

Valid from 2025.FS

Module description: Global Business Environment	
Module Code	w.MA.XX.GBE.24HS
ECTS Credits	6
Language of Instruction/Examination	English
Module Description	This module provides students with theoretical and practical knowledge of the global business environment. It gives students an in-depth understanding and appreciation of the various economic, political, societal, environmental, and technological systems in the contemporary world of business. The module focusses on developing the skill to understand current trends and develop scenarios of their development, fostering a strategic view and future literacy.
Organizational Unit	International Management Institute
Module Coordinator	Florian Keller
Deputy Module Coordinator	Dominique Ursprung
Program and Specialization	<ul style="list-style-type: none"> • 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	The module builds on a general understanding of international strategic management. Students are also expected to have an understanding of macroeconomics.
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to Program Learning Objectives	<p>Professional Competence</p> <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 <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change

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Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> • demonstrate a knowledge and understanding that is founded on and builds on knowledge at the Bachelor's level and that provides a basis or an opportunity for originality in developing and/or applying ideas, often within a research context. • can apply their knowledge and understanding and their problem-solving abilities in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study. • have the ability to integrate knowledge, handle complexity, and formulate judgments despite incomplete or limited information by including reflection on social and ethical responsibilities linked to the application of their knowledge and judgments. • can communicate their conclusions and the knowledge and rationale on which they are based to specialist and non-specialist audiences and do so clearly and unambiguously. • have the learning skills to allow them to continue to study in a manner that can be largely self-directed or autonomous. 																																	
Module Content	<ul style="list-style-type: none"> • Geopolitics: General trends in relations between states and their impact on the business world • Regional and national differences: political systems; economic systems; regulation in business-specific fields (labor, tax, trade, technology) • Economic policies: Linking macroeconomic understanding to global politics and industry policy • Societal trends: Change in demographics and cultural behavior and their influence on business • Sustainability and human rights: Policies for responsible business • Technology: Technological evolutions and how they are regulated 																																	
Links to other modules	<p>This module is linked to the following modules:</p> <ul style="list-style-type: none"> • w.MA.XX.StrMa.24HS 																																	
Digital Learning Resources	<ul style="list-style-type: none"> • Teaching Videos • Teaching Materials • Multiple Choice Tests 																																	
Methods of Instruction	<ul style="list-style-type: none"> • Lecture • Problem-Oriented Teaching • Exercises • Explorative Learning • Literature Review • Application Tasks • Case Studies • Simulations • Scientific debates 		<p>Social Settings Used:</p> <ul style="list-style-type: none"> • Individual Work • Group Work 																															
Type of Instruction	<table border="1"> <thead> <tr> <th></th> <th>Classroom Instruction</th> <th>Guided Self-Study</th> <th colspan="2">Autonomous Self-Study</th> </tr> </thead> <tbody> <tr> <td>Lecture</td> <td>48 h</td> <td>-</td> <td colspan="2"></td> </tr> <tr> <td>Excercise</td> <td>-</td> <td>-</td> <td colspan="2"></td> </tr> <tr> <td>Project Work</td> <td>8 h</td> <td>48 h</td> <td colspan="2"></td> </tr> <tr> <td>Seminar</td> <td>-</td> <td>-</td> <td colspan="2"></td> </tr> <tr> <td>Total</td> <td>56 h</td> <td>48 h</td> <td colspan="2">76 h</td> </tr> </tbody> </table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Lecture	48 h	-			Excercise	-	-			Project Work	8 h	48 h			Seminar	-	-			Total	56 h	48 h	76 h	
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Classroom Attendance Requirement	<p>75%</p>																																	

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Compulsory Reading

Recommended Reading

Comments

If your module grade is 4.0 or higher, you have passed the module. If your module grade is 3.75 or 3.5, you will be asked to retake the exam; if you pass the retake exam, you will receive a module grade of 4.0. If you fail the retake exam, you will need to retake the module in the following year. If your module grade is 3.25 or below, you have failed the module and will need to retake it in the following year.