

Valid for 2023.FS

Module Name: Integration I - Business Case	
Module Code	w.BA.XX.1Intg1BC-IM.XX
Module Description	This 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, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory
	Program Phase: First-Year Studies
ECTS	6
Organizational Unit	W Abteilung International Business
Module Coordinator	Michael Farley (farl)
Deputy Module Coordinator	Marc Schmid (shmd)
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 in International Management program.
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... § apply business and management concepts to international business cases. § analyze and appraise relevant information and find evidence to support judgements. § construct and defend these judgements based on internal and external criteria. § explain and defend judgements and actions clearly and in a professional manner. § work efficiently and effectively in teams. § reflect on their own team work and contribution to the project and that of others in their team.
Module Content	§ International business and management § Project management and writing techniques § Presentation skills § Business writing techniques
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.1CCC-IM.XX w.BA.XX.1ECON-IM.XX w.BA.XX.1FIN-IM.XX w.BA.XX.1IAF-IM.XX w.BA.XX.1IBM-IM.XX

	w.BA.XX.1IEB-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 § Exercises § Problem-Oriented Teaching § Project Work § Discussion § Presentation § Group project	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Teaching Materials § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	56 h	34 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	56 h	34 h	90 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	25.00 %
Written Assignment	Grade	-	50.00 %
Talk/oral presentation	Pass/Fail	15	-
Talk/oral presentation	Grade	30	25.00 %
Classroom Attendance Requirement	Mandatory Attendance: 80%		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	Boddy, D. (2019). Management. 8th edition. London: Pearson Education Limited. ISBN ISBN 9781292271811.		
Comments	Students work in small study teams on all case studies and assessment tasks. Team grades are awarded for the module. An individual student's grade for an assessment activity or for the final module grade may be reduced by 0.5 or 1.0 grade point if it is determined that the student's performance and/or contribution was minimal and/or disruptive to the overall team effort. The decision to change an individual student's grade may only be taken by the Head of Program and the Module Coordinator. Additional information about the Integration 1 - Business Case module is available on Moodle		