

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

Module (B-IBM 6.6): Management Game/Entrepreneurial Knowledge and Business Plan					
ID No.	Workload	Credit Points	Semester	Module Frequency	Duration
B-IBM 6.6	125 h	5	6 th Semester	Every Semester	1 Semester
1	Courses Seminar "Management Game/Entrepreneurial Knowledge and Business Plan" (5 WCH)		In-Class Study 70 TU	Self-Study 55 h	Planned Group Size 25
2	<p><u>Learning Outcomes/Competences</u></p> <p>Students know about crucial characteristics of entrepreneurship. They are aware of the importance of focusing on generating profit at the very beginning of a company's life cycle as well as an efficient network. Moreover, students understand various subsidy systems and models of financial support.</p> <p>Students are able to develop valuable checklists for founding a company. They can develop their ideas systematically, analyze and finally reframe them into a sound business plan. Within the scope of the management game, students are able to apply their management skills by dealing with complex decision making situations in a group, structuring and solving problems and conducting all relevant structural planning for their company while considering competitive, environmental and economic impacts. Finally, they are able to present their results within the scope of a written business plan.</p>				
3	<p><u>Contents (70 Teaching Units)</u></p> <p>Entrepreneurial Knowledge and Business Plan</p> <p>Subsidies & Commercial Facilities</p> <ul style="list-style-type: none"> • General Introduction • Provincial, National, and International Support Programs • Competitions, Fairs and Initiatives <p>Networks and Advisory Competences</p> <ul style="list-style-type: none"> • Local Initiatives and Networks • Chambers of Commerce • Educational Institutions <ul style="list-style-type: none"> ○ Competence Center ○ Research Facilities ○ Individuals ○ Business Angels ○ Pressure Groups and Clubs • Investment Competences • Special Competences <p>Checklist for Company Foundations</p> <ul style="list-style-type: none"> • Guidelines for the Design of Business Plans • Checklists for Preparation of Business Foundations • Contract Templates • Checklists for the Preparation of the Beginning • Checklists for the Beginning • Special Checklists 				

	<p>Business Planning</p> <ul style="list-style-type: none"> • Introduction to Characteristics, Tasks, and Functions of Business Planning <ul style="list-style-type: none"> ○ Definitions and Introduction to Terminology ○ Principles of Business Planning ○ Tasks and Functions of Business Planning • Modules of Business Planning <ul style="list-style-type: none"> ○ Innovation and entrepreneurial Thinking ○ The Process of Business Foundations ○ Business Idea ○ Leadership & Entrepreneurship ○ Marketing ○ Business Model and Organization ○ Appliance and Risks ○ Business Ratings and Investment ○ Subsidiary Environment in Germany • Analysis of Business Plans • Software and Tools for Business Plans • How to write a Business Plan – from them Idea to written Elaboration <p>Case Studies, Presentations – Development, Design and Presentation of a Business Plan</p> <p>Management Game about Start-ups and Business Activities</p> <ul style="list-style-type: none"> • Introduction • Business Plan • Starting Your Company • Market Entry and Business Activity <ul style="list-style-type: none"> ○ Turnover and Purchasing ○ Administration and Research and Development ○ Production and Personnel • Discussion of Results, Group Presentations
4	<p><u>Teaching Method(s)</u></p> <p>In-class study: Seminar-type lectures, tutorials (case study and group work) and guidance for study of literature</p> <p>Self-study: Reading the literature, preparing case studies and practice exercises, design a business plan</p>
5	<p><u>Prerequisites</u></p> <p>The successful completion of the following modules is recommended:</p> <p>B-IBM 6.1: Modern Human Resource Management; B-IBM 6.2: Digital Transformation; B-IBM 6.3: Intercultural Competence; B-IBM 6.4: Current Affairs in Global Business</p>
6	<p><u>Assessment method(s)</u></p> <p>Students complete this module by writing a paper (business plan of 6-10 pages), which will be evaluated. Participation in the management game is mandatory.</p>
7	<p><u>Prerequisites for the award of ECTS points</u></p> <p>A pass in a module is achieved when the 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 6.1: Modern Human Resource Management; B-IBM 6.2: Digital Transformation; 6.3: Intercultural Competence; B-IBM 6.4: Current Affairs in Global Business; B-IBM 6.5: International Business Ethics and Sustainability</p> <p><u>Use of this module for other study programs</u></p> <p>This module is only taught in International Business Management.</p>
9	<p><u>Grade Weighting</u></p> <p>Credit Points: 5/180 ECTS points; Grade Weighting: 5/174 ECTS points</p>
10	<p><u>Module Coordinator(s)</u></p> <p>Barbara Lier, M.A. Prof. Dr. Stefan Wiedmann</p>
11	<p><u>Literature</u></p> <ul style="list-style-type: none"> • Applegate, Lynda M.: Amazon.com. The Brink of Bankruptcy, Harvard Business School, revised edition, Boston 2013. • Bhide, Amar V.: The Origin and Evolution of New Businesses. Oxford University Press, Oxford 2003. • Broadie, Mark; Du, Yiping; Moallemi, Ciamac C.: Efficient Risk Estimation via Nested Sequential Simulation. Management Science, vol. 57, issue 6, pp. 1172-1194, 2011. • Clark, Virginia; Reed, Margaret; Stephan, Jens: Using Monte Carlo Simulation for a Capital Budgeting Project. Management Accounting Quarterly, Fall, pp. 20-31, 2010. • Drucker, Peter F.: Innovation and Entrepreneurship. Taylor & Francis, Abingdon 2014. • Drucker, Peter F.: The Discipline of Innovation. Harvard Business Review, Boston 2002. • Glasserman, Paul; Li, Jingyi: Importance Sampling for Portfolio Credit Risk. Management Science, November, pp. 1643-1656, 2005. • Hutchinson, Robert: Quantifying the Impact of Cost Accounting System Design on Manufacturing Performance. A Simulation Approach, Advance In Mangement Accounting, vol. 18, pp. 81-109, 2010. • Pinson, Linda: Anatomy of a Business Plan. The Step-by-Step Guide to Building a Business and Securing Your Company's Future, Out of Your Mind into Mar, 8th edition, Tustin 2013. • Schwetje, Gerald; Vaseghi, Sam: The Business Plan. How to Win Your Investors' Confidence, Springer, Luxembourg 2010. • Wasserman, Noam, T.: Apple's Core. Harvard Business School, revised edition, Boston 2011. • Wasserman, Noam, T.; Uy, Antony: Frank Addante. Serial Entrepreneur, Harvard Business School, Boston 2008. • Participants' Manual of the Management Games played. (subject to change; will be announced at the beginning of each semester)