

Valid from 2024.HS

Module description: Global Growth and Innovation	
Module Code	w.MA.XX.GGI.24HS
ECTS Credits	6
Language of Instruction/Examination	English
Module Description	In the course of this intensive two-week module, students explore the internationalization strategies and processes of companies from various industries. The module refers to the latest developments in the area of international business such as business ecosystems, contextual intelligence, digital transformation, and disruptive innovations. The module is taught using different methodological approaches such as lecturing, working on cases, student presentations, guest lectures, and simulations.
Organizational Unit	IMI Ltg.
Module Coordinator	Florian Keller
Deputy Module Coordinator	Albena Björck
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	General management, finance management, and marketing management
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	Students... <ul style="list-style-type: none"> • analyze international business problems. • analyze internationalization strategies and processes of companies. • analyze internationalization and innovation methods. • apply applicable management methodologies and frameworks. • conduct situation analysis. • develop a solution to a specific business problem. • develop presentations. • collaborate in all significant group work. • make assessments working in groups (assignments). • apply intercultural frameworks. • acquire knowledge autonomously that is relevant to specific problems. • enhance their time management skills. • take into account ethical and responsibility considerations in solving problems. • apply innovation methods and tools. 																																											
Module Content	<ul style="list-style-type: none"> • - Internationalization Concepts and Methods - Internal Business Strategies and Processes - Internationalization Applications Across Various Industries (i.e., Food, Life Sciences, Luxury) - Innovation Concepts and Methods - Business Model Innovation - Digital Transformation - Contextual Intelligence 																																											
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none"> • w.MA.XX.BBC.24HS • w.MA.XX.GBE.24HS • w.MA.XX.StrMa.24HS • w.MA.XX.RiMa.24HS 																																											
Digital Learning Resources	<ul style="list-style-type: none"> • Reader • Teaching Videos • Teaching Materials • Case Studies (with Key) • Multiple Choice Tests • Business simulation 																																											
Methods of Instruction	<ul style="list-style-type: none"> • Case Studies • Explorative Learning • Lecture • Problem-Oriented Teaching • Interactive Instruction • Project Work 		Social Settings Used: <ul style="list-style-type: none"> • Group Work 																																									
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Classroom Attendance Requirement	Other Presence required during lecturer interaction and group presentations. The study trip is compulsory. Absences must be approved by the Head of Program.
Compulsory Reading	
Recommended Reading	
Comments	If your module grade is 4.0 and above, you will 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 will have failed the module and will need to retake it the following year.