

Course		Selected Problems International Business
Course Number	2580	
Exam Number	2580	
Course Frequency	Winter Semester and Summer Semester	
Duration	1 Semester	
Contact Hours per Week	2 (block seminar: 2 blocks of 6 hours and 2 blocks of 8 hours)	
Teaching and Learning Forms	Project Work / Case Studies	
ECTS Credit Points	2,5	
Workload	62,5 hours <ul style="list-style-type: none"> - Attendance time in courses: 28 hours - Self-study: 34,5 hours 	
Language	English	
Course Responsibility	Jutta Sendzik	
Prerequisites for Participation	B2 according to Common European Framework of Reference for Languages	
Content	<p>The business simulation „Global Strategy“ is a practical, integrative and interactive language course that requires students to operate a simulated business and, at the same time, apply their knowledge of accounting and use their English communicative skills from previous courses. Acting as a management team, students set the direction for their company to implement their strategy by making decisions related to finance, production planning, product innovation and marketing using appropriate vocabulary.</p> <p>„Global Strategy“ is a physical board game containing digital components. Students are formed into company teams of three or four members. They will each take on different management roles (decided by the group itself) to manage their team through six simulated years.</p>	
Target Competencies	<p>The purpose of the simulation is to provide an experiential learning environment where the integration of previously gained knowledge of business-related content and the application of English language skills is made explicit.</p> <p>On the completion of this course, the students will be able to</p> <ul style="list-style-type: none"> - apply ESP-vocabulary in speaking and writing (team discussions/outline strategic plan/final review) - express themselves appropriately in tone and style 	

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	<ul style="list-style-type: none"> - demonstrate their communicative skills by actively influencing decision-making processes - write a progress report using appropriate vocabulary, tone, and style <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"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation
Examination and Course Achievement	The primary form of examination is the project work.
Basic Literature	BTI Tools for Success GmbH: Global Strategy – General Management Simulation (Manual)