

Valid from 2024.HS

<b>Module description: Business Boot Camp. Getting Down to Business</b>	
<b>Module Code</b>	w.MA.XX.BBC.24HS
<b>ECTS Credits</b>	6
<b>Language of Instruction/Examination</b>	English
<b>Module Description</b>	The "Business Boot Camp" module is offered before the official start of the semester. It is designed to close gaps in students' general management knowledge since the level of the BSc qualifications that students arrive with can vary considerably. The module also promotes group formation in the new classes and ensures that students are introduced to program-relevant concepts and management aspects. In addition to students' general knowledge of business administration issues, their interdisciplinary competencies are also assessed. The main focus is on economic success factors and entrepreneurial development strategies, business administration tools, and problem analysis and solution methods such as team formation and team work. Solutions must be presented and documented effectively and appropriately. The module takes two intensive weeks to complete and includes working with case studies as part of a business simulation exercise.
<b>Organizational Unit</b>	IMI Ltg.
<b>Module Coordinator</b>	Petra Barthelmess
<b>Deputy Module Coordinator</b>	Albena Björck
<b>Program and Specialization</b>	<ul style="list-style-type: none"> <li>• International Business</li> </ul>
<b>Legal Framework</b>	Academic Regulations MSc in International Business dated 10.12.2015, Appendix to the Academic Regulations for the degree program in International Business, first adopted on 12.02.2016
<b>Module Category</b>	<b>Module Type</b> Compulsory
<b>Prerequisite Knowledge</b>	Basics in business administration
<b>Contribution to Program Learning Objectives (by the concerned Module)</b>	<ul style="list-style-type: none"> <li>• Professional Competence</li> <li>• Methodological Competence</li> <li>• Social Competence</li> <li>• Self-Competence</li> </ul>
<b>Contribution to Program Learning Objectives</b>	<p><b>Professional Competence</b></p> <ul style="list-style-type: none"> <li>• Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>• Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>• Evaluate Content of Theoretical and Practical Relevance</li> </ul> <p><b>Methodological Competence</b></p> <ul style="list-style-type: none"> <li>• Problem-Solving &amp; Critical Thinking</li> <li>• Scientific Methodology</li> <li>• Work Methods, Techniques, and Procedures</li> <li>• Information Literacy</li> <li>• Creativity &amp; Innovation</li> </ul> <p><b>Social Competence</b></p> <ul style="list-style-type: none"> <li>• Written Communication</li> <li>• Oral Communication</li> <li>• Teamwork &amp; Conflict Management</li> <li>• Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>• Self-Management &amp; Self-Reflection</li> <li>• Ethical &amp; Social Responsibility</li> <li>• Learning &amp; Change</li> </ul>

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<b>Module Learning Objectives</b>	<p>Students...</p> <ul style="list-style-type: none"> <li>• know and understand content of theoretical and practical relevance.</li> <li>• apply, analyze, and synthesize content of theoretical and practical relevance.</li> <li>• evaluate content of theoretical and practical relevance.</li> <li>• engage in problem-solving and critical thinking.</li> <li>• improve their information literacy.</li> <li>• explore creativity and innovation.</li> <li>• develop oral communication skills.</li> <li>• practice teamwork and conflict management.</li> <li>• acquire intercultural insight and the ability to change perspectives.</li> <li>• learn and adapt as they progress.</li> </ul>																										
<b>Module Content</b>	<ul style="list-style-type: none"> <li>• Business analysis Business development Leadership Problem-solving and design-thinking Presentation technique Project management Team-building, team and conflict management Time and stress management Ethical and social responsibility</li> </ul>																										
<b>Links to other modules</b>	<p>This module is linked to the following modules:</p>																										
<b>Digital Learning Resources</b>	<ul style="list-style-type: none"> <li>• Reader</li> <li>• Teaching Videos</li> <li>• Practice and Application Exercises (with Key)</li> <li>• Case Studies (with Key)</li> <li>• Multiple Choice Tests</li> </ul>																										
<b>Methods of Instruction</b>	<ul style="list-style-type: none"> <li>• Application Tasks</li> <li>• Interactive Instruction</li> <li>• Lecture</li> <li>• Exercises</li> <li>• Case Studies</li> <li>• Project Work</li> <li>• Problem-Oriented Teaching</li> </ul>	<p>Social Settings Used:</p> <ul style="list-style-type: none"> <li>• Group Work</li> </ul>																									
<b>Type of Instruction</b>	<table border="1"> <thead> <tr> <th></th> <th>Classroom Instruction</th> <th>Guided Self-Study</th> <th>Autonomous Self-Study</th> </tr> </thead> <tbody> <tr> <td>Lecture</td> <td>10 h</td> <td>-</td> <td></td> </tr> <tr> <td>Excercise</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Project Work</td> <td>-</td> <td>160 h</td> <td></td> </tr> <tr> <td>Seminar</td> <td>10 h</td> <td>-</td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>20 h</b></td> <td><b>160 h</b></td> <td><b>0 h</b></td> </tr> </tbody> </table>				Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Lecture	10 h	-		Excercise	-	-		Project Work	-	160 h		Seminar	10 h	-		<b>Total</b>	<b>20 h</b>	<b>160 h</b>	<b>0 h</b>
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<b>Performance Assessment</b>	<b>End-of-module exam</b>		<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
	-				
	<b>Permitted Resources</b>				
	<b>Others</b>	<b>Assessment</b>	<b>Format</b>	<b>Length (min.)</b>	<b>Weighting</b>
	Talk/oral presentation	Grade	Gruppenarbeit	15	5.00
	Talk/oral presentation	Grade	Gruppenarbeit	15	5.00
	Talk/oral presentation	Grade	Gruppenarbeit	15	25.00
	Talk/oral presentation	Grade	Gruppenarbeit	5	6.25
	Written Assignment	Grade	Gruppenarbeit	0	6.25
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	Talk/oral presentation	Grade	Gruppenarbeit	20	25.00
	Written Assignment	Grade	Gruppenarbeit	0	5.00
Talk/oral presentation	Grade	Gruppenarbeit	5	6.25	
Others	Grade	Einzelarbeit	60	10.00	
<b>Classroom Attendance Requirement</b>	<p>Other</p> <p>Presence during presentations is mandatory.</p>				
<b>Compulsory Reading</b>	<ul style="list-style-type: none"> <li>Pietersma, P. &amp; Van den Berg, G. (2014). Key Management Models. The 75+ Models Every Manager Needs to Know. . 3rd Edition. Prentice Hall. ISBN 1292016272.</li> </ul>				
<b>Recommended Reading</b>					
<b>Comments</b>					