

Valid from 2026.FS

Module description: Integration I - Business Case		
Module Code	w.BA.XX.Intg1BC-IM.25HS	
ECTS Credits	6	
Language of Instruction/Examination	English	
Module Description	<p>This module gives students the opportunity to integrate theories and concepts of international business and management learned during their first year of studies and apply them to business cases. In addition, students will be able to appreciate the interconnectedness of business functions and decisions. Students work in study teams on case studies and assignments. Each assignment is discussed in workshops and lectures. Besides the business case application, students will also work on an academic writing assignment. During the course, students apply R'flect, a digital reflection tool, to evaluate their personal, academic, and professional development. Through regular reflections, they assess their learning outcomes, identify strengths and areas for improvement, and gain a deeper understanding of how their studies contribute to their individual goals and future career paths.</p>	
Organizational Unit	Abteilung International Business	
Module Coordinator	Nico Pfändler	
Deputy Module Coordinator	Elena Hubschmid	
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	<b>Module Type</b> Compulsory	<b>Program Phase</b> First Year-Studies
Prerequisite Knowledge	Students will have gained the necessary knowledge and skills required for this module from the first and during the second semester modules of the BSc in International Management program.	
Contribution to Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> <li>• Professional Competence</li> <li>• Methodological Competence</li> <li>• Social Competence</li> <li>• Self-Competence</li> </ul>	

## Module description: Integration I - Business Case

Contribution to Learning Objectives	<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>											
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"><li>• apply business and management concepts to international business cases.</li><li>• analyze and appraise relevant information and find evidence to support judgements.</li><li>• construct and defend these judgments based on internal and external criteria.</li><li>• explain and defend judgments and actions clearly and in a professional manner.</li><li>• work efficiently and effectively in teams.</li><li>• reflect on their own team work and contribution to the project and that of others in their team.</li><li>• apply academic writing skills.</li></ul>											
Module Content	<ul style="list-style-type: none"><li>• International business and management</li><li>• Project management and writing techniques</li><li>• Presentation skills</li><li>• Academic writing skills</li><li>• Research design skills</li><li>• Developing a methodological note</li></ul>											
Links to other modules	<table><tr><th>Linked Module</th></tr><tr><td>w.BA.XX.1CCC-IM.XX / Corporate &amp; Cross Culture</td></tr><tr><td>w.BA.XX.1ECON-IM.XX / Economics</td></tr><tr><td>w.BA.XX.1FIN-IM.XX / Introduction to Finance</td></tr><tr><td>w.BA.XX.1IAF-IM.XX / International Accounting / Finance</td></tr><tr><td>w.BA.XX.1IEB-IM.XX / International Environment of Business</td></tr><tr><td>w.BA.XX.1MKT-IM.XX / Markets &amp; Marketing</td></tr><tr><td>w.BA.XX.1QAB-IM.XX / Quantitative Analysis in Business</td></tr></table> <table><tr><th>Prerequisite Module</th></tr><tr><td>w.BA.XX.1IBM-IM.XX / International Business &amp; Management</td></tr><tr><td>w.BA.XX.1PM-IM.XX / Project Management &amp; Writing Techniques</td></tr></table>	Linked Module	w.BA.XX.1CCC-IM.XX / Corporate & Cross Culture	w.BA.XX.1ECON-IM.XX / Economics	w.BA.XX.1FIN-IM.XX / Introduction to Finance	w.BA.XX.1IAF-IM.XX / International Accounting / Finance	w.BA.XX.1IEB-IM.XX / International Environment of Business	w.BA.XX.1MKT-IM.XX / Markets & Marketing	w.BA.XX.1QAB-IM.XX / Quantitative Analysis in Business	Prerequisite Module	w.BA.XX.1IBM-IM.XX / International Business & Management	w.BA.XX.1PM-IM.XX / Project Management & Writing Techniques
Linked Module												
w.BA.XX.1CCC-IM.XX / Corporate & Cross Culture												
w.BA.XX.1ECON-IM.XX / Economics												
w.BA.XX.1FIN-IM.XX / Introduction to Finance												
w.BA.XX.1IAF-IM.XX / International Accounting / Finance												
w.BA.XX.1IEB-IM.XX / International Environment of Business												
w.BA.XX.1MKT-IM.XX / Markets & Marketing												
w.BA.XX.1QAB-IM.XX / Quantitative Analysis in Business												
Prerequisite Module												
w.BA.XX.1IBM-IM.XX / International Business & Management												
w.BA.XX.1PM-IM.XX / Project Management & Writing Techniques												
Digital Learning Resources	<ul style="list-style-type: none"><li>• Teaching Materials</li><li>• Case Studies (with Key)</li><li>• R'flect</li></ul>											

