

TRENDS IN INTERNATIONAL BUSINESS

LEVEL OF COURSE UNIT

Bachelor

LEARNING OUTCOMES OF COURSE UNIT

The students:

- gain an overview of the most important trends in business.
- are able to work on selected, current, scientifically relevant trends.
- can independently develop models and theories on these selected trends and network with others.
- recognize the interrelationships and have a basic understanding of how trends influence the economy.
- are competent to recognize new trends independently and to make them applicable in an entrepreneurial way

COURSE CONTENTS

- Presentation of the currently most important and most discussed trends in business
- Development of theories, models, methods, and solutions for these current trends
- First application examples and best practices for these trends
- Mutual exchange and presentation of contents and solutions

LANGUAGE OF INSTRUCTION

English

NUMBER OF ECTS CREDITS ALLOCATED

3