

Valid from 2025.HS

Module description: Advanced International Business		
<b>Module Code</b>	w.BA.XX.2AIntBus.XX	
<b>ECTS Credits</b>	6	
<b>Language of Instruction/Examination</b>	English	
<b>Module Description</b>	This module provides systematic didactic instructions on international business risk management concepts, including commercial risk, country and political risk, cross-cultural risk, and financial and currency risk. Students are enabled to identify, evaluate, and manage international business risks, including leading, managing, negotiating, and communicating across cultures.	
<b>Organizational Unit</b>	Abteilung International Business	
<b>Module Coordinator</b>	Jeremy Dela Cruz	
<b>Deputy Module Coordinator</b>	Maya Gadgil	
<b>Program and Specialization</b>	<ul style="list-style-type: none"> <li>Business Administration - Specialization in General Management</li> </ul>	
<b>Legal Framework</b>	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	
<b>Module Category</b>	<b>Module Type</b> Compulsory	<b>Program Phase</b> Main Study Period
<b>Prerequisite Knowledge</b>	<ul style="list-style-type: none"> <li>International Business (basic module)</li> <li>Marketing (basic and advanced modules)</li> <li>Strategy (basic and advanced moduleb)</li> <li>Financial/Management Accounting</li> <li>Business English</li> </ul>	
<b>Contribution to Program Learning Objectives (by the concerned Module)</b>	<ul style="list-style-type: none"> <li>Professional Competence</li> <li>Methodological Competence</li> <li>Social Competence</li> <li>Self-Competence</li> </ul>	
<b>Contribution to Program Learning Objectives</b>	<p><b>Professional Competence</b></p> <ul style="list-style-type: none"> <li>Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>Evaluate Content of Theoretical and Practical Relevance</li> </ul> <p><b>Methodological Competence</b></p> <ul style="list-style-type: none"> <li>Problem-Solving &amp; Critical Thinking</li> <li>Scientific Methodology</li> <li>Work Methods, Techniques, and Procedures</li> <li>Information Literacy</li> <li>Creativity &amp; Innovation</li> </ul> <p><b>Social Competence</b></p> <ul style="list-style-type: none"> <li>Written Communication</li> <li>Oral Communication</li> <li>Teamwork &amp; Conflict Management</li> <li>Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>Self-Management &amp; Self-Reflection</li> <li>Ethical &amp; Social Responsibility</li> <li>Learning &amp; Change</li> </ul>	

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Module Learning Objectives	Students... <ul style="list-style-type: none"><li>• identify and mitigate international business risks.</li><li>• understand the complexity and variables involved in managing and leading international employees and teams.</li><li>• develop international communication and negotiation competencies.</li><li>• adapt financial and accounting principles to an international environment.</li><li>• develop management competencies which can be applied to international business expansion and operations management.</li><li>• develop the readiness for life-long learning about international business issues.</li></ul>																															
Module Content	<ul style="list-style-type: none"><li>• Assessing and managing social, legal, and business risk in international operations</li><li>• Communicating and negotiating across national borders and cultures</li><li>• Understanding and controlling marketing, accounting, and financial operations in an international company</li><li>• Develop cross-cultural leadership and managerial competencies</li></ul>																															
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none"><li>• w.BA.XX.2IntBus.XX</li></ul>																															
Digital Learning Resources	<ul style="list-style-type: none"><li>• Reader</li><li>• Teaching Videos</li><li>• Teaching Materials</li><li>• Practice and Application Exercises (with Key)</li><li>• Practice and application exercises</li><li>• Selected case studies</li></ul>																															
Methods of Instruction	<ul style="list-style-type: none"><li>• Explorative Learning</li><li>• Interactive Instruction</li><li>• Application Tasks</li><li>• Case Studies</li><li>• Lecture</li><li>• Exercises</li><li>• Project Work</li><li>• Problem-Oriented Teaching</li><li>• Reflection</li><li>• Discussion</li></ul>		Social Settings Used: <ul style="list-style-type: none"><li>• Individual Work</li><li>• Group Work</li></ul>																													
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>64 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>64 h</td><td>60 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	56 h	64 h		Small Class	-	-		Group Instruction	-	-		Practical Work	-	-		Seminar	-	-		Total	56 h	64 h	60 h
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<b>Classroom Attendance Requirement</b>	None
<b>Compulsory Reading</b>	<ul style="list-style-type: none"><li>Articles and texts as assigned by the module coordinator and instructors</li></ul>
<b>Recommended Reading</b>	<ul style="list-style-type: none"><li>See Moodle</li></ul>
<b>Comments</b>	The module coordinator and the Head of Program reserve the right to implement changes to this plan where necessary.