

2019.HS

Module Name: International Business		
Module Code	w.BA.XX.2IntBus.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 influences on international commercial transactions. Further, integrated analysis of the competitive environment and internal capabilities of a company give students a strategic view of international business opportunities.	
Program and Specialization	§ Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - Risk and Insurance § Business Information Technology	
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 <table border="1" style="display: inline-table; vertical-align: middle;"> <tr> <td>Program Phase: Main Study Period</td> </tr> </table>	Program Phase: Main Study Period
Program Phase: 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"> • Introduction to Marketing • Principles of Strategic Management 	
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 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 the 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 and the financial environment of international business § Strategy and organization in an internationalized company § Global marketing opportunity assessment and market entry § International company value chain key activities: supply chain management and marketing management § International company value chain support activities: human resources management and company infrastructure § Regional focus areas: China / India / the Middle East		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2FinAcc.XX w.BA.XX.2Makro.XX w.BA.XX.2Mikro.XX w.BA.XX.2WR.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Project Work § Discussion	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	56 h	64 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	56 h	64 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			
Others		Assessment	Length (min.)
Written Assignment		Grade	20.00 %
Assignment		Pass/Fail	-
Classroom Attendance Requirement	-		
Language of Instruction/Examination	English		
Compulsory Reading	§ Cavusgil, 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		