

## Module 09xx International Business 1

1	<b>Module no.</b> 09xx	<b>Major</b> TBB	<b>Semester</b> 1	<b>Offering</b> ☒WS ☒SS	<b>Duration</b> 1 Semester	<b>Module Type</b> Obligatory	<b>Workload (hr.)</b> 180	<b>ECTS Credits</b> 6
2	<b>Courses</b>		<b>Course Style</b>		<b>Frequency</b>		<b>Self Study</b>	<b>Language</b>
					<b>(SWS)</b>	<b>(hr.)</b>	<b>(hr.)</b>	
	a)	Working Methods	Lecture with Exercises		2	30	30	German
	b)	Business Studies and Personal Skills	Lecture with Exercises		2	30	30	English
	c)	Introduction to global business	Lecture		2	30	30	English
3	<p><b>Learning Outcomes and Competences</b> After successfully completing the module, students will know the essential basics of scientific work and self-organization. In addition, they are able to recognize and communicate relevant management skills in a self-reflective way and to communicate them in English (B2 level).</p> <p><b>Remember and Understand</b></p> <ul style="list-style-type: none"> <li>• The students know the framework guidelines of manuscript design.</li> <li>• The students have basic knowledge in the field of self and learning organization.</li> <li>• The students have a command of the English language at B2 level.</li> <li>• The students know the basic components of a business plan and can describe and understand it in English.</li> <li>• The students know different ways to develop, protect and market business ideas and can describe and understand them in English.</li> <li>• The students have basic knowledge in marketing, finance, HR and operations management and can describe and understand them in English.</li> <li>• Students are able to understand differences between countries relevant to business and are familiar with theoretical models of business administration in an international context</li> <li>• Students are able to understand business-relevant differences between countries and are familiar with theoretical models of business administration in an international context</li> </ul> <p><b>Use and Transfer</b></p> <ul style="list-style-type: none"> <li>• The students are able to independently prepare smaller scientific papers.</li> <li>• The students are able to present convincingly also in English.</li> <li>• The students are able to develop their own business ideas, discuss them in English and present them professionally.</li> <li>• Students are able to analyze and evaluate differences between countries relevant to business and are able to take business aspects into account when dealing with issues in an international context.</li> </ul> <p><b>Communication and Cooperation</b></p> <ul style="list-style-type: none"> <li>• The students develop a cooperative self-understanding among themselves.</li> <li>• The students are able to take different perspectives and views on management skills, weigh them up against each other and make an assessment.</li> <li>• The students develop a "we-feeling" in the group and increase their ability to work in a team.</li> <li>• The students learn to work out a topic in a team and to present it in English.</li> </ul> <p><b>Scientific Self-Conception / Professionalism</b></p> <ul style="list-style-type: none"> <li>• The students develop a consolidated understanding of their roles.</li> <li>• The students are aware of their own responsibility.</li> <li>• The students are able to present themselves professionally in a business environment, both in a discussion and in a presentation.</li> </ul>							

4	<p><b>Content</b></p> <p>a) <b>Working Methods:</b> The Students know the most important learning and working methods and are able to apply them to their studies. They master the essential basics of scientific work and develop a personally effective understanding of their role.</p> <p>b) <b>Business Studies and Personal Skills:</b> At the end of the course students have acquired a good insight into a number of essential managerial skills and are able to recognize which skills are needed in a given situation.</p> <p>c) <b>Introduction to global business:</b> This class provides students with an overview of key concepts, theories, and practices related to conducting business in the global marketplace. The course aims to familiarize students with the challenges and opportunities presented by international trade, global markets, cultural differences, and global business strategies.</p>
5	<p><b>Participation Requirement</b></p> <p>recommended:</p> <p>At least level B2 according to the Common European Framework of Reference for Languages. Typically, this involves at least 6 years of learning English.</p> <p>A language user at level B2 „can understand the main ideas of complex text on both concrete and abstract topics ..... Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options". For more details see:</p>
6	<p><b>Forms of examination and requirements for the award of credit points</b></p> <p>The module grade is made up of the coursework in the sub-areas of Working Methods and Business Studies and Personal Skills. The coursework in Working Methods is ungraded (term paper and presentation). The coursework in Business Studies and Personal Skills is an ungraded presentation.</p> <p>The examination in Introduction to Global Business consists of a 60-minute written examination.</p>
7	<p><b>Module Application</b></p> <p>Obligatory module in the Bachelor's Program for International Industrial Management (TBB)..</p>
8	<p><b>Lecturer/Responsible for the Module</b></p> <p>Prof. Dr. Sven Ullrich (MV), Prof. Dr. Dorothee Brauner, Prof. Dr. Philipp Schreiber</p>
9	<p><b>Literature</b></p> <ul style="list-style-type: none"> <li>• Johnson, R.A. (1993): Negotiating and Influencing Skills. Sage</li> <li>• Kornmeier, M. (2008). Wissenschaftlich schreiben leicht gemacht. Bern: Haupt</li> <li>• Marcousé, I. et al. (2011): Business Studies for A Level; 4<sup>th</sup> edition. Hodder Education Group</li> <li>• McRae, B. (1997): Negotiating and Influencing Skills. Sage</li> <li>• Rahmenrichtlinien zur Manuskriptgestaltung auf unserer Homepage</li> <li>• Robbins, S.P. &amp; Hunsaker (2002). Training in Interpersonal Skills. Prentice Hall</li> <li>• Voss, R., Bloss, M. &amp; Starke-Wuschkow, J. (2015): Studieren-Starter-Pack: Tipps und Tricks für Erstis. Stuttgart: utb</li> </ul>
10	<p><b>Last Update</b> 06.06.2023</p>