

Valid for 2021.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	<ul style="list-style-type: none"> § 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	<table border="0" style="width: 100%;"> <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 Abteilung International Business		
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)	<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 the environment of international business and its implications on cross-border trade and commercial operations. § Identify the inherent risks of international business. § Analyze the competitiveness of a company, nation, or industry. § Identify and implement strategies and organizational structures for internationalization or international expansion. § Understand the effects of international activities on a company's value chain. § Apply basic international business concepts with regard to doing business in selected regions of the world. 		

Module Content	§ The political/legal environment of international business § International monetary systems and the economic environment of international business § The cultural/social environment of international business § The financial environment of international business § Strategy and organization in an internationalized company § Global market opportunity assessment, internationalization, and market entry § International company value chain - primary activities: supply chain management and marketing management § International company value chain - support activities: human resources management and company infrastructure § Regional focus areas: China / Europe / 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 § Problem-Oriented Teaching § Project Work § Discussion	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Multiple Choice Tests		
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	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
Others	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	20,00 %
Classroom Attendance Requirement	Mandatory Attendance: Other		
Language of Instruction/Examination	English		
Compulsory Reading	§ Cavusgil, S., Knight, G. & Riesenberger, J. (2020). International Business, Global Edition. 5th edition. Essex: Pearson Education Limited. ISBN 978-1-292-303246. § Selected articles		
Recommended Reading	§ See Moodle		
Comments	<ul style="list-style-type: none"> The module description is based on the assumption that in the fall semester 2021 classes and exams will both take place on campus. Changes affecting the module or type of performance assessment are however possible at short notice if the situation changes due to the pandemic. The module coordinator and the head of program reserve the right to implement changes to this plan if necessary. 		