

2019.HS

<b>Module Name: Cultures &amp; Civilizations</b>	
Module Code	w.MA.XX.LEC-M4-1.16HS
Module Description	The module is designed to help students develop their skills in the field of business environment analysis. It includes hard as well as soft factors of intelligence. Theoretical insights will be applied to a selection of business environments by using the format of a virtual journey around the world that includes Europe, the Far East, the Middle East, and the Americas.
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 Elective
ECTS	3
Organizational Unit	W International Management Institut
Module Coordinator	Petra Barthelmess (base)
Deputy Module Coordinator	Waseem Hussain (huss)
Prerequisite Knowledge	<ul style="list-style-type: none"> <li>• Intercultural basics</li> <li>• International business basics</li> </ul>
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... § identify different economic and political systems. § identify different corporate and national cultures. § acquire job-specific intercultural skills and intelligence gathering skills. § measure what impact various economic, political, and cultural systems have on a country's present and future economic development. § appreciate the impact of a country's development on business. § base business decisions on an appropriate analysis of the targeted economic, political, and cultural business environment. § base their actions on appropriate analysis of the international business environment. § communicate effectively across cultural boundaries. § state ideas clearly, argue logically, and develop differentiated thoughts and opinions during class discussions § create and deliver a presentation that is academically sound in content, organized in structure, and original in its design. § are able to observe and understand current events and to relate them to existing information schemes. § are able to empathize with "the different" and thus widen their horizon.

	§ develop a cultural self-awareness and solve problems that arise when different cultures meet in international business contexts by reconciling intercultural conflicts.		
Module Content	§ Competitive intelligence § Economic systems and business § Political systems and business § Social and cultural systems and business § The European environment § The Far Eastern environment § The Middle Eastern environment § The Latin American environment		
Links to other modules	-		
Methods of Instruction	§ Lecture § Application Tasks § Exercises § Project Work § Discussion § Presentation § Group project	<b>Social Settings Used:</b> Group Work	
Digital Resources	§ Teaching Videos § Teaching Materials § Practice and Application Exercises (with Key) § Multiple Choice Tests		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Lecture	14 h	10 h	
Excercise	10 h	4 h	
Project Work	4 h	20 h	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>34 h</b>	<b>28 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written exam	Closed book	60	60,00 %
<b>Permitted Resources</b>	No calculator	With dictionary	
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Talk/oral presentation	Grade	15	40,00 %
Students are allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	70%		
Language of Instruction/Examination	English		
Compulsory Reading	All reading assignments will be uploaded on moodle		
Recommended Reading	-		
Comments	Please find a detailed outline of our exam procedure on Moodle/Blackboard, MSc in International Business.		