

Valid for 2023.FS

Module Name: Firms in the Global Economy			
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 - Specialization in Accounting, Controlling, Auditing § Business Administration - Specialization in Banking and Finance § Business Administration - Specialization in Banking and Finance (PiE) § Business Administration - Specialization in Economics and Politics § Business Administration - Specialization in General Management § Business Administration - Specialization in Risk and Insurance § Business Information Technology § 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	<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
Module Type: Compulsory Elective	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Fachstelle für Wirtschaftspolitik		
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 <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 § 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	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	-		
Others	Assessment	Length (min.)	Weighting
Short paper	Grade	1440	100,00 %
Classroom Attendance Requirement	Mandatory Attendance: Other 100% attendance by students at lectures in the first four weeks and at presentations in the final three weeks. In case of an authorized and justified absence, the module coordinator will determine what is necessary to compensate for this. Unauthorized absences or failure to meet the terms agreed above will result in a fail being awarded for the module.		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	See reference list		
Comments	-		