

Valid from 2025.HS

<b>Module description: Global Growth and Innovation</b>	
<b>Module Code</b>	w.MA.XX.GGI.24HS
<b>ECTS Credits</b>	6
<b>Language of Instruction/Examination</b>	English
<b>Module Description</b>	In the course of this intensive two-week module, students explore the internationalization strategies and processes of companies from various industries. The module refers to the latest developments in the area of international business such as business ecosystems, contextual intelligence, digital transformation, and disruptive innovations. The module is taught using different methodological approaches such as lecturing, working on cases, student presentations, guest lectures, and simulations.
<b>Organizational Unit</b>	International Management Institute
<b>Module Coordinator</b>	Florian Keller
<b>Deputy Module Coordinator</b>	Albena Björck
<b>Program and Specialization</b>	<ul style="list-style-type: none"> <li>International Business</li> </ul>
<b>Legal Framework</b>	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
<b>Module Category</b>	<b>Module Type</b> Compulsory
<b>Prerequisite Knowledge</b>	General management, finance management, and marketing management
<b>Contribution to Program Learning Objectives (by the concerned Module)</b>	<ul style="list-style-type: none"> <li>Professional Competence</li> <li>Methodological Competence</li> <li>Social Competence</li> <li>Self-Competence</li> </ul>
<b>Contribution to Program Learning Objectives</b>	<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>

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Module Learning Objectives	Students... <ul style="list-style-type: none"><li>• analyze international business problems.</li><li>• analyze internationalization strategies and processes of companies.</li><li>• analyze internationalization and innovation methods.</li><li>• apply applicable management methodologies and frameworks.</li><li>• conduct situation analysis.</li><li>• develop a solution to a specific business problem.</li><li>• develop presentations.</li><li>• collaborate in all significant group work.</li><li>• make assessments working in groups (assignments).</li><li>• apply intercultural frameworks.</li><li>• acquire knowledge autonomously that is relevant to specific problems.</li><li>• enhance their time management skills.</li><li>• take into account ethical and responsibility considerations in solving problems.</li><li>• apply innovation methods and tools.</li></ul>																																											
Module Content	<ul style="list-style-type: none"><li>• - Internationalization Concepts and Methods - Internal Business Strategies and Processes - Internationalization Applications Across Various Industries (i.e., Food, Life Sciences, Luxury)</li><li>- Innovation Concepts and Methods - Business Model Innovation - Digital Transformation - Contextual Intelligence</li></ul>																																											
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none"><li>• w.MA.XX.RiMa.24HS</li><li>• w.MA.XX.StrMa.24HS</li><li>• w.MA.XX.GBE.24HS</li><li>• w.MA.XX.BBC.24HS</li></ul>																																											
Digital Learning Resources	<ul style="list-style-type: none"><li>• Reader</li><li>• Teaching Videos</li><li>• Teaching Materials</li><li>• Case Studies (with Key)</li><li>• Multiple Choice Tests</li><li>• Business simulation</li></ul>																																											
Methods of Instruction	<ul style="list-style-type: none"><li>• Explorative Learning</li><li>• Interactive Instruction</li><li>• Case Studies</li><li>• Project Work</li><li>• Lecture</li><li>• Problem-Oriented Teaching</li></ul>		Social Settings Used: <ul style="list-style-type: none"><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>Lecture</td><td>60 h</td><td>80 h</td><td colspan="2"></td></tr><tr><td>Excercise</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Project 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>60 h</td><td>80 h</td><td colspan="2">40 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Lecture	60 h	80 h			Excercise	-	-			Project Work	-	-			Seminar	-	-			Total	60 h	80 h	40 h											
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<b>Classroom Attendance Requirement</b>	<p>Other</p> <p>Presence required during lecturer interaction and group presentations. The study trip is compulsory. Absences must be approved by the Head of Program.</p>
<b>Compulsory Reading</b>	
<b>Recommended Reading</b>	
<b>Comments</b>	<p>If your module grade is 4.0 and above, you will have passed the module. If your module grade is 3.75 or 3.5, you will be asked to retake the exam. If you pass the retake exam, you will receive a module grade of 4.0. If you fail the retake exam, you will need to retake the module in the following year. If your module grade is 3.25 or below, you will have failed the module and will need to retake it the following year.</p>