

Valid from 2025.FS

Module description: Integration I - Business Case		
Module Code	w.BA.XX.1Intg1BC-IM.XX	
ECTS Credits	6	
Language of Instruction/Examination	English	
Module Description	This module gives students the opportunity to integrate theories and concepts of international business and management learned during their first year of studies and apply them to business cases. In addition, students will be able to appreciate the interconnectedness of business functions and decisions. Students work in study teams on case studies and assignments. Each assignment is discussed in workshops and lectures. Besides the business case application, students will also work on an academic writing assignment.	
Organizational Unit	Abteilung International Business	
Module Coordinator	Nico Pfändler	
Deputy Module Coordinator	Kristine De Curtis	
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	Students will have gained the necessary knowledge and skills required for this module from the first and during the second semester modules of the BSc in International Management program.	
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	<p>Students...</p> <ul style="list-style-type: none"> • apply business and management concepts to international business cases. • analyze and appraise relevant information and find evidence to support judgements. • construct and defend these judgements based on internal and external criteria. • explain and defend judgements and actions clearly and in a professional manner. • work efficiently and effectively in teams. • reflect on their own team work and contribution to the project and that of others in their team. • apply academic writing skills. 																														
Module Content	<ul style="list-style-type: none"> • International business and management • Project management and writing techniques • Presentation skills • Academic writing skills • Research design skills • Developing a methodological note 																														
Links to other modules	<p>This module is linked to the following modules:</p> <ul style="list-style-type: none"> • w.BA.XX.1ECON-IM.XX • w.BA.XX.1CCC-IM.XX • w.BA.XX.1FIN-IM.XX • w.BA.XX.1MKT-IM.XX • w.BA.XX.1PM-IM.XX • w.BA.XX.1IEB-IM.XX • w.BA.XX.1QAB-IM.XX • w.BA.XX.1IAF-IM.XX • w.BA.XX.1IBM-IM.XX • w.BA.XX.1PMRT-IM.XX 																														
Digital Learning Resources	<ul style="list-style-type: none"> • Teaching Materials • Case Studies (with Key) 																														
Methods of Instruction	<ul style="list-style-type: none"> • Case Studies • Interactive Instruction • Literature Review • Explorative Learning • Project Work • Problem-Oriented Teaching • Lecture • Exercises • Group project • Presentation • Discussion • Mini thesis 		<p>Social Settings Used:</p> <ul style="list-style-type: none"> • Group 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>34 h</td><td></td></tr> <tr> <td>Small Class</td><td>-</td><td>-</td><td></td></tr> <tr> <td>Group Instruction</td><td>-</td><td>-</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>34 h</td><td>90 h</td></tr> </table>				Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	56 h	34 h		Small Class	-	-		Group Instruction	-	-		Practical Work	-	-		Seminar	-	-		Total	56 h	34 h	90 h
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Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	-				
	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Talk/oral presentation	Grade	Gruppenarbeit	30	30.00
	Talk/oral presentation	Grade	Gruppenarbeit	15	20.00
Written Assignment	Grade	Gruppenarbeit	0	50.00	
Classroom Attendance Requirement	80%				
Compulsory Reading					
Recommended Reading	<ul style="list-style-type: none">Boddy, D. (2019). Management. 8th edition. London: Pearson Education Limited. ISBN ISBN 9781292271811.				
Comments	<p>Students work in small study teams on all case studies and assessment tasks. Team grades are awarded for the module. An individual student's grade for an assessment activity or for the final module grade may be reduced by 0.5 or 1.0 grade point if it is determined that the student's performance and/or contribution was minimal and/or disruptive to the overall team effort.</p> <p>The decision to change an individual student's grade may only be taken by the Head of Program and the Module Coordinator. Additional information about the Integration 1 - Business Case module is available on Moodle</p>				