

IBW 7.4 Applied Business Management

Department code: IBW 7.4		Module name in German: Angewandte Unternehmensführung			
Workload: 150 hrs, made up of 72 contact hours 78 self-study hours		ECTS credits: 5 ECTS	Semester: 7th semester	Frequency of module: Winter/summer semesters	Duration: 1 semester
Module type: Compulsory module		Academic level: Bachelor's de- gree	Suitability of module: Study programmes in the fields of business and/or economics		
1	Learning outcomes: During the course, students will have the opportunity to put themselves in the role of top manag- ers and, in doing so, actively apply essential concepts and methods of international business management. Based on case studies chosen from real-world business practice and the quantitative and qualitative data involved, students are able to carry out an analysis of results, evaluate these and create their own business solutions. Students learn to make their decisions based on facts, rigorously reflect upon their decisions and present them in a convincing manner. In subsequent discussions, they are able to assert and defend their final decision. Through close contact with each other, students will practice ac- tive listening, putting themselves in the position of others and into different situations, and being open to other opinions.				
2	Module content: <ul style="list-style-type: none">• Introduction to working with international case studies• Fundamentals and process of management decisions• Addressing international case studies with the aim of analysing results and assessing the situation at hand• Development of proposed solutions to problems by means of a structured process and taking account of historical and cultural characteristics• Persuasive communication at management level• Use of current concepts and issues of strategic management• Critical appraisal of international differences of approach against the backdrop of fundamental consid- erations and practical feasibility				
3	Teaching and learning methods: 3 SWS seminar-type tuition 1 SWS practical tutorial				
4	Module language: German (English)				
5	Prerequisites for studying this module: Required: none Recommended: Modules IBW 5.1 or IBW 5.2, IBW 6.5				
6	Type of examination: Presentation or written assignment				
7	Assessment methods: Graded				
8	Requirements for awarding ECTS credits: Student must pass module examination				
9	Other remarks: None				