

Valid for 2023.HS

<b>Module Name: Business Boot Camp</b>	
Module Code	w.MA.XX.BBC.20HS
Module Description	The module 'Business Boot Camp' is offered before the official start of the semester. It is designed to close gaps in students' general management knowledge since the level of the BSc qualifications that students arrive with can vary considerably. The module also promotes group formation in the new classes and ensures that students are introduced to program-relevant concepts and management aspects. In addition to students' general knowledge of business administration issues, their interdisciplinary competencies are also assessed. The main focus is on economic success factors and entrepreneurial development strategies, business administration tools, and problem analysis and solution methods such as team formation and team work. Solutions must be presented and documented effectively and appropriately. The module takes two intensive weeks to complete and includes working with case studies as part of a business simulation exercise.
Program and Specialization	International Business
Legal Framework	Academic Regulations MSc in International Business dated 10.12.2015, Appendix to the Academic Regulations for the degree program in International Business, first adopted on 12.02.2016
Module Category	<b>Module Type:</b> Compulsory
ECTS	6
Organizational Unit	W International Management Institute
Module Coordinator	Petra Barthelmess (base)
Deputy Module Coordinator	Albena Björck (bjoe)
Prerequisite Knowledge	Basics in Business Administration
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § 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 § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... learn to work in groups, analyze a business situation, outline several business scenarios, solve problems in a structured way, develop a business plan, and present the business plan as a group project.
Module Content	§ Business analysis § Business development § Leadership § Problem-solving and design-thinking § Presentation technique § Project management § Team-building, team and conflict management § Time and stress management § Ethical and social responsibility
Links to other modules	-

Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Problem-Oriented Teaching § Project Work § Explorative Learning		Social Settings Used: Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Case Studies (with Key) § Business simulation			
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Lecture	10 h	-		
Excercise	-	-		
Project Work	-	160 h		
Seminar	10 h	-		
Total	20 h	160 h		
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
-	-	-	-	
Permitted Resources	-			
Others	Assessment	Length (min.)	Weighting	
Written Assignment	Grade	-	6,25 %	
Talk/oral presentation	Grade	15	25,00 %	
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Written Assignment	Grade	-	6,25 %	
Written Assignment	Grade	-	6,25 %	
Written Assignment	Grade	-	6,25 %	
Written Assignment	Grade	-	6,25 %	
Written Assignment	Grade	-	6,25 %	
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Written Assignment	Grade	-	6,25 %	
Students are not allowed to revise and resubmit performance assessment tasks.				
Classroom Attendance Requirement	Mandatory Attendance: None			
Language of Instruction/Examination	English			
Compulsory Reading	§ Pietersma, P. & Van den Berg, G. (2014). Key Management Models. The 75+ Models Every Manager Needs to Know. 3rd edition. Prentice Hall / Financial Times. ISBN 1292016272. § Specific materials for the case studies and the business simulation exercise (provided by the Module Management Team).			
Recommended Reading	-			
Comments	-			