

Case Study 2				
Department code:		Module name in German:		
IBM7.1		Fallstudie 2		
Workload:		ECTS credits:	Semester:	Frequency of module:
300 hours, made up of: 144 contact hours 156 self-study hours		10 ECTS	7th semester	Winter semester
Duration:		1 semester		
Module type:		Academic level:	Suitability of module:	
Compulsory module		Bachelor's degree	Study programmes in the fields of business and economics	
1	Learning outcomes: Based on a complex case study involving international themes, students formulate solutions for a start-up, a medium-sized company or a management consultancy. In the form of project work, students will demonstrate their ability to work in a team, and particularly to develop, implement and present concepts. In doing so, based on a complex task students will show their ability to define goals and also develop interdisciplinary solutions and concepts. They are able to create differentiated approaches, derive a proposed solution from these approaches, justify the proposal from strategic, operational and financial perspectives, document the proposal appropriately, and present the overall result.			
2	Module content: <ul style="list-style-type: none">– Procedure of acquiring project partners– Methods of identifying and evaluating problems– Application of relevant management theories– Investigation of empirical studies for backing up decisions– Processes for identifying alternative solutions– Feasibility studies in an international context– Selection of project alternatives– Evaluation of geographical, cultural and skill-specific alternatives– Creation of a project plan– Development of corporate strategies on global markets– Implementation and project management accounting– Crisis management– Presentation			
3	Teaching and learning methods: 6 SWS seminar-type tuition 2 SWS practical tutorial			
4	Module language: English			
5	Pre-requisites for studying this module: required: none recommended: Intercultural Communication, International Business Law 1, International Business Law 2, Management Accounting, Case Study 1, International Strategic Management			
6	Type of examination: Portfolio or oral interview			
7	Assessment methods: Graded			

8	Requirements for awarding ECTS credits:
	Student must pass module examination
9	Other remarks:
	None