

Valid for 2023.HS

<b>Module Name: International Business</b>		
Module Code	w.BA.XX.3IntBus-FLEX.XX	
Module Description	This module provides a systematic introduction to the concepts and thinking of international business with a focus on the international business environment and international business expansion. It examines the complexity, disruptions, and increasing pace in domains such as technology, politics, ecology, society, and culture. It also addresses the paradigm change in how value creation is defined, practiced, and reported. Finally, it discusses the impact of culture and cultural diversity on international business.	
Program and Specialization	§ Business Administration - Specialization in Banking and Finance (FLEX) § Business Administration - Specialization in General Management (Flex)	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied 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 Abteilung International Business	
Module Coordinator	Maya Gadgil (gadg)	
Deputy Module Coordinator	Jeremy Dela Cruz (delz)	
Prerequisite Knowledge	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... § become aware of and interested in global trends, international affairs, geopolitics, and market particularities. They gain a multi-dimensional (interdisciplinary) understanding of major global shifts and trends and what this means for international business. § will be provided with the adequate tools to analyze and assess emerging risks and opportunities of the current global environment. § strengthen their normative knowledge including concepts of positive and negative externalities, justice, equity, social-ecological integrity, and ethics. § become able to recognize and understand the strategic archetypes and structures of internationalization and implement environmental and company-level analyses leading to the development of a viable plan for internationalization and expansion. § enhance their cross-cultural awareness and their ability to understand, communicate with, and lead people from different cultural backgrounds. § strengthen their media literacy and become able to extract relevant information from the plethora of news and media available, supporting them in their ability to put global events into context.	

Module Content	§ Globalization and the global economic, political, ecological, technical, and cultural environment and trends § Strategy and organization, opportunity assessment, market entry and expansion, and the corporate response § Regional and emerging market focus		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2FinAcc-flex.XX w.BA.XX.2Makro-flex.XX w.BA.XX.2Mikro-flex.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Project Work § Discussion	<b>Social Settings Used:</b> § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Multiple Choice Tests § Case studies		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	24 h	96 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>24 h</b>	<b>96 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>	Approved calculator according to "Guidelines on Supplementary Materials"		With dictionary
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written Assignment	Grade	-	20,00 %
Classroom Attendance Requirement	Mandatory Attendance: Other		
Language of Instruction/Examination	English		
Compulsory Reading	Assigned chapters / compulsory reading / preparatory material (videos and more)		
Recommended Reading	See Moodle		
Comments	The module coordinator and the Head of Program reserve the right to implement changes to this plan where necessary		