

Valid from 2025.HS

Module description: International Environment of Business		
Module Code	w.BA.XX.IntEB-IM.25HS	
ECTS Credits	6	
Language of Instruction/Examination	English	
Module Description	This module provides students with theoretical and practical knowledge of the global business environment. It also provides students with an in-depth understanding and appreciation of the different economic, political, and social systems in today's business world.	
Organizational Unit	Abteilung International Business	
Module Coordinator	Petra Barthelmess	
Deputy Module Coordinator	Benedikt Zoller-Rydzek	
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	None	
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"> • 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 	

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Module Learning Objectives	Students... <ul style="list-style-type: none">• explain the phenomenon of continued globalization.• explain the determinants and mechanisms of international trade.• name the key features of the global monetary system.• identify regional economic integration processes.• identify different economic and political systems.• explain the relationship between production and growth and apply them to practical problems.• understand the implications of international trade on a global scale and apply this knowledge to a practical business case.• identify different economic and political systems in newly emerging business environments and measure what impact the various economic and political systems have on the economic development of a country.• measure national wealth and income levels.• evaluate international and national governance and have a critical understanding of world politics and the political environment of international business.• understand the relationship between production and growth and apply it to practical problems.• apply acquired theory to country cases.• interpret the functions and implications of globalization and regional economic integration processes critically.• interpret the implications of the global monetary system critically.• interpret the impact that world politics and the political environment have on international business and assess it critically.• base business decisions on appropriate analysis of the international business environment.• state ideas clearly, develop arguments logically, and make differentiated statements.• set goals by selecting, managing, and assessing their own learning activities.• work independently by setting goals and defining what to learn.• observe and understand current events and relate them to existing information schemes.• develop their awareness as global citizens.																															
Module Content	<ul style="list-style-type: none">• Basics of macro economics: GDP and wellbeing, growth, income distribution. Basics of political economy: economic, political, technological, and social systems. Basics of economic and human development. Global trade, global monetary systems, and global trends in business, governance, and culture.																															
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none">• w.BA.XX.1CCM-IM.XX• w.BA.XX.1BMGT-IM.XX• w.BA.XX.1ECON-IM.XX																															
Digital Learning Resources	<ul style="list-style-type: none">• Reader• Teaching Videos• Teaching Materials• Practice and Application Exercises (with Key)• Multiple Choice Tests																															
Methods of Instruction	<ul style="list-style-type: none">• Application Tasks• Interactive Instruction• Exercises• Lecture• Case Studies		Social Settings Used: <ul style="list-style-type: none">• Individual 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>42 h</td><td>70 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>42 h</td><td>70 h</td><td>68 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	42 h	70 h		Small Class	-	-		Group Instruction	-	-		Practical Work	-	-		Seminar	-	-		Total	42 h	70 h	68 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
	Moodle test <i>In preparation or repetition of the lecture, there is a reading and test bank task that relates to the preparatory reading and/or the subject matter taught in class.</i>	Grade	Einzelarbeit	0	20.00
Classroom Attendance Requirement	None When there is an in-class test scheduled, attendance in class is recommended. The dates are indicated in the semester plan.				
Compulsory Reading					
Recommended Reading					
Comments					