

2019.HS

Module Name: Integration II - Fieldwork	
Module Code	w.BA.XX.1Int2FW-IM.XX
Module Description	The primary aim of the module is to link frameworks, theories, and the concepts of strategy, marketing, finance, and operations to practice, in a risk-free environment. By simulating the operation of a real company, students can explore alternative strategies and optimize the performance of a company. By exposing them to a complex situation, students should be able to analyze information and make trade-offs.
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	Michael Jan Kendzia (kend)
Deputy Module Coordinator	Maya Gadgil (gadg)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § 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 <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § recognize the inter-connectedness of business functions and appreciate the impact of competitors' strategies on their own strategic options. § recognize cognitive biases in decision making and problem solving. § explain decision making techniques that can be applied to complex problem solving. § analyze an organization's position in relation to its competitors. § apply strategic management theories, concepts, and models to a real-life business scenario. § develop best and worst-case scenarios. § utilize criteria and techniques that can be used to evaluate possible strategic options. § make judgments based on solid data analysis. § solve complex problems and make decisions in situations where there is limited time and information. § present and justify their arguments in a written or oral form. § manage the project from start to finish, gaining an appreciation of the flow of activities and contingent events involved. § work independently and in a team as part of autonomous and guided study. § reflect on how cognitive biases affect decision making and problem solving.

Module Content	§ Leadership and decision making § Cognitive biases in individual and group decision making § Problem-solving techniques § Scenario planning § Strategy development for its own simulated business § Strategic review after implementation of the simulation game		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Discussion § Presentation § Group project § Simulation(s)	Social Settings Used: Group Work	
Digital Resources	Practice and Application Exercises (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	56 h	-	
Small Class	-	-	
Group Instruction	-	44 h	
Practical Work	-	-	
Seminar	-	-	
Total	56 h	44 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Oral exam		20	30.00 %
Permitted Resources	Permitted resources to be communicated.		
Others	Assessment	Length (min.)	Weighting
Simulation Assignments	Grade	-	70.00 %
Classroom Attendance Requirement	The module includes individual coaching sessions for the students, which are compulsory.		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	Bazermann, M. & Moore, D. (2013). Judgment in managerial decision making. 9th edition. Wiley & Sons. ISBN 978-1-118-06570-9.		
Comments	Capsim Foundation Simulation www.capsim.com		