

2019.HS

Module Name: International Business			
Module Code	w.BA.XX.2IntBus-flex.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 which involves all commercial transactions between individuals, private organizations, and governments across two or more countries. Furthermore, the module integrates analysis of the competitive environment and the internal resources of a company to provide a strategic view of international business.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Banking and Finance (FLEX) § Business Administration - General Management (Flex) § Business Administration - Risk and Insurance (Flex) 		
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</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory	Program Phase: Main Study Period
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ECTS	6		
Organizational Unit	W Abt. International Business Leitung		
Module Coordinator	Maya Gadgil (gadg)		
Deputy Module Coordinator	Dominique Ursprung (ursp)		
Prerequisite Knowledge	None		
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	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 § Teamwork & Conflict Management § 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... <ul style="list-style-type: none"> § understand how the international business environment impacts on the operations of an international company. § understand different business systems and their significance to 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 economic environment of international business § The political/legal environment of international business § The cultural/social environment of international business § Strategy and organization in an international company § Global market opportunity assessment and market entry § Marketing in the global firm § Global sourcing / supply chain management § The international monetary and financial environment § Regional focus on Asia / Middle East § Value chain support activities § Global financial management		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Discussion	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Teaching Videos § Teaching Materials § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	92 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	92 h	60 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	60	80.00 %
Permitted Resources	No calculator	With dictionary	
Others			
	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	20.00 %
Pass or Fail Assignment	Pass/Fail	-	-
Classroom Attendance Requirement	Certain lectures require mandatory attendance.		
Language of Instruction/Examination	English		
Compulsory Reading	§ Cavusgi, S., Knight, G. & Riesenberger, J. (2016). International Business, Global Edition. 4th edition. Essex: Pearson Education Limited. ISBN 9781292152837. § selected articles		
Recommended Reading	§ see Moodle		
Comments	additional texts		