

Staatliches Berufliches Schulzentrum Nürnberger Land



Berufsschule – Fachoberschule – Wirtschaftsschule – Berufsschule Plus

Wahlpflichtfach:

Internationale Business Studies

Beschreibung:

As today's business world has become more and more globalized, we will focus on solving management tasks in a multicultural business environment.

Thus, the course will mostly be held in English and focus on global market places, rather than on Germany. During the first period of the school term, on the one hand, we will learn how to successfully apply on the international job market. On the other hand, we will also study how to acquire and train employees for our company. Furthermore, leadership is an important aspect, here we will focus on how to lead and develop a multicultural team. In the second term, we will dive into the world of marketing and solve a case study on how to launch and promote new products.

In this course you will not only improve your English skills, but also learn many business English terms, which are general knowledge in today's global business environment. Simultaneously, you will develop one of your key competencies "the ability to work in a team", as we will form small groups to work on case studies and projects.

Inhalt:

- Lernbereich 1: Sich auf dem internationalen Arbeitsmarkt erfolgreich bewerben
- Lernbereich 2: Interkulturelle Teams führen und Personal entwickeln
- Lernbereich 3: Ein neues Produkt auf einem internationalen Markt einführen

Betreuende Lehrkraft:

Frau Stierhof

Stundenzahl	Fachrichtung	einbringbar?	Jahrgangsstufe
2 UE/Woche	Ja	Sozialwesen Wirtschaft	12. oder 13. Jgst.

Hinweise:

Das Wahlpflichtfach wird bilingual unterrichtet.

