

2017.FS

Module Name: Internationalization & Innovation	
Module Code	w.MA.XX.INTIN-M8.16HS
Module Description	In the course of this intensive two-week module, students will explore the internationalization strategies and processes of companies from various industries. The module refers to the newest developments in the area of international business such as Business Ecosystems, Contextual Intelligence, Digital Transformations, and Disruptive Innovations. The module is taught using different methodological approaches such as lecturing, case work, student presentations, guest lectures, and company visits.
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	Daniel Seelhofer (seda)
Deputy Module Coordinator	Felix Scherrer (scex)
Prerequisite Knowledge	General management, finance management, marketing management
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... § analyze a real-life international business problem. § 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 a Powerpoint presentation. § present solutions. § cooperate in significant group work. § make assessments 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.

Links to other modules	The content of this module is linked to the following modules:		
	w.MA.XX.BBC-M1.16HS		
	w.MA.XX.IEPBS-M7.16HS		
	w.MA.XX.INTMA-M10.16HS		
w.MA.XX.INTRFM-M11.16HS			
Methods of Instruction	§ Interactive Instruction § Case Studies § Problem-Oriented Teaching § Explorative Learning	Social Settings Used: Group Work	
Digital Resources	§ Reader § Teaching Videos § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	60 h	80 h	
Excercise	-	-	
Project Work	-	-	
Seminar	-	-	
Total	60 h	80 h	40 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	0	-
Permitted Resources*	-		
*Acc. to the Guidelines on the Use of Examination Aids/Resources ("Merkblatt Hilfsmittel SML Intranet Prüfungen/Zeugnisse")			
Others	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	30	100,00%
Classroom Attendance Requirement	During lecturer interaction and group presentations.		
Language of Instruction/Examination	English		
Compulsory Reading	Selected academic texts		
Recommended Reading	Hill, C. (2015). International Business. 10th edition. McGrawHill. ISBN 978-0077163587.		
Comments	-		