Module Name: International Business Project	
Module Code	w.MA.XX.INTBP.20HS
Module Description	The module offers an interdisciplinary view of international management and enables students to transfer previously acquired knowledge of international management into practice. By linking theory and practice, students receive a much more thorough understanding of the different aspects of business. Students work on a real-life business case in the subject area of international management. This enables them to integrate, reflect on, and consolidate previously acquired knowledge in the various disciplines of international business and management. The instructor will prepare students to achieve the expected results but also challenge them to reflect on and learn from their work. In this module, students also have an opportunity to present their findings to representatives from the partner company.
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
ECTS	6
Organizational Unit	W International Management Institute
Module Coordinator	Albena Björck (bjoe)
Deputy Module Coordinator	Marc Schmid (shmd)
Prerequisite Knowledge	MSc IB: Business Boot Camp MSc IB: International Marketing MSc IB: Internationalization & Innovation
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... § explain the chosen business research methods for use in a business case in a practical setting. § apply international management and marketing frameworks to complex business problems. § analyze the sponsor's problem, its context, and its components. § develop strategies and prepare a step-by-step implementation plan. § use project management and business research techniques in a practical business context. § determine the approximate time frame of the tasks and set completion targets. § solve complex problems and justify decisions based on reasoned arguments and objective evidence. § gather and analyze primary information from organization principals, competitors, or other primary/secondary sources.

	§ present and defend their arguments in written and oral form. § demonstrate efficient and effective team work. § assume ownership of their learning process and adapt to new learning situations. § work independently as part of self-guided and autonomous self-study.
Module Content	§ Decision-making § Problem-solving techniques § Project management § Business research techniques § Business case
Links to other modules	The content of this module is linked to the following modules: w.MA.XX.BBC-M1.16HS
	w.MA.XX.INTIN.20HS
	w.MA.XX.INTMA.20HS

Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Problem-Oriented Teaching § Project Work § Explorative Learning § Literature Review § Discussion § Presentation § Group project	**Social Settings Used:** Group Work

Digital Resources	§ Teaching Materials § Case Studies (with Key)

Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	24 h	44 h	
Excercise	-	-	
Project Work	32 h	-	
Seminar	-	-	
Total	**56 h**	**44 h**	**80 h**

Performance Assessment

End-of-module exam	**Form**	**Length (min.)**	**Weighting**
-	-	-	-
Permitted Resources	-		

Others	**Assessment**	**Length (min.)**	**Weighting**
Talk/oral presentation	Grade	30	40,00 %
Written Assignment	Grade	-	45,00 %
Kickoff and scope document	Grade	-	5,00 %
Engagement and collaboration during project	Grade	-	5,00 %
Group reflection	Grade	-	5,00 %

Students are not allowed to revise and resubmit performance assessment tasks.

Classroom Attendance Requirement	Mandatory Attendance: 80% 80% attendance for the Introduction to Business projects, company kick-offs, group coaching sessions, and final group presentations and reflection.
Language of Instruction/Examination	English
Compulsory Reading	Script
Recommended Reading	-
Comments	• The real-life business cases will be defined and distributed in advance and before the module start. More information on the project is available on Moodle.