

Valid from 2025.HS

Module description: International Business & Management		
Module Code	w.BA.XX.IntBM-IM.25HS	
ECTS Credits	6	
Language of Instruction/Examination	English	
Module Description	<p>This module provides students with a comprehensive understanding of the complex and dynamic nature of international business. The primary goal is to explore how to successfully lead international companies in a sustainable and responsible way. Effective 21st-century management requires balancing economic performance with social and environmental responsibility. To offer a holistic perspective, the module covers key areas of international business, including strategy, marketing, organizational processes, corporate culture, change management, human resources, finance, and ethical corporate responsibility. Students will apply theoretical knowledge to real-world case studies that reflect the multifaceted challenges faced by international companies. These cases typically present complex problems with no single right answer, encouraging students to consider diverse perspectives and develop critical, well-rounded approaches to decision-making.</p>	
Organizational Unit	Abteilung International Business	
Module Coordinator	Judith-Rahel Seitz	
Deputy Module Coordinator	Reinhild Fengler	
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		
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	Professional Competence <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 Methodological Competence <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation Social Competence <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective Self-Competence <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"> • analyze and evaluate the key functional areas of international companies – including strategy, marketing, human resources, operations, culture, ethics, organizational structure, and finance – and understand their interdependencies in a global context. • recognize and reflect on the complexity of international business management, and explore it through practical, real-world scenarios. • understand the success factors of sustainable and value-driven business models, and how they contribute to long-term competitive advantage. • assess the strategic relevance of responding to diverse stakeholder expectations and identify ways companies can balance competing interests in global markets. • apply theoretical concepts, models, and tools to real international business cases and critically reflect on decision-making processes in complex environments. • critically examine international companies and relate their strategies and structures to relevant academic and practical knowledge frameworks. • evaluate key challenges of social and ecological responsibility in global business and discuss implications for corporate practice and strategy. • demonstrate an understanding of entrepreneurial thinking and action, and apply these concepts to the context of international business development.
Module Content	<ul style="list-style-type: none"> • Introduction to Management: Overview of key management approaches, including the St. Gallen Management Model and stakeholder management • Business Processes: Fundamentals of process management, operations management, supply chain management, and concepts of the circular economy • Strategic Management: Development, implementation, and evaluation of business strategies in an international context • Marketing: Market analysis, strategic and operational marketing, and global brand management • Ethical Corporate Responsibility: Integration of social and environmental responsibility into business strategies • Organization: The impact of organizational culture, structures, and change management on corporate success • Entrepreneurship: Entrepreneurial thinking and action in international and innovation-driven markets • Human Resource Management and Leadership: Design of leadership processes, talent development, and intercultural team management • Financial Management: Fundamentals of international corporate finance, investment decisions, and sustainable financial strategies

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Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none">• w.BA.XX.1ACC-IM.XX• w.BA.XX.1CCC-IM.XX• w.BA.XX.1CR-IM.XX• w.BA.XX.1FIN-IM.XX• w.BA.XX.1Int1BC-IM.XX• w.BA.XX.1ISMG-IM.XX• w.BA.XX.1MaMKT-IM.XX• w.BA.XX.1IBP-IM.XX																																						
Digital Learning Resources	<ul style="list-style-type: none">• Reader• Teaching Videos• Practice and Application Exercises (with Key)• Case Studies (with Key)• Multiple Choice Tests																																						
Methods of Instruction	<ul style="list-style-type: none">• Application Tasks• Exercises• Case Studies• Problem-Oriented Teaching• Lecture• Interactive Instruction• Presentation• Discussion• Games		Social Settings Used: <ul style="list-style-type: none">• Group Work• Individual Work• Pair Work																																				
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Large Class</td><td>56 h</td><td>84 h</td><td colspan="2"></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>56 h</td><td>84 h</td><td colspan="2">40 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Large Class	56 h	84 h			Small Class	-	-			Group Instruction	-	-			Practical Work	-	-			Seminar	-	-			Total	56 h	84 h	40 h	
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Classroom Attendance Requirement	None																																						

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Compulsory Reading	<ul style="list-style-type: none">• Kaplan, R.S., & Norton, D.P. (1992). The balanced scorecard—measures that drive performance. Harvard Business Review, 70(1), 71-79.• WBCSD. (2017). CEO Guide to the Circular Economy. Geneva: World Business Council for Sustainable Development (WBCSD).• More relevant learning materials, texts, activities, and assignments will be uploaded to Moodle.• Trevino, L., Nelson, K. (2010). Managing Business Ethics: Straight Talk About How To Do It Right (5th ed.). Wiley. ISBN-13: 978-0470343944 (Please read Chapter 2.)• Kotler, P. (2020). Principles of marketing (8th ed.). Pearson. (Please read Chapter 7.)• Rüegg-Stürm, J., & Grand, S. (2019). Managing in a complex world. UTB. (Please read p.1-129). https://elibrary.utb.de/action/doSearch?AllField=9783838552996• Farooque, M., Zhang, A., Thüerer, M., Qu, T., & Huisingh, D. (2019). Circular supply chain management: A definition and structured literature review. Journal of Cleaner Production, 228, 882-900. https://doi.org/10.1016/j.jclepro.2019.04.303
Recommended Reading	
Comments	More relevant learning materials, texts, activities, and assignments will be uploaded to Moodle.