

2020.HS

Module Name: International Business & Ethics	
Module Code	w.BA.XX.2IBusE-BL.XX
Module Description	The module focusses on a range of challenges which companies face in today's globalized world. This includes relevant organizations linked to international trade, cultural matters, legal compliance for internationally active companies, and topics of corporate responsibility and ethical business conduct. Since the latter is often not regulated by enforceable binding law, companies may employ norms and non-binding standards to address expectations in the area of sustainability.
Program and Specialization	Business Law
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 Abteilung International Business
Module Coordinator	Jörg Schmidt (scmj)
Deputy Module Coordinator	-
Prerequisite Knowledge	Basics in business administration and economics; knowledge of binding norms in different fields of law.
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 § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § 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... § are able to explain the phenomenon of continued globalization, including its multiple dimensions (economic, political, cultural, legal), and its impact on business practices. § are able to explain differences in economic development between different global regions. § are able to distinguish between different legal systems and their historical and cultural background in different national settings. § are able to explain key elements of a preventive compliance approach. § are able to explain differences between legally binding and non-binding norms/rules as well as their (anticipated) impact on business players. § are able to understand the concept of corporate responsibility and its importance in international business. § are able to collect and process publicly available information on selected aspects of international management and corporate responsibility, process and edit the information, and introduce essential aspects to an audience in an appropriate form. § are able to review and evaluate company-related approaches towards selected corporate responsibility issues based on publicly available information.

Module Content	§ International environment of business: globalization; global processes (international trade, international monetary system, foreign direct investment, regional economic integration processes; labor affairs); economic development (differences in economic development, political economy and development, measuring development); national differences in political and economic systems; international risks and regulations (binding international law; differences between hard and soft law); national differences in legal systems (historical & cultural background and the present situation) (binding national law) § Compliance management (importance of preventive approaches, compliance organization, compliance processes, risk management, education and training) § Corporate responsibility and the role of non-binding norms/rules: stakeholder expectations and ethics; value drivers and a business case for corporate responsibility; key concepts of corporate responsibility; different categories of non-binding norms/rules; comprehensive corporate responsibility standards, compliance approaches for non-binding norms; accounting and reporting for corporate responsibility § Case examples ("vignettes") on relevant issues encompassing all aspects of the module		
Links to other modules	The content of this module is linked to the following module: w.BA.XX.2PPIL-BL.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Literature Review § Discussion	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Multiple Choice Tests § Script § Third-party video material		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	-	
Small Class	28 h	40 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	56 h	40 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	60,00 %
Preparation / Processing of Exercise	Grade	-	40,00 %
Classroom Attendance Requirement	<p>In the fall semester 2020, this module will be carried out in a hybrid form, i.e., with online teaching sessions and, should this be required at some point, elements of classroom formats.</p> <p>The ZHAW protection concept will be taken into account and implemented.</p> <p>Students' participation in the live online sessions is expected on a regular basis. If participation is not possible, this should be clarified with the lecturer.</p>		
Language of Instruction/Examination	English		
Compulsory Reading	§ Script (HS2020) of the module (as provided on MOODLE at the beginning of the semester)		
Recommended Reading	§ Daniels, J., Radebaugh, L. & Sullivan, D. (2014). International Business: Environments and Operations (selected book chapters). 15th edition. Harlow: Pearson Education. ISBN 9780133457230. § Schaffer, R., Agusti, F. & Dhooge, L. (2017). International Business Law and Its Environment (selected book chapters). 10th edition. Boston: Cengage Learning. ISBN 9781305972599.		

Comments	As one part (60%) of the performance assessment of this module, a written assignment will have to be completed via an online tool (e.g., Moodle) in Semester Week 14. As a second part (40%), student groups will be given tasks to prepare and present/introduce in the tutorials/small group classes.
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