## Module description: Integration I - Business Case

Methods of Instruction	<ul style="list-style-type: none"><li>• Literature Review</li><li>• Lecture</li><li>• Interactive Instruction</li><li>• Problem-Oriented Teaching</li><li>• Project Work</li><li>• Explorative Learning</li><li>• Case Studies</li><li>• Exercises</li><li>• Group project</li><li>• Discussion</li><li>• Presentation</li><li>• Mini thesis</li><li>• Individual assignment R'flect</li></ul>		Social Settings Used: <ul style="list-style-type: none"><li>• Individual Work</li><li>• Group Work</li></ul>																																														
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>34 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>34 h</td><td colspan="2">90 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Large Class	56 h	34 h			Small Class	-	-			Group Instruction	-	-			Practical Work	-	-			Seminar	-	-			Total	56 h	34 h	90 h											
	Classroom Instruction	Guided Self-Study	Autonomous Self-Study																																														
Large Class	56 h	34 h																																															
Small Class	-	-																																															
Group Instruction	-	-																																															
Practical Work	-	-																																															
Seminar	-	-																																															
Total	56 h	34 h	90 h																																														
Performance Assessment	<table><tr><td colspan="2">End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">-</td><td></td><td></td><td></td></tr><tr><td colspan="2">Permitted Resources</td><td colspan="3"></td></tr><tr><td colspan="5"></td></tr><tr><td></td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td>Talk/oral presentation</td><td>Grade</td><td>Group work</td><td>30</td><td>40.00%</td></tr><tr><td>Talk/oral presentation</td><td>Grade</td><td>Group work</td><td>15</td><td>20.00%</td></tr><tr><td>Written Assignment</td><td>Grade</td><td>Group work</td><td>0</td><td>40.00%</td></tr><tr><td>Others</td><td>Pass/Fail</td><td>Individual work</td><td>0</td><td>0.00%</td></tr></table>				End-of-module exam		Form	Length (min.)	Weighting	-					Permitted Resources											Assessment	Format	Length (min.)	Weighting	Talk/oral presentation	Grade	Group work	30	40.00%	Talk/oral presentation	Grade	Group work	15	20.00%	Written Assignment	Grade	Group work	0	40.00%	Others	Pass/Fail	Individual work	0	0.00%
End-of-module exam		Form	Length (min.)	Weighting																																													
-																																																	
Permitted Resources																																																	
	Assessment	Format	Length (min.)	Weighting																																													
Talk/oral presentation	Grade	Group work	30	40.00%																																													
Talk/oral presentation	Grade	Group work	15	20.00%																																													
Written Assignment	Grade	Group work	0	40.00%																																													
Others	Pass/Fail	Individual work	0	0.00%																																													
Classroom Attendance Requirement	80%																																																
Recommended Reading	<ul style="list-style-type: none"><li>• Boddy, D. (2019). Management. 8th edition. London: Pearson Education Limited. ISBN 9781292271811.</li></ul>																																																

## Module description: Integration I - Business Case

### Comments

Students work in small study teams on all case studies and assessment tasks. Team grades are awarded for the module. An individual student's grade for an assessment activity or for the final module grade may be reduced by 0.5 or 1.0 grade point if it is determined that the student's performance and/or contribution was minimal and/or disruptive to the overall team effort.

The decision to change an individual student's grade may only be taken by the Head of Program and the Module Coordinator. Additional information about the Integration 1 - Business Case module is available on Moodle

Participation in the R'flect reflections, which are assessed through a Pass/Fail assignment, is mandatory. If participation falls below 50%, a deduction of half a grade will be applied to the final course grade.