

2019.HS

Module Name: Advanced International Business	
Module Code	w.BA.XX.2AIntBus.XX
Module Description	This module provides a systematic consolidation of international business management concepts through profound insights into managing international business operations while mitigating potential business risk. Students are enabled to put into operation the internationalization process of a company by analyzing its readiness to expand globally, assessing and selecting feasible foreign markets, calculating the cost of international operations, building up international ecosystems, managing international employees and teams, evaluating and managing risk, as well as leading, managing, negotiating, and communicating across cultures.
Program and Specialization	Business Administration - General 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	Jeremy Dela Cruz (delz)
Deputy Module Coordinator	Maya Gadgil (gadg)
Prerequisite Knowledge	<ul style="list-style-type: none"> • International Business (Basic module) • Marketing (Basic and advanced module) • Strategy (Basic and advanced module) • Financial/Management Accounting • Business English
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... § understand opportunities and risks in the political, economic, social, technological, ecological, and legal environment when doing business internationally § assess a company's readiness to internationalize, and find an appropriate mode for entering a new market § recognize the importance of international assignments to develop international experience and intercultural competencies § understand the complexity and variables involved in managing and leading international employees and teams § develop international communication and negotiation competencies § develop appropriate and effective product/market strategies when growing internationally § adapt financial and accounting principles to an international environment

	§ apply the internationalization strategy of a company to functional financial, marketing, and human resources strategies § recognize, understand, and mitigate risk in international operations § become familiar with the role and significance of corporate responsibility in an international business environment § develop management competencies which can be applied to international business expansion and operations management § develop the readiness for life-long learning about international business issues		
Module Content	§ Managing international business environment opportunities and risks § Planning and preparing for a company's internationalization § Organizing and managing a company's entry into new markets § Leading and managing across cultures § Managing international communication and negotiation § Controlling international business operations § Assessing and managing risk in international business operations		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Project Work § Discussion	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Materials § Selected case studies § Practice and application exercises		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	56 h	64 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	56 h	64 h	60 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	60	70.00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"		With dictionary
Others			
	Assessment	Length (min.)	Weighting
Group report	Grade	-	30.00 %
Classroom Attendance Requirement	-		
Language of Instruction/Examination	English		
Compulsory Reading	§ S. Tamer Cavusgil, Gary Knight & John Riesenberger International Business: The New Realities. 4th edition. Financial Times: Prentice Hall. ISBN 978-1-292-15283-7. § Articles and texts as assigned by the module coordinator		
Recommended Reading	§ See Moodle		
Comments	-		