

2019.FS

Module Name: International Business Project 2			
Module Code	w.MA.XX.INTBP2-M16.16HS		
Module Description	Solving a real-life international business problem. Includes presenting the solution professionally.		
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		
ECTS	6		
Organizational Unit	W International Management Institut		
Module Coordinator	Felix Scherrer (scex)		
Deputy Module Coordinator	Michael Jan Kendzia (kend)		
Prerequisite Knowledge	<ul style="list-style-type: none"> • General Management • Research Methodology 		
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... analyse a business situation, apply problem-solving techniques, develop innovative solutions, develop a business plan, and present their solution to the company and to the class.		
Module Content	In groups, students conduct an in-depth analysis of a real-life international business problem and propose an appropriate solution (in form of a management paper) based on their knowledge of (and ability to apply) relevant know-how, frameworks, and methodologies. The solution is presented and defended.		
Links to other modules	The content of this module is linked to the following module: w.MA.XX.INTBP1-M15.16HS		
Methods of Instruction	<table border="1" style="width: 100%;"> <tr> <td style="width: 60%;"> § Interactive Instruction § Case Studies § Problem-Oriented Teaching § Project Work § Explorative Learning § Literature Review </td> <td style="width: 40%; vertical-align: top;"> Social Settings Used: Group Work </td> </tr> </table>	§ Interactive Instruction § Case Studies § Problem-Oriented Teaching § Project Work § Explorative Learning § Literature Review	Social Settings Used: Group Work
§ Interactive Instruction § Case Studies § Problem-Oriented Teaching § Project Work § Explorative Learning § Literature Review	Social Settings Used: Group Work		
Digital Resources	§ Teaching Materials § Practice and Application Exercises (with Key)		

Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Lecture	24 h	132 h		
Excercise	-	-		
Project Work	-	-		
Seminar	-	-		
Total	24 h	132 h	24 h	
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
-	-	-	-	
Permitted Resources	-			
Others				
	Assessment	Length (min.)	Weighting	
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	-			
Language of Instruction/Examination	English			
Compulsory Reading	Peer-reviewed research and case studies as designated in module reader			
Recommended Reading	-			
Comments	-			