critical understanding of world politics and the political environment of international business. § apply an understanding of the relationship between production and growth to practical problems.

	§ identify different legal systems and measure the state of property rights and corruption in different national settings. § apply acquired theory to country cases. § interpret the functions and implications of globalization and regional economic integration processes critically. § interpret the implications of the global monetary system critically. § interpret the impact of world politics and the political environment on international business critically. § base business decisions on appropriate analysis of the international business environment. § state ideas clearly, develop arguments logically, and make differentiated statements. § set goals by selecting, managing, and assessing their own learning activities. § work independently by setting goals and defining what to learn. § observe and understand current events and to relate them to existing information schemes. § develop awareness as a global citizen.		
Module Content	§ Globalization: economic dimension, political dimension, cultural dimension § National differences: political systems, economic systems, legal systems § Economic development: differences in economic development, political economy and development, measuring 'development', nation building and transformation § Global processes: international trade, regional economic integration processes, international risks and regulations		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.1CCM-IM.XX w.BA.XX.1ECON-IM.XX w.BA.XX.1BMGT-IM.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Exercises § Discussion	<b>Social Settings Used:</b> Individual Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Multiple Choice Tests		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	56 h	54 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>56 h</b>	<b>54 h</b>	<b>70 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written exam	Closed book	60	100.00 %
<b>Permitted Resources</b>	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
Classroom Attendance Requirement	none		
Language of Instruction/Examination	English		
Compulsory Reading	§ Reading assignments on Moodle § The "international" pages of a daily newspaper of your choice.		
Recommended Reading	§ Hill, C. (2016). International Business. Competing in the Global Marketplace. McGraw-Hill. ISBN 1259578119.		
Comments	-		