

2019.FS

<b>Module Name: Integration I - Business Case</b>	
Module Code	w.BA.XX.1Int1BC-IM.XX
Module Description	The module gives students the opportunity to integrate theories and concepts of international business and management learned during their first year of studies and apply them to business cases. In addition, students will be able to appreciate the interconnectedness of business functions and decisions. Students work in study teams on case studies and assignments. Each assignment is discussed in workshops and lectures.
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	Michael Farley (farl)
Deputy Module Coordinator	Christian Olivier Graf (grac)
Prerequisite Knowledge	Students will have gained the necessary knowledge and skills required for this module from the first and during the second semester modules of the BSc International Management program.
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>
Contribution to Program Learning Objectives	Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul>
Module Learning Objectives	Students... <ul style="list-style-type: none"> <li>§ apply business and management concepts to international business cases.</li> <li>§ analyze and appraise relevant information and find evidence to support judgements.</li> <li>§ construct and defend these judgements based on internal and external criteria.</li> <li>§ explain and defend judgements and actions clearly and in a professional manner.</li> <li>§ work efficiently and effectively in teams.</li> <li>§ reflect on own team work and contribution to the project and that of others in a team.</li> </ul>
Module Content	<ul style="list-style-type: none"> <li>§ International business and management</li> <li>§ Project management and writing techniques</li> <li>§ Presentation skills</li> <li>§ Business writing techniques</li> </ul>
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.1ECON-IM.XX w.BA.XX.1FIN-IM.XX w.BA.XX.1BMGT-IM.XX

	w.BA.XX.1IEBUS-IM.XX			
	w.BA.XX.1MKT-IM.XX			
	w.BA.XX.1PM-IM.XX			
	w.BA.XX.1QAB-IM.XX			
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Problem-Oriented Teaching § Explorative Learning § Discussion § Presentation § Group project	<b>Social Settings Used:</b> § Individual Work § Group Work		
Digital Resources	§ Teaching Materials § Case Studies (with Key)			
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>	
Large Class	56 h		34 h	
Small Class	-		-	
Group Instruction	-		-	
Practical Work	-		-	
Seminar	-		-	
<b>Total</b>	<b>56 h</b>		<b>34 h</b>	<b>90 h</b>
Performance Assessment				
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>	
-	-	-	-	
<b>Permitted Resources</b>	-			
<b>Others</b>				
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>	
Talk/oral presentation	Pass/Fail	10	-	
Talk/oral presentation	Grade	30	30,00%	
Paper 2: Business report (5,000 words)	Grade	-	40,00%	
Paper 1: Business report (3 pages)	Grade	-	30,00%	
Classroom Attendance Requirement	100%			
Language of Instruction/Examination	English			
Compulsory Reading	-			
Recommended Reading	Boddy, D. (2016). Management: an introduction. 7th edition. FT Prentice Hall. ISBN 9781292088594.			
Comments	Students will work in small study teams for all case studies and assessment tasks. Team grades are awarded for the module. Individual grades may be changed (up or down) by up to 1.0 grade following a team evaluation. The decision to change an individual's grade for an assessment task or for the whole module may only be taken by the Head of the program and the module coordinator. Additional information about the Integration 1 - Business Case module is available on Moodle.			