

Valid from 2025.FS

<b>Module description: International Business</b>					
<b>Module Code</b>	w.BA.XX.2IntBus.XX				
<b>ECTS Credits</b>	6				
<b>Language of Instruction/Examination</b>	English				
<b>Module Description</b>	This module provides a systematic introduction to the concepts and thinking of international business with a focus on the international business environment and international business expansion. It examines the complexity, disruptions, and increasing pace in domains such as technology, politics, ecology, society, and culture. It also addresses the paradigm change in how value creation is defined, practiced, and reported. Finally, it discusses the impact of culture and cultural diversity on international business.				
<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 Accounting, Controlling, Auditing</li> <li>• Business Administration - Specialization in Banking and Finance</li> <li>• Business Administration - Specialization in Behavioral Design</li> <li>• Business Administration - Specialization in Economics and Politics</li> <li>• Business Administration - Specialization in Financial Management</li> <li>• Business Administration - Specialization in General Management</li> <li>• Business Administration - Specialization in Marketing</li> <li>• Business Administration - Specialization in Politics and Management</li> <li>• Business Administration - Specialization in Risk and Insurance</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>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type</b></td> <td style="width: 50%;"><b>Program Phase</b></td> </tr> <tr> <td>Compulsory</td> <td>Main Study Period</td> </tr> </table>	<b>Module Type</b>	<b>Program Phase</b>	Compulsory	Main Study Period
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<b>Prerequisite Knowledge</b>	<ul style="list-style-type: none"> <li>• Introduction to Marketing</li> <li>• Principles of Strategic Management</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>				

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<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>
<b>Module Learning Objectives</b>	<p>Students...</p> <ul style="list-style-type: none"> <li>• have an awareness of and interest in global trends, international affairs, geopolitics, and market particularities are raised. They gain a multi-dimensional (interdisciplinary) understanding of major global shifts and trends and what this means for international business.</li> <li>• are provided with appropriate tools to analyze and assess emerging risks and opportunities of current global environment.</li> <li>• deepen their normative knowledge, including concepts of positive and negative externalities, justice, equity, social-ecological integrity, and ethics.</li> <li>• are enabled to recognize and understand the strategic archetypes and structures of internationalization and implement environmental and company-level analyses leading to the development of a viable internationalization or expansion plan.</li> <li>• enhance their cross-cultural awareness and their capability to understand, communicate with, and lead people from different cultural backgrounds.</li> <li>• strengthen their media literacy and are enabled to filter out relevant information from the multitude of news and media. This supports them in their ability to put global events into context.</li> </ul>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>• Globalization and global economic, political, ecological, technical, and cultural environment and trends.</li> <li>• Strategy and organization, opportunity assessment, market entry and expansion, and the corporate response.</li> <li>• Focus on regional and emerging markets</li> </ul>
<b>Links to other modules</b>	<p>This module is linked to the following modules:</p> <ul style="list-style-type: none"> <li>• w.BA.XX.2WR.XX</li> <li>• w.BA.XX.2FinAcc.XX</li> <li>• w.BA.XX.2Makro.XX</li> <li>• w.BA.XX.2Mikro.XX</li> </ul>
<b>Digital Learning Resources</b>	<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>• Multiple Choice Tests</li> <li>• Case studies</li> </ul>

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<b>Methods of Instruction</b>	<ul style="list-style-type: none"> <li>• Project Work</li> <li>• Explorative Learning</li> <li>• Lecture</li> <li>• Interactive Instruction</li> <li>• Case Studies</li> <li>• Problem-Oriented Teaching</li> <li>• Exercises</li> <li>• Application Tasks</li> <li>• Discussion</li> </ul>	Social Settings Used: <ul style="list-style-type: none"> <li>• Individual Work</li> <li>• Group Work</li> </ul>																																					
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<b>Comments</b>	The module coordinator and the Head of Program reserve the right to implement changes to this plan where necessary.																																						