

2019.FS

Module Name: International Governance & Responsibility	
Module Code	w.MA.XX.INTGR-M9.16HS
Module Description	Students are given an advanced understanding of the relevance of corporate responsibility and corporate governance for international business activities. They acquire the ability to develop strategies for CR management for different functions/departments of a company (e.g., research & development, procurement, human resources, or communication).
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	3
Organizational Unit	W International Management Institut
Module Coordinator	Herbert Winistörfer (winh)
Deputy Module Coordinator	Jörg Schmidt (scmj)
Prerequisite Knowledge	Basic understanding of sustainable development, corporate responsibility, and business ethics
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <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 Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Work Methods, Techniques, and Procedures § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § explain how corporate responsibility is implemented in different corporate functions (strategic management; supply chain management and international sourcing; product development and marketing; human resources management; communications). § estimate the strategic significance of corporate responsibility and distinguish between different strategic options for a given business context. § establish a structured profile of corporate responsibility activities for a given company. § assess the quality of corporate responsibility integration into specific corporate functions. § assess the impact of a given set of business activities related to corporate responsibility on a company's value as well as on its environment (nature, society). § formulate and present detailed evaluations of specific situations and possible solutions and strategic alternatives as the basis for strategic decision-making related to corporate responsibility. § become familiar with new topic areas related to international CR by immersion in the relevant specialist literature and experiential learning while working through case studies.

Module Content	§ Foundations of strategic corporate responsibility management § Corporate responsibility in selected corporate functions: concepts, models, standards, and best practice examples § Corporate responsibility in strategic management § Corporate responsibility in supply chain management and international sourcing § Corporate responsibility in research, innovation, and product development § Corporate responsibility in human resources management § Corporate responsibility in communication § International corporate governance		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies	Social Settings Used: Group Work	
Digital Resources	§ Teaching Materials § Online quiz		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	28 h	-	
Excercise	-	-	
Project Work	-	16 h	
Seminar	-	-	
Total	28 h	16 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others			
	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	15	50,00%
Written Assignment	Grade	-	50,00%
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	-		
Language of Instruction/Examination	English		
Compulsory Reading	§ Selected articles and book chapters available on Moodle § Brand, F. & Winistörför, H. (2017). SML-Essentials: Corporate Responsibility Management. Hgendorf: Buchzentrum. ISBN 978-3-03870-008-1. available in the book shops, e.g. at Orell Füssli: https://www.orellfuessli.ch/shop/home/artikeldetails/corporate_responsibility_management/herbert_wi03870-008-8/ID64002637.html .		
Recommended Reading	-		
Comments	-		