



## Course Unit: International Business Simulations

<b>Semester</b>	3
<b>Hours per week</b>	2
<b>Contact hours (total)</b>	32 h
<b>Individual study</b>	28 h

<b>Language of Tuition/Assessment</b>	English
<b>Group size (max)</b>	30
<b>ECTS credits</b>	2
<b>Lecturer</b>	Borgmann

### Objectives:

The main aim is to set up a simulated company to market a service internationally and thus apply business communication to a realistic setting. The design of a "virtual company" is aimed at providing students with business communication skills in multicultural settings. The course will improve the students' cross-cultural awareness and communicative abilities. The simulation also facilitates the development of the students' logistics skills, IT skills, presentation skills and team work ability.

The service that the company might offer could be connected to event management and how to help institutions such as universities to organise events professionally.

### Methods:

Learning is achieved through natural communication, pre-teaching of business communication situations such as meetings or press conferences and feedback from the teacher. Students can gain learner independence by planning and organising their own learning.

### Recommendations / Prerequisites:

- Requires strong communicative skills in English.

### Assessment:

Course unit	Form of assessment	Exam dates		Grading scale
		Mid-term	Final	maximum score (out of 100)
International Business Simulations	active participation, paper as portfolio			