

Valid for 2023.HS

Module Name: Internationalization & Innovation	
Module Code	w.MA.XX.INTIN.20HS
Module Description	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.
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	Florian Keller (kelf)
Deputy Module Coordinator	Albena Björck (bjoe)
Prerequisite Knowledge	General management, finance management, and marketing management
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... § analyze international business problems. § analyze internationalization strategies and processes of companies. § analyze internationalization and innovation methods. § apply applicable management methodologies and frameworks. § conduct situation analysis. § develop a solution to a specific business problem. § develop presentations. § collaborate in all significant group work. § make assessments working in groups (assignments). § apply intercultural frameworks. § acquire knowledge autonomously that is relevant to specific problems. § enhance their time management skills. § take into account ethical and responsibility considerations in solving problems. § apply innovation methods and tools.

Module Content	§ Internationalization Concepts and Methods § Internal Business Strategies and Processes § Internationalization Applications Across Various Industries (i.e., Food, Life Sciences, Luxury) § Innovation Concepts and Methods § Business Model Innovation § Digital Transformation § Contextual Intelligence		
Links to other modules	The content of this module is linked to the following modules: w.MA.XX.BBC.20HS w.MA.XX.IEPBS.20HS w.MA.XX.INTMA.20HS w.MA.XX.INTRFM.20HS		
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) § Multiple Choice Tests § Business simulation		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	60 h	80 h	
Excercise	-	-	
Project Work	-	-	
Seminar	-	-	
Total	60 h	80 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	40	30,00 %
Written Assignment	Grade	-	30,00 %
Simulation	Grade	-	40,00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: Other During lecturer interaction and group presentations. The study trip is compulsory. Absences must be approved by the module coordinator.		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	-		
Comments	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 in the following year.		