

International Business Management (IBM, B.A.) Managing International Business

Module (B-IBM 6.4): Current Affairs in Global Business					
ID No.	Workload	Credit Points	Semester	Module Frequency	Duration
B-IBM 6.4	125 h	5	4 th /5 th Semester	Every semester	1 Semester
1	Courses Seminar "Current Affairs in Global Business" (The seminar can be offered in class with 2 WCH. Alternatively it can be offered online; in this case 5 synchronous contact hours are complemented with equivalent online content for self-study.)		Online Version Synchronous Contact Hours (via Online Meetings): 5 h	Online Version Self-study: 120 h	Planned group size 25
			In-Class Version In-Class Study: 28 TU	In-Class Version Self-study: 97 h	
2	<u>Learning Outcomes/Competences</u> The students recognize modern trends of international business and related topics in order to understand the probable development of markets. They identify risks and opportunities of socio-cultural trends for decision making processes in international business, as well as related theories and models. They transfer their findings to current discussions and understand future challenges of international businesses on a global scale. They are in a position to develop solutions for these challenges which they can present and critically evaluate. Students scrutinize business management methods in the context of current global economic, social and environmental challenges and strategies for decisions in the face of a dynamic global environment.				
3	<u>Content (28 Teaching Units in the in-class version, equivalent online content in the online version)</u> While global value chains are the broad topic of the course, the actual focus of the seminars may change every semester in order to account for current developments in international business and especially in global supply chain management. Therefore the topics mentioned below are of an exemplary nature.				
	<ul style="list-style-type: none"> • Introduction to International Value Chains and Supply Chain Management <ul style="list-style-type: none"> ○ Globalization and International Trade ○ Supply Chain Operations ○ Supply Chain Designs • Opportunities and Challenges of International Value Chains <ul style="list-style-type: none"> ○ Economic Opportunities and Challenges ○ Social Opportunities and Challenges ○ Environmental Opportunities and Challenges • Daily Press Research of a Topic of the Students' own Choice Concerning Current Developments of Global Value Chains <ul style="list-style-type: none"> ○ What has happened and what is the context of the topic? ○ Why did it happen and did something comparable happen before? ○ Which links between the current topic and the relevant literature can be identified? 				
4	<u>Teaching Methods</u> In-class version: In-class study: Seminar-type lectures, role plays Self-study: Reading the literature and preparation of presentations Online version: In-class study: Online meetings with lecturer at given dates Self-Study: instructed self-study, study the uploaded course materials, literature study, online				

	tests and exercises
5	<p><u>Prerequisites</u></p> <p>The successful completion of the following modules is recommended:</p> <p>B-IBM 1.1: International Business, Bookkeeping and Cost Accounting IBM 6.2: Digital Transformation</p>
6	<p><u>Assessment method(s)</u></p> <p>Students complete the module with a presentation. The duration of the presentation is minimum 10 and maximum 20 minutes. The presentation takes place within the lecture period</p>
7	<p><u>Prerequisites for the award of ECTS points</u></p> <p>A pass in a module is achieved when the overall grade is greater than or equal to 4.0.</p>
8	<p><u>Use of this module within the study program</u></p> <p>International Business Management: B-IBM 6.3: Intercultural Competence; B-IBM 6.5: International Business Ethics and Sustainability; B-IBM 6.6: Management Game/Entrepreneurial Knowledge and Business Plan; B-IBM 9.1: International Management</p> <p>International Business Psychology: B-IBM 6.3: Intercultural Competence; B-IBM 6.5: International Business Ethics and Sustainability; B-IBM 9.1: International Management</p> <p><u>Use of this module for other study programs</u></p> <p>This module can be used for students in International Business Management and International Business Psychology.</p>
9	<p><u>Grade Weighting</u></p> <p>Credit Points: 5/180 ECTS-Points</p>
10	<p><u>Module Coordinator(s)</u></p> <p>Dipl.-Volksw. Annette Höhmann, M.A.</p>
11	<p><u>Literature</u></p> <ul style="list-style-type: none"> • Bowersox, Donald; Closs, David; Cooper, M. Bixby: Supply Chain Logistics Management. McGraw-Hill, 4th edition, New York City 2012. • Christopher, Martin: Logistics and Supply Chain Management. Prentice Hall, 4th edition, Upper Saddle River 2011. • David, Pierre A.: International Logistics. The Management of International Trade Operations. Cicero Books LLC, 4th edition, New York City 2013. • Myerson, Paul: Lean Supply Chain and Logistics Management. McGraw-Hill, New York City 2012. • Russel, Roberta S.: Operations and Supply Chain Management. Wiley, 8th edition, Hoboken 2013.