



School of
Management and Law

Übersicht Module und Kurse

Center for European Business and Affairs



Building Competence. Crossing Borders.

Übersicht Module und Kurse

Bachelor, Master sowie MAS Business Administration

Wir bieten verschiedene Module mit Schwerpunkt International Business, angewandte Diplomatie und Internationale Beziehungen an.

Modulname	Inhalt	Modulverantwortung	Durchführungszeitraum	Stufe
European Affairs	<ul style="list-style-type: none"> The foundations and history of modern Europe Structure and functioning of the EU Free movement of persons and the European labor market The Euro, the Eurozone, Role of the ECB Swiss-EU relations The European Free Trade Association (EFTA) 	Dominique Ursprung	Frühlings- und Herbstsemester	Bachelor
Doing Business in Europe	<ul style="list-style-type: none"> Doing business in economies in European markets Markets geography, political structure of Europe Selected markets Entry methods in European markets Marketing strategies for Europe Managing and organizing activities / leadership styles in Eastern Europe Key industries in Europe 	Dr. Florian Keller	Frühlings- und Herbstsemester	Bachelor
International Trade and Policy	<ul style="list-style-type: none"> International Political Economy Multilateral trading system, World Trade Organization (WTO) Economics of preferential liberalization Free trade agreements and regional economic arrangements: Trans-Pacific Partnership (TPP), EU - Japan Free Trade Agreement, Trade Policy of the EU and Switzerland 	Dominique Ursprung	Frühlings- und Herbstsemester	Bachelor
International Business	<ul style="list-style-type: none"> Economic environment of international business Political/legal environment of international business Cultural/social environment of international business Strategy and organization in the international company Global marketing opportunity assessment and market entry Marketing management in the international company Supply chain management in the international company Financial management in the international company 	Dr. Jeremy Dela Cruz	Frühlings- und Herbstsemester	Bachelor

	<ul style="list-style-type: none"> Regional focus on Asia (China) / Latin America / Middle East 			
International Business & Ethics	<ul style="list-style-type: none"> International environment of business: globalization; global processes (international trade, international monetary system, foreign direct investment, regional economic integration processes); economic development (differences in economic development, political economy and development, measuring development); national differences in political and economic systems; international risks and regulations (binding international law); national differences in legal systems (historical & cultural background and present situation) (binding national law) Compliance management (importance of preventive approaches, compliance organization, compliance processes, risk management, education and training) Corporate responsibility and the role of non-binding norms: stakeholder expectations and ethics; value drivers and business case for corporate responsibility; key concepts of corporate responsibility; different categories of non-binding norms; comprehensive corporate responsibility standards, compliance approaches for non-binding norms; accounting and reporting for corporate responsibility (legal requirements, voluntary standards, best practice cases) Examples of compliance and corporate responsibility issues (each covering legal requirements, voluntary standards, best practice cases): human rights and labor standards; business integrity and corruption prevention; climate change 	Herbert Winistörfer	Herbstsemester	Bachelor
International Economics, Politics & Business Systems	<ul style="list-style-type: none"> Regional and national differences: Political systems; economic systems; legal systems; regulation in business-specific fields (labor, tax, trade) Economic development: Differences in economic development; political economy and development Globalization: Economic dimension; political dimension; cultural dimension Global processes: International trade; international monetary system; regional economic integration processes Global competitiveness of nations: Competition state; foreign direct investment; industrial policy; cluster management 	Dr. Florian Keller	Frühlingssemester	Master
Internationalization & Innovation	<ul style="list-style-type: none"> In the course of this intensive two-week module, students will explore the internationalization strategies and processes of companies from various industries. The module refers to the newest developments in the area of international business such as Business Ecosystems, Contextual Intelligence, Digital Transformations, and Disruptive Innovations. The module is taught using different methodological approaches such as lecturing, case work, student presentations, guest lectures, and company visits 	Prof. Dr. Daniel Seelhofer	Frühlingssemester	Master

Zürcher Hochschule
für Angewandte Wissenschaften

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