

2019.HS

<b>Module Name: International Business</b>	
Module Code	w.BA.XX.2IntBus-en.XX
Module Description	This module provides a systematic introduction to the concepts and thinking of international business. The module focuses on cross-border economic activity and the influence of political, economic, social, and legal factors on international commercial transactions. Further, integrated analysis of the competitive environment and internal capabilities of a company will lead to a strategic view of international business opportunities.
Program and Specialization	Business Administration - Banking and Finance (PiE)
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	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> 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"> <li>• Marketing Strategy</li> <li>• Financial/Management</li> <li>• Accounting</li> <li>• Business English</li> </ul>
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 how the international business environment impacts on the operations of an international company. § understand different business systems and their significance for international companies. § analyze the competitiveness of a nation or an industry. § analyze a company's strategic position and recognize the opportunities and threats of international business. § develop strategies and organizational structures for international corporate activity. § understand the effects of cultural differences on international business. § understand the effects of international activities on a company's value chain. § understand the risks associated with international business activity. § apply basic concepts with regard to doing business in selected regions of the world.

Module Content	§ The political/legal environment of international business § The economic environment of international business § The cultural/social environment of international business § International monetary systems & the financial environment of international business § Strategy and organization in the internationalized company § Global marketing opportunity assessment and market entry § Primary activities of an international company's value chain: supply chain management and marketing management § Support activities of an international company's value chain: human resources management and company infrastructure § Regional focus areas: Asia (China) / India / the Middle East		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Project Work § Discussion	<b>Social Settings Used:</b> § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	56 h	64 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>56 h</b>	<b>64 h</b>	<b>60 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written exam	Closed book	60	80.00 %
<b>Permitted Resources</b>	No calculator	With dictionary	
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written Assignment	Grade	-	20.00 %
Pass or fail assignment	Pass/Fail	-	-
Classroom Attendance Requirement	-		
Language of Instruction/Examination	English		
Compulsory Reading	§ Cavusgul, S., Knight, G. & Riesenberger, J. (2016). International Business; The New Realities. Global Edition, 4th Edition edition. Essex: Pearson Education Limited. ISBN 9781292152837. § Selected articles		
Recommended Reading	§ See Moodle		
Comments	Additional texts		