

Valid from 2025.HS

Module description: International Business Project		
Module Code	w.BA.XX.1IBP-IM.XX	
ECTS Credits	6	
Language of Instruction/Examination	English	
Module Description	<p>The module offers an interdisciplinary view of international management and enables students to put previously acquired knowledge of international management into practice. By linking theory and practice, students receive a more comprehensive understanding of the different aspects of management challenges. Students work in groups on a real 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. A supervisor will coach students and challenge them to reflect and learn from their project work. In this module, students will present their findings to a representative of their partner organization.</p>	
Organizational Unit	Abteilung International Business	
Module Coordinator	Maya Gadgil	
Deputy Module Coordinator	Patricia Enzmann	
Program and Specialization	<ul style="list-style-type: none"> International Management 	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type Compulsory	Program Phase Main Study Period
Prerequisite Knowledge	BSc IM: International Business & Management BSc IM: Integration I BSc IM: Markets & Marketing	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> Professional Competence Methodological Competence Social Competence Self-Competence 	
Contribution to Program Learning Objectives	<p>Professional Competence</p> <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 <p>Methodological Competence</p> <ul style="list-style-type: none"> Problem-Solving & Critical Thinking Scientific Methodology Work Methods, Techniques, and Procedures Information Literacy Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> Written Communication Oral Communication Teamwork & Conflict Management Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> Self-Management & Self-Reflection Ethical & Social Responsibility Learning & Change 	

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Module Learning Objectives	Students... <ul style="list-style-type: none">investigate and analyze a business challenge in an international context.apply business management knowledge, concepts, and research techniques.develop feasible recommendations.present and justify arguments in a written report and an oral presentation.demonstrate efficient and effective teamwork.assume ownership of their learning process, of their assigned challenge, and of group collaboration/new learning settings.																																							
Module Content	<ul style="list-style-type: none">Identification and analysis of business challengesBusiness management research techniquesManagement frameworks/conceptsTeamwork/collaboration/decision-making																																							
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none">w.BA.XX.1Int1BC-IM.XXw.BA.XX.1MKT-IM.XXw.BA.XX.1BMGT-IM.XX																																							
Digital Learning Resources	<ul style="list-style-type: none">Reader																																							
Methods of Instruction	<ul style="list-style-type: none">Interactive InstructionProject WorkExplorative LearningLectureProblem-Oriented TeachingApplication TasksCase StudiesCoaching			Social Settings Used: <ul style="list-style-type: none">Group Work																																				
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Large Class</td><td>8 h</td><td>58 h</td><td colspan="2"></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Group Instruction</td><td>34 h</td><td>-</td><td colspan="2"></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>42 h</td><td>58 h</td><td colspan="2">80 h</td></tr></table>						Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Large Class	8 h	58 h			Small Class	-	-			Group Instruction	34 h	-			Practical Work	-	-			Seminar	-	-			Total	42 h	58 h	80 h	
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Classroom Attendance Requirement	100% Active student participation in all module-related activities is compulsory - see below.																																							
Compulsory Reading	<ul style="list-style-type: none">Refer to Moodle																																							

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Recommended Reading

- Rowe, S. (2020). Project Management for Small Projects. 3rd edition. Vienna: Management Concepts. ISBN 9781523097685.

Comments

N.B.:

The business projects/ challenges will be presented and groups formed and assigned at the beginning of the semester (Weeks 1-2). The kick-offs with the company representatives/ student groups/ supervisors take place in weeks 2-4 (during the week). Attendance is mandatory.

100% attendance is mandatory in the sessions marked in the curriculum – this is a prerequisite to pass the module.

"Freeriding" (non-participation by individual members) in group assignments is not permitted. Further information concerning the consequences of "freeriding" are presented in sessions 1/2 (see Moodle).