Module description: Business Project 1

Module Code	w.MA.XX.BP1.24HS
ECTS Credits	6
Language of Instruction/Examination	English
Module Description	The module offers an interdisciplinary view of international management and enables students to transfer previously acquired knowledge of international management into practice. By linking theory and practice, students receive a much more thorough understanding of the different aspects of business. Students work on a real-life business case in the subject area of international management. This enables them to integrate, reflect on, and consolidate previously acquired knowledge in the various disciplines of international business and management. The instructor will prepare students to achieve the expected results but also challenge them to reflect on and learn from their work. In this module, students also have an opportunity to present their findings to representatives from the partner company.
Organizational Unit	IMI Ltg.
Module Coordinator	Albena Björck
Deputy Module Coordinator	Marc Schmid
Program and Specialization	• International Business
Legal Framework	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
Module Category	**Module Type** Compulsory
Prerequisite Knowledge	Business Bootcamp Strategic Management Financial Management Global Growth and Innovation
Contribution to Program Learning Objectives (by the concerned 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

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Module Learning Objectives	Students... • apply international management frameworks to complex business problems. • analyze the sponsor's problem, its context, and its components. • develop strategies and prepare a step-by-step implementation plan. • use project management and business research techniques in a practical business context. • gather and analyze primary information from organization principals, competitors, or other primary/secondary sources. • present and defend their arguments in written and oral form. • assume ownership of their learning process and adapt to new learning situations. • work independently as part of self-guided and autonomous self-study. • propose solutions to complex problems and justify decisions based on reasoned arguments and objective evidence.
Module Content	• Decision-making
Links to other modules	This module is linked to the following modules: • w.MA.XX.BBC.24HS • w.MA.XX.StrMa.24HS • w.MA.XX.FiMa.24HS • w.MA.XX.GGI.24HS
Digital Learning Resources	• None • Reader
Methods of Instruction	Social Settings Used:

Type of Instruction

	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	24 h	44 h	
Excercise	-	-	
Project Work	32 h	-	
Seminar	-	-	
Total	**56 h**	**44 h**	**80 h**

Performance Assessment

End-of-module exam	Form	Length (min.)	Weighting
-			
Permitted Resources			

Others	Assessment	Format	Length (min.)	Weighting
Talk/oral presentation	Grade	Gruppenarbeit	0	40.00
Written Assignment	Grade	Gruppenarbeit	0	45.00
Others	Grade	Gruppenarbeit	0	5.00
Others	Grade	Gruppenarbeit	0	5.00
Others	Grade	Gruppenarbeit	0	5.00

Classroom Attendance Requirement	80% 80% attendance for introduction to business projects, company kick-offs, group coaching sessions, and final group presentations and reflection.
Compulsory Reading	• Script
Recommended Reading	
Comments	This a problem-based project module. The expert knowledge required to solve the project sponsor problem might exceed the scope of the compulsory modules and require interdisciplinary learning.