

Valid from 2024.HS

Module description: International Environment of Business		
Module Code	w.BA.XX.1IntEB-IM.XX	
ECTS Credits	6	
Language of Instruction/Examination	English	
Module Description	This module provides students with theoretical and practical knowledge of the global business environment. It provides students with an in-depth understanding and appreciation of the different economic, political, and social systems in today's business world.	
Organizational Unit	AIB Leitung	
Module Coordinator	Petra Barthelmess	
Deputy Module Coordinator	Benedikt Zoller-Rydzek	
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 First Year-Studies
Prerequisite Knowledge	None	
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"> Oral Communication 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	<p>Students...</p> <ul style="list-style-type: none"> • explain the phenomenon of continued globalization. • explain the determinants and mechanisms of international trade. • name the key features of the global monetary system. • identify regional economic integration processes. • identify different economic and political systems. • explain the relationship between production and growth and apply them to practical problems. • understand the implications of international trade on a global scale and apply this knowledge to a practical business case. • identify different economic and political systems in newly emerging business environments and measure what impact the various economic and political systems have on the economic development of a country. • measure national wealth and income levels. • evaluate international and national governance and have a critical understanding of world politics and the political environment of international business. • understand the relationship between production and growth and apply it to practical problems. • apply acquired theory to country cases. • interpret the functions and implications of globalization and regional economic integration processes critically. • interpret the implications of the global monetary system critically. • interpret the impact that world politics and the political environment have on international business and assess it critically. • base business decisions on appropriate analysis of the international business environment. • state ideas clearly, develop arguments logically, and make differentiated statements. • set goals by selecting, managing, and assessing their own learning activities. • work independently by setting goals and defining what to learn. • observe and understand current events and relate them to existing information schemes. • develop their awareness as global citizens. 	
Module Content	<ul style="list-style-type: none"> • Basics of macro economics: GDP and wellbeing, growth, income distribution. Basics of political economy: economic, political, technological, and social systems. Basics of economic and human development. Global trade, global monetary systems, and global trends in business, governance, and culture. 	
Links to other modules	<p>This module is linked to the following modules:</p> <ul style="list-style-type: none"> • w.BA.XX.1CCM-IM.XX • w.BA.XX.1BMGT-IM.XX • w.BA.XX.1ECON-IM.XX 	
Digital Learning Resources	<ul style="list-style-type: none"> • Reader • Teaching Videos • Teaching Materials • Practice and Application Exercises (with Key) • Multiple Choice Tests 	
Methods of Instruction	<ul style="list-style-type: none"> • Interactive Instruction • Exercises • Application Tasks • Lecture • Case Studies 	<p>Social Settings Used:</p> <ul style="list-style-type: none"> • Individual Work

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Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
	Large Class	42 h	70 h		
	Small Class	-	-		
	Group Instruction	-	-		
	Practical Work	-	-		
	Seminar	-	-		
	Total	42 h	70 h	68 h	
Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	Written exam		closed book	60	80.00
	Permitted Resources		Spec. calculator acc. to leaflet "Utilities"	With dictionary	
	Others	Assessment	Format	Length (min.)	Weighting
	Moodle test <i>In preparation or repetition of the lecture, there is a reading and test bank task that relates to the preparatory reading and/or the subject matter taught in class.</i>	Grade	Einzelarbeit	0	20.00
Classroom Attendance Requirement	None When there is an in-class test scheduled, it is recommended to attend class. The dates are indicated in the semesterplan.				
Compulsory Reading					
Recommended Reading					
Comments					