

Valid for 2023.HS

Module Name: Cultures and Civilizations		
Module Code	w.MA.XX.ECC.20HS	
Module Description	This module is designed to help students develop their skills in the field of business environment analysis. It includes hard as well as soft factors of contextual intelligence. Theoretical insights will be applied to a selection of business environment domains by focusing on ongoing trends in culture, politics, and technology.	
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	Module Type: Compulsory Elective	
ECTS	3	
Organizational Unit	W International Management Institute	
Module Coordinator	Petra Barthelmess (base)	
Deputy Module Coordinator	Khaldoun Dia-Eddine (diak)	
Prerequisite Knowledge	-	
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, identify, and understand different global cultural trends. § learn, identify, and understand different global political trends. § learn, identify, and understand different global technological trends. § measure the impact of various economic, political, and cultural trends on a country's present and future economic development. § are able to observe and understand current events and relate them to existing information schemes. § learn how to apply learnt theory and method to a business context. § learn how to forecast and build future scenarios and think creatively about the possible changes.	
Module Content	§ Competitive intelligence § Trend analyses and future literacy in the fields of culture, politics, and technology § Cultural, political, economic, and technological systems and their impact on business § The European environment § The Middle Eastern and African environment § The virtual world	
Links to other modules	-	
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies	Social Settings Used: Individual Work

Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Practice and Application Exercises (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	16 h	16 h	
Excercise	8 h	4 h	
Project Work	-	-	
Seminar	-	-	
Total	24 h	20 h	46 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	25,00 %
Written Assignment	Grade	-	25,00 %
Written Assignment	Grade	-	25,00 %
Written Assignment	Grade	-	25,00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: 100% During and at the end of each of the four lecture days, students complete an individual written assignment applying what they have learned. All four assignments are part of students' final module grade. Attendance is mandatory.		
Language of Instruction/Examination	English		
Compulsory Reading	All reading assignments will be uploaded on Moodle.		
Recommended Reading	-		
Comments	-		