



Course number: 16CAMSAM12330
The International Corporation 5
Study Level: Bachelor / Undergraduate
Rhythm: both semesters (fall and spring)

Prof. Dr. Bernhard Wittek
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Language of Instruction: English
ECTS Credits: 5
Teaching hours per week: 4
Module

Learning objectives:

Subject-specific competencies

Students acquire advanced skills to understand, address, and leverage the challenges of globalization, environmental sustainability, and digital transformation, turning them into entrepreneurial projects. The module analyzes the key driving forces currently reshaping international business activity, with a particular focus on supply chains: digital technologies such as blockchain, the Internet of Things, and artificial intelligence, alongside decarbonization across scopes 1, 2, and 3, circular economy principles, social sustainability, and the regulatory environment. Building on this foundation, students gain expertise in developing business models and turning them into start-up companies. Application-oriented work with current research, case studies, and their own solution development helps students shape business models from an entrepreneurial perspective.

Methodological competencies

Students learn to engage with a constantly changing business environment in an international context. Fundamental managerial concepts are discussed and applied to current challenges. Students further develop their toolkit in addressing key current issues and systematically working through them, also in the context of current research. Course participants pursue their own research or startup projects and are prepared for further academic work.

Interdisciplinary competencies

Students analyze advanced aspects of international complexity, digitization, and sustainability within a functional management context, especially in the area of supply chain management. Courses impart competencies for the development and implementation of business models through innovative entrepreneurial projects.

The Module consists of two courses: **Supply Chain Digitalization and Sustainability (EN) & Startups and Innovative Entrepreneurship (EN)**– both need to be taken to receive the credits and a grade.

Content:

Supply Chain Digitalization and Sustainability (EN)

Students explore the digital transformation of supply chains and its implications for current and future managers, alongside the growing importance of ecological and social sustainability across global value chains. Participants work through core technological drivers reshaping supply chain management: blockchain, Internet of Things, and artificial intelligence. They further develop an understanding of current sustainability topics such as decarbonization across scopes 1, 2, and 3, circular economy principles and reverse logistics, ethical sourcing and labor rights, and relevant regulatory developments and incentives. Application-oriented work with current research articles and case studies helps students connect academic evidence to managerial practice.

International Procurement and Supply Chain Management (EN)

Students learn how to develop business ideas by leveraging opportunities and addressing challenges presented by current developments in globalization, digitization, and sustainability. Participants work through the components of a complete business plan: company management and organization, products and services including the minimum viable product, the operating plan with timelines and milestones, the marketing plan with customer segmentation and distribution, and financial projections and scaling. Application-oriented work helps students understand and shape business models from an

entrepreneurial perspective, e.g., by working through their own solution development and pitching the result to a senior management audience. Fundamental aspects of founding and evaluating companies are also covered, including funding options, venture capital, and company valuation, providing a comprehensive understanding of the entrepreneurial process.

Assessment:

Module assessment / written assignment

Literature:

For a current literature list, please refer to the respective course documents.

Prerequisites (if applicable):

no

Participation depends on the number of available spots.