

2019.HS

<b>Module Name: International Business Project 1</b>	
Module Code	w.MA.XX.INTBP1-M15.16HS
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.
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	<b>Module Type:</b> Compulsory
ECTS	6
Organizational Unit	W International Management Institut
Module Coordinator	Altar Yilmazer (yilm)
Deputy Module Coordinator	Marc Schmid (shmd)
Prerequisite Knowledge	MSc IB: Business Boot Camp
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... § recognize and interpret a complex business situation in the content of a given case study. § explain the chosen business research methods for use in a business case in a practical setting. § apply international management frameworks to complex business problems. § apply analytical methods and analyze the problem and its context. § develop strategies for a sponsoring company and prepare a step-by-step implementation plan. § use project management and business research techniques in a practical business context. § identify all the tasks necessary to complete the project. § determine the approximate time frames of the tasks and set completion targets. § analyze the business case problem and identify its components. § solve complex problems and justify decisions based on reasoned arguments and objective evidence.

	§ find practical solutions in a real-life business case. § gather and analyze primary information from organization principals, competitors, or other primary/secondary sources. § apply analytical methods and previously acquired knowledge to find a solution to a complex business problem. § present and justify their arguments in written or oral form. § demonstrate efficient and effective team work. § assume ownership of their own learning process and adapt to new learning situations. § acquire new knowledge structures and methods and then apply these to a real-life business case. § work independently as part of self-guided and autonomous self-study.		
Module Content	§ Decision-making § Problem-solving techniques § Advanced project management § Business research techniques § Business case		
Links to other modules	The content of this module is linked to the following module: w.MA.XX.BBC-M1.16HS		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Problem-Oriented Teaching § Project Work § Explorative Learning § Literature Review § Discussion § Presentation § Group project	<b>Social Settings Used:</b> Group Work	
Digital Resources	§ Teaching Materials § Case Studies (with Key)		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Lecture	24 h	44 h	
Excercise	-	-	
Project Work	32 h	-	
Seminar	-	-	
<b>Total</b>	<b>56 h</b>	<b>44 h</b>	<b>80 h</b>
Performance Assessment			
<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>Length (min.)</b>	<b>Weighting</b>
Written Assignment	Grade	-	60,00 %
Talk/oral presentation	Grade	30	40,00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	80% attendance for the Introduction to Business projects, Introduction to Finance, company kick-offs, group coaching sessions, and final group presentations.		
Language of Instruction/Examination	English		
Compulsory Reading	Script		
Recommended Reading	-		
Comments	Real-life business cases will be defined and distributed during the first week of the semester. More information on the project is available on Moodle.		