

2019.FS

| Module Name: Firms in the Global Economy | | | |
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| Module Code | w.BA.XX.2FGE.XX | | |
| Module Description | One of the prominent features of the present economic environment is the increasing economic integration and interdependence of consumers, producers, and countries on a global scale. This process is characterized by an increasing international division of labor and specialization, internationalization of production and particularly production processes in the form of global value chains (GVC), and a boom in inter- and intra-industry trade. Internationalization of production and the utilization of GVCs play - especially for Switzerland as a small open economy with limited resources - a crucial role in sustaining the competitiveness of domestic enterprises and thus for employment and economic growth. The aim of this module is to provide students with an understanding of the main economic causes of the internationalization of production, particularly the (re)location and spatial concentration (clustering) of production and the emergence of GVC in commercial production. Moreover, the module explains the determinants successful corporate internationalization strategies such as exporting, importing, outsourcing, and foreign direct investment (vertical and horizontal). The module describes why firms that engage in the global economy (traders, outsourcers, multinationals) are substantially larger and perform better than firms that do not interact with foreign markets. Students will also gain an understanding of how economic integration can lead to both winners and losers among businesses in the same industry, and recognize how intra-industry trade leads to new types of welfare gains such as higher industry-level productivity and increased product variety. | | |
| Program and Specialization | <ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (PiE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - General Management (PiE) § Business Administration - Risk and Insurance § Business Information Technology § 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 | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table> | Module Type: Compulsory Elective | Program Phase: Main Study Period |
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| ECTS | 3 | | |
| Organizational Unit | W Fachstelle Wirtschaftspolitik Ltg. | | |
| Module Coordinator | Dario Fauceglia (fauc) | | |
| Deputy Module Coordinator | Björn Plaschnick (plas) | | |
| Prerequisite Knowledge | Compulsory modules: w.BA.XX.2Mikro.XX and w.BA.XX.2Makro.XX, resp. w.BA.XX.2VWL-WIN.XX / w.BA.XX.2VWL-BL.XX / w.BA.XX.1ECON-IM.XX | | |
| 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 § 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 § Intercultural Insight & Ability to Change Perspective | | |

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|-------------------------------------|---|--|------------------------------|
| | Self-Competence | | |
| | § Self-Management & Self-Reflection | | |
| | § Ethical & Social Responsibility | | |
| | § Learning & Change | | |
| Module Learning Objectives | Students... § <input type="checkbox"/> will be familiar with the main economic causes of internalization and the emergence of global production networks. § <input type="checkbox"/> are able to name the main determinants of corporate internationalization strategies. § <input type="checkbox"/> are able to explain the socio-economic consequences of increasing economic integration. | | |
| Module Content | § Main economic causes of the internationalization of production, in particular, the (re)location and spatial concentration (clustering) of production. § The emergence of global value chains in corporate production. § Determinants of successful corporate internationalization strategies. § Understanding of how economic integration can lead to both winners and losers. | | |
| Links to other modules | The content of this module is linked to the following modules: w.BA.XX.1ECON-IM.XX w.BA.XX.2Makro.XX w.BA.XX.2Mikro.XX w.BA.XX.2VWL-BL.XX w.BA.XX.2VWL-WIN.XX | | |
| Methods of Instruction | § Lecture § Case Studies § Literature Review | Social Settings Used: § Individual Work § Pair Work § Group Work | |
| Digital Resources | Teaching Videos | | |
| Type of Instruction | Classroom Instruction | Guided Self-Study | Autonomous Self-Study |
| Large Class | - | - | |
| Small Class | 14 h | 14 h | |
| Group Instruction | - | - | |
| Practical Work | - | - | |
| Seminar | - | - | |
| Total | 14 h | 14 h | |
| Performance Assessment | | | |
| End-of-module exam | Form | Length (min.) | Weighting |
| - | - | - | - |
| Permitted Resources | - | | |
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| Others | Assessment | Length (min.) | Weighting |
| Talk/oral presentation | Grade | 60 | 30,00% |
| Short paper | Grade | 1440 | 70,00% |
| Classroom Attendance Requirement | - | | |
| Language of Instruction/Examination | English | | |
| Compulsory Reading | - | | |
| Recommended Reading | See reference list | | |
| Comments | - | | |