

Annex 2: Module description for the Consecutive Degree Programme in Business & Economics leading to the award of Master of Science

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Adaptation module

Module number	261035-201 (version 01)
Module name	International Strategy
Module coordinator	Professorship Business Administration – Organization and International Management
Content and qualification objectives	<p><u>Content:</u></p> <p>The module covers and discusses key concepts and theories of Global Strategy and International Management. Furthermore, various market entry strategies are analyzed, and the economic, political, social and cultural context factors are examined. The discussion focuses on the tension between global efficiency and the local adaptation of multinational companies.</p> <p><u>Qualification objectives:</u></p> <p>After successful completion of the module, students have in-depth knowledge of International Strategy and International Management and are able to critically analyze and apply key theories and concepts.</p>
Teaching methods	<p>The module teaching methods are lecture and exercise course.</p> <ul style="list-style-type: none"> • Lecture: International Strategy (2 teaching units) • Exercise course: International Strategy (1 teaching unit) <p>The classes will be conducted in English.</p>
Requirements for participation (recommended knowledge and skills)	<ul style="list-style-type: none"> • See the list of course materials • Basic knowledge of business administration and management is beneficial
Module application	The module is suitable for all degree programs with an economic orientation as well as for other degree programs.
Requirements for the award of credit points	Successfully passing the module examination is required for the awarding of credit points.
Module examination	<p>The module examination consists of one assessment component:</p> <ul style="list-style-type: none"> • 90-minute written examination on International Strategy (Examination number: 61627) <p>The assessment component must be taken in English.</p>
Credits and grades	<p>This module is worth 5 credit points.</p> <p>Section 10 of the Examination Regulations specifies how the assessment component is assessed and how the module grade is calculated.</p>
Frequency	The module is offered each academic year.
Number of hours	The module requires students to complete a total of 150 study hours.
Module duration	Under normal circumstances, the module is completed in one semester.