

Valid from 2025.HS

Module description: International Business		
Module Code	w.BA.XX.3IntBus-FLEX.XX	
ECTS Credits	6	
Language of Instruction/Examination	English	
Module Description	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.	
Organizational Unit	Abteilung International Business	
Module Coordinator	Maya Gadgil	
Deputy Module Coordinator	Jeremy Dela Cruz	
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Banking and Finance (FLEX) • Business Administration - Specialization in General Management (Flex) 	
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 Main Study Period
Prerequisite Knowledge	Introduction to marketing Principles of strategic management	
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	Students... <ul style="list-style-type: none">• become aware of and interested in global trends, international affairs, geopolitics, and market particularities. They gain a multi-dimensional (interdisciplinary) understanding of major global shifts and trends and what this means for international business.• will be provided with the adequate tools to analyze and assess emerging risks and opportunities of the current global environment.• strengthen their normative knowledge including concepts of positive and negative externalities, justice, equity, social-ecological integrity, and ethics.• become able 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 plan for internationalization and expansion.• enhance their cross-cultural awareness and their ability to understand, communicate with, and lead people from different cultural backgrounds.• strengthen their media literacy and become able to extract relevant information from the plethora of news and media available, supporting them in their ability to put global events into context.																															
Module Content	<ul style="list-style-type: none">• Globalization and global economic, political, ecological, technical, and cultural environment and trends• Strategy and organization, opportunity assessment, market entry and expansion, and the corporate response• Focus on regional and emerging markets																															
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none">• w.BA.XX.3Mikro-FLEX.XX• w.BA.XX.3Makro-FLEX.XX• w.BA.XX.3FinAcc-FLEX.XX																															
Digital Learning Resources	<ul style="list-style-type: none">• Reader• Teaching Videos• Teaching Materials• Multiple Choice Tests																															
Methods of Instruction	<ul style="list-style-type: none">• Project Work• Problem-Oriented Teaching• Explorative Learning• Interactive Instruction• Case Studies• Exercises• Application Tasks• Lecture		Social Settings Used: <ul style="list-style-type: none">• Individual Work• 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>24 h</td><td>96 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>24 h</td><td>96 h</td><td>60 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	24 h	96 h		Small Class	-	-		Group Instruction	-	-		Practical Work	-	-		Seminar	-	-		Total	24 h	96 h	60 h
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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
	Written Assignment	Grade	Gruppenarbeit	0	20.00
Classroom Attendance Requirement	Other				
Compulsory Reading	• Selected articles and chapters as described in the semester plan				
Recommended Reading	• See Moodle				
Comments	The module coordinator and the Head of Program reserve the right to implement changes to this plan where necessary				