

Valid from 2025.HS

Module description: Integration II - Fieldwork		
Module Code	w.BA.XX.1Int2FW-IM.XX	
ECTS Credits	6	
Language of Instruction/Examination	English	
Module Description	<p>The primary aim of the module is to link frameworks, theories, and the concepts of strategy, marketing, finance, and operations to practice in a risk-free environment. By simulating the operation of a real company, students can explore alternative strategies and optimize the performance of a company. By being exposed to a complex situation, students learn to analyze information and make trade-offs. In addition to playing the simulation game, students are coached to give high-quality presentations, including vocal and body language training. They also acquire the tools to create sophisticated PowerPoint presentations and improve their individual presentation style.</p>	
Organizational Unit	Abteilung International Business	
Module Coordinator	Michael Jan Kendzia	
Deputy Module Coordinator	Susan Bergen	
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		
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">• recognize the inter-connectedness of business functions and appreciate the impact of competitors' strategies on their own strategic options.• recognize cognitive biases in decision making and problem solving.• explain decision making techniques that can be applied to complex problem solving.• analyze an organization's position in relation to its competitors.• apply strategic management theories, concepts, and models to a real-life business scenario.• develop best and worst-case scenarios.• utilize criteria and techniques that can be used to evaluate possible strategic options.• make judgments based on solid data analysis.• solve complex problems and make decisions in situations where there is limited time and information.• present and justify their arguments in a written or oral form.• manage the project from start to finish, gaining an appreciation of the flow of activities and contingent events involved.• work independently and in a team as part of autonomous and guided study.• reflect on how cognitive biases affect decision making and problem solving.																															
Module Content	<ul style="list-style-type: none">• Leadership and decision-making• Cognitive biases in individual and group decision making• Problem-solving techniques• Scenario planning• Strategy development for one's own simulated business• Strategic review after implementation of the simulation game																															
Links to other modules	This module is linked to the following modules:																															
Digital Learning Resources	<ul style="list-style-type: none">• Teaching Videos• Practice and Application Exercises (with Key)																															
Methods of Instruction	<ul style="list-style-type: none">• Application Tasks• Problem-Oriented Teaching• Lecture• Project Work• Interactive Instruction• Discussion• Presentation• Simulation(s)• Group project		Social Settings Used: <ul style="list-style-type: none">• Group Work• Individual Work																													
Type of Instruction	<table><tr><th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th>Autonomous Self-Study</th></tr><tr><td>Large Class</td><td>56 h</td><td>-</td><td></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td></td></tr><tr><td>Group Instruction</td><td>-</td><td>44 h</td><td></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>56 h</td><td>44 h</td><td>80 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	56 h	-		Small Class	-	-		Group Instruction	-	44 h		Practical Work	-	-		Seminar	-	-		Total	56 h	44 h	80 h
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Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
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	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Talk/oral presentation	Grade	Gruppenarbeit	10	10.00
	Talk/oral presentation	Grade	Gruppenarbeit	10	20.00
Classroom Attendance Requirement	Talk/oral presentation	Grade	Einzelarbeit	5	10.00
	Simulation assignments	Grade	Gruppenarbeit	0	60.00
	Other				
Compulsory Reading	The module includes both group and individual coaching sessions for students, which are compulsory.				
Recommended Reading					
Comments	The Capsim Foundation simulation can be found at www.capsim.com				
	A justified absence is subject to a medical certificate. Unjustified absences or work assignments from an employer are not acceptable excuses and will result in a lower grade (each single absence leads to a partial grade of 1.0).				