

Module description: Firms in the Global Economy		
Module Code	w.BA.XX.2FGE.XX	
ECTS Credits	3	
Language of Instruction/Examination	English	
Module Description	<p>One of the prominent features of the present economic environment is the increasing economic integration and interdependence of consumers, producers, and countries on a global scale. This process is characterized by an increasing international division of labor and specialization, internationalization of production and particularly production processes in the form of global value chains (GVC), and a boom in inter- and intra-industry trade. Internationalization of production and the utilization of GVCs play - especially for Switzerland as a small open economy with limited resources - a crucial role in sustaining the competitiveness of domestic enterprises and thus for employment and economic growth. The aim of this module is to provide students with an understanding of the main economic causes of the internationalization of production, particularly the (re)location and spatial concentration (clustering) of production and the emergence of GVC in commercial production. Moreover, the module explains the determinants successful corporate internationalization strategies such as exporting, importing, outsourcing, and foreign direct investment (vertical and horizontal). The module describes why firms that engage in the global economy (traders, outsourcers, multinationals) are substantially larger and perform better than firms that do not interact with foreign markets. Students will also gain an understanding of how economic integration can lead to both winners and losers among businesses in the same industry, and recognize how intra-industry trade leads to new types of welfare gains such as higher industry-level productivity and increased product variety.</p>	
Organizational Unit	Center for Labor, Digital & Regional Eco	
Module Coordinator	Dario Fauceglia	
Deputy Module Coordinator	Björn Plaschnick	
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Accounting, Controlling, Auditing • Business Administration - Specialization in Banking and Finance • Business Administration - Specialization in Behavioral Design • Business Administration - Specialization in Economics and Politics • Business Administration - Specialization in Financial Management • Business Administration - Specialization in General Management • Business Administration - Specialization in Insurance Management • Business Administration - Specialization in Marketing • Elective module (see module table) • 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 Elective	Program Phase Main Study Period
Prerequisite Knowledge	Compulsory modules: w.BA.XX.2Mikro.XX and w.BA.XX.2Makro.XX, resp. w.BA.XX.2VWL-WIN.XX / w.BA.XX.2VWL-BL.XX / w.BA.XX.1ECON-IM.XX	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence 	

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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 • 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 			
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> • will be familiar with the main economic causes of internalization and the emergence of global production networks. • are able to name the main determinants of corporate internationalization strategies. • are able to explain the socio-economic consequences of increasing economic integration. 			
Module Content	<ul style="list-style-type: none"> • Main economic causes of the internationalization of production, in particular, the (re)location and spatial concentration (clustering) of production. • The emergence of global value chains in corporate production. • Determinants of successful corporate internationalization strategies. • Understanding of how economic integration can lead to both winners and losers. 			
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.2VWL-BL.XX • w.BA.XX.2VWL-WIN.XX • w.BA.XX.2Makro.XX • w.BA.XX.2Mikro.XX 			
Digital Learning Resources	<ul style="list-style-type: none"> • Teaching Videos 			
Methods of Instruction	<ul style="list-style-type: none"> • Case Studies • Literature Review • Lecture 		<p>Social Settings Used:</p> <ul style="list-style-type: none"> • Individual Work • Group Work • Pair Work 	
Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study
	Large Class	-	-	
	Small Class	14 h	14 h	
	Group Instruction	-	-	
	Practical Work	-	-	
	Seminar	-	-	
	Total	14 h	14 h	62 h

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Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	-				
	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Team report <i>Preparation of a report (2 pages of text per student, excluding figures, etc.) on the topic</i>	Grade	Gruppenarbeit	1440	50.00
	Defense: Presenting a report and answering questions by lecturers and students	Grade	Gruppenarbeit	20	50.00
Classroom Attendance Requirement	Other				
	100% attendance in the presentation sessions. In case of authorized and justified absence, the module coordinator will determine what is necessary to compensate for this. Unauthorized absences or failure to meet the above terms will result in a fail being awarded for the module.				
Compulsory Reading					
Recommended Reading	• See reference list				
Comments					