

Module Business and Innovation Management	
Course Frequency	Summer Semester
Duration	1 Semester
Module Structure	The module consists of the following units: <ul style="list-style-type: none"> <li>- Unit 1: International Business</li> <li>- Unit 2: Innovation &amp; Knowledge Management</li> </ul>
Contact Hours per Week	4
Teaching and Learning Forms	3 SWS Seminar 1 SWS Project Work / Case Studies
ECTS Credit Points	5
Workload	125 hours <ul style="list-style-type: none"> <li>- Attendance time in courses: 56 hours</li> <li>- Self-study: 69 hours</li> </ul>
Prerequisites for Participation	The specific conditions for participation of the individual units are presented in their descriptions.
Target Competencies	This module imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: <ul style="list-style-type: none"> <li>- Knowledge and understanding</li> <li>- Use, application and creation of knowledge</li> <li>- Communication and cooperation</li> <li>- Scientific self-perception / professionalism</li> </ul>
Examination and Course Achievement	The examination and course achievements for this module are carried out at unit level and are described in more detail there. They are included in the module grade with the following weighting: <ul style="list-style-type: none"> <li>- Unit 1: 50 %</li> <li>- Unit 2: 50 %</li> </ul>

Unit 1		International Business
Unit Number		1268
Exam Number		1268
Contact Hours per Week		2
Teaching and Learning Forms		Seminar
Language		English
Course Responsibility		Prof. Dr. Niels Olaf Angermüller
Prerequisites for Participation		None
Content		<p>Overview: Globalisation of business activities</p> <p>The framework: important aspects for doing international business</p> <p>Doing business in Europe</p> <p>Doing business internationally</p> <p>Some risk and financing issues in international business</p>
Target Competencies		<p>Students are able to deal with important aspects of doing business in an international context. They can classify international location factors and market participants on different markets. The students also know selected cultural peculiarities and aspects of legal systems.</p> <p>The students know the special opportunities of international business activities within the European Union and are informed about the basics and effects of the European Monetary Union. They are able to explain and apply simple models of exchange rate determination.</p> <p>The students know the special risks of international business activities and are able to classify them concretely. They are able to make general decisions if an international investment is viable and also assess the risks associated.</p> <p>This course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> <li>- Knowledge and understanding</li> <li>- Use, application and creation of knowledge</li> <li>- Communication and cooperation</li> </ul>

Unit 1	International Business
<b>Examination and Course Achievement</b>	The primary form of examination is the presentation.
<b>Basic Literature</b>	<p>Daniels, John D.; Radebaugh, Lee H.: International Business. 10th ed. Upper Saddle River, NJ.</p> <p>Griffin, R.; Pustay, M.: International Business. 6th edition. Upper Saddle River, N.J. 2009.</p> <p>Krugman, P.; Obstfeld, M.: International Economics. 8th edition. Bosten, San Francisco, New York 2008.</p> <p>Further literature will be provided during the course.</p>

Unit 2 Innovation & Knowledge Management	
Course Number	7946
Exam Number	7946
Contact Hours per Week	2
Teaching and Learning Forms	1 SWS Seminar 1 SWS Project Work / Case Studies
Language	English
Prerequisites for Participation	None
Content	Innovation as a Core Business Process Developing an Innovation Strategy Sources of Innovation Search Strategies for Innovation Innovation Networks Exploiting Open Innovation and Collaboration Promoting Entrepreneurship and New Ventures Creating Social Value
Target Competencies	Students will be familiar with the constituent elements and selected instruments of innovation and knowledge management and will be able to place them in the overall context of economics.  This unit thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: <ul style="list-style-type: none"> <li>- Knowledge and understanding</li> <li>- Use, application and creation of knowledge</li> </ul>
Examination and Course Achievement	The primary form of examination is the project work.
Basic Literature	Tidd, J./ Bessant, J. (2021): Managing Innovation, 7. Auflage, John Wiley & Sons