

Modul-Nr./ Module Code	BMSIB1000
Modulbezeichnung / Module title	Business Management – Introduction and Organisation
Semester / Trimester	1 st
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Sub-module	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The module 'Business Management – Introduction and Organisation' is an indispensable foundation for all other modules, of both for the basic studies and for the main studies
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Axel Noack
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Axel Noack
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	4
Art der Prüfung / Assessment methods	Written Examination (2 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	Knowledge & Understanding: Basic concepts of business – The political, economic, social, and cultural environment – Organizational aspects – Main areas of business management; Transport Management, Project Management Furthermore, the students gain essential insights about the following topics: Structure of organisations - Basic principles - Decentralisation - Centralisation - Single-line systems - Multi-line systems - Functional organisation - Divisional organisation - Matrix organisation, the importance of business mission statement, vision statements, goals (long-term) and objectives. The goal of the course is the students are to understand the scope and function of organisational approaches of different organisations. They study the development of organisational structures over time and their dependence on the change of internal and external conditions. Special attention is given to national varieties of organisational theory and practice.

	<u>Applying knowledge and understanding</u> All theory acquired has to be applied to develop and analysing organisations with a focus to their impact to the development of the company. <u>Making judgements</u> Students are encouraged to devise and sustain arguments about basic economic concepts. Moreover, the discussion of different organisational structures in assessing the consequences for the company (employers, employees, strategy, internationalisation etc.) and it's environment. <u>Communication</u> Students are expected to present their arguments independently in written and oral form. In addition the results obtained are discussed in class and are carried out in connection with group-exercises. <u>Learning skills</u> The module provides the necessary skills needed to study further with a high level of individual autonomy. Furthermore, the work carried out in this module prepares students for the more far-ranging and complex discussion of organisational issues in business firms and encourages them to individually pursue further analysis of organisations with a global focus.
Inhalte des Moduls / Syllabus	<u>Part: Introduction to Business Management:</u> The course seeks to familiarize students with the environment of international business, introduce the main concepts of business management and enhance their analytical and introduce them to scientific work. In particular, students gain essential insights into the following areas: Basic concepts of economics – the political, economic, social, and cultural environment – organizational aspects – main areas of business management <u>Part: Organisation:</u> Structure of organisations - Basic principles - Decentralisation - Centralisation - Single-line systems - Multi-line systems - Functional organisation - Divisional organisation - Matrix organisation

Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, case studies, class discussions, group projects, project work
Besonderes / Special Features	-
Literatur / Literature	Ebert, R.J. and Griffin, R.W. Business essentials, Prentice Hall, Upper Saddle River. Griffin, R.W. and Pustay, M.W. International Business: a managerial perspective, Addison Wesley, Reading. Noack, Axel, Business Essentials: Fachwörterbuch Deutsch – Englisch, Englisch – Deutsch, Oldenbourg, München. Pride, W.M, Hughes, R.J., Kapoor, J.R., Business, Houghton Mifflin, Boston, New York.

Modul-Nr./ Module Code	BMSIB1100
Modulbezeichnung / Module title	Intercultural Management
Semester or Tremester	1 st
Dauer des Moduls / Duration of the Module	1 Semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Submodules	-
Häufigkeit des Angebots des Moduls / The module is offered...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other module and degree courses	Without a detailed understanding of topics related to Intercultural Management students can't operate in a globalized world. Consequently, managers need to be aware of the guiding principles when working in multicultural teams or when being appointed to lead an international team. Appropriate intercultural training is the key prerequisite before being accepted for an international position.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Björn P. Jacobsen
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Björn P. Jacobsen
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits	5
Gesamtwoad und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written Examination (1,5 hours) with Application practice (30 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge & Understanding:</u> Students understand the relevance of being able to respond to different cultural challenges (like values, norms, attitudes) in a global context. <u>Applying Knowledge & Understanding:</u> Students use independent group work and case studies to explore different cultural aspects in order to understand the variety of cultural-based behaviors in business. <u>Making Judgments:</u> By developing intercultural business guides the students learn to detect and consider differences that will occur in multicultural teams. They learn that there is not one leadership style that fits all situations in managing intercultural teams. <u>Communication:</u>

	Results of group work are presented in oral and written form. The students get prepared to answer relevant intercultural questions related to the topics. <u>Learning skills:</u> This module enables students to interact interculturally and to behave correctly in an international team setting.
Inhalte des Moduls / Syllabus	Management - Definition, Roles, Skills Culture - Cultural Concepts Culture - Cultural Models, Cultural Dimensions in Intercultural Management Intercultural Management - Basics of Cross-/Intercultural Management, Company Culture, Organisational Cultures, Mission Statement Intercultural Competence Interpersonal and Intercultural Communication - Modes of Communication Intercultural Management and Leadership - Management: Definitions, Management: Roles & Skills, Leadership: Definitions, Leadership: Philosophical Groundings, Leadership: Approaches Leadership Foundations - Leadership Styles, Successful Leadership Case Studies
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lecture – seminar form; Student group work with focus on intercultural group management and self-organisation; Presentation; Case studies
Besonderes / Special Features	-
Literatur / Literature	Compulsory Literature Materials distributed with lecture notes. Recommended Literature Chhokar, J.S., Brodbeck, F.C., House, R.J. (2008), Culture and leadership, across the world: The GLOBE book of in-depth studies of 25 societies, Lawrence Erlbaum Associates, NY Deresky, H. (2017), International Management: Managing across Borders and Cultures, 9th Ed., New Jersey Hall, E.T. (1997), Understanding Cultural Differences, Germans, French and Americans, Yarmouth Hodgetts, R.M., Luthans, F., Doh, J. (2011), International Management: Culture, Strategy and Behavior, 8th Ed. Hofstede, G.H. (2001), Culture's consequences: comparing values, behaviors,

	institutions, and organizations across nations, 2nd Ed., Thousand Oaks Morrison, T., Conway, W.A., Borden, G.A. (2006), Kiss, Bow, or Shake Hands: How to do Business in 60 Countries, 2nd Ed., Avon, MA Trompenaars, F. (1994), Riding the waves of culture, Irwin, New York All titles in the current edition. For updated bibliographies, see the course syllabus.
--	---

Bachelor degree course International Management Studies in the Baltic Sea Region (BMS)
Description of the module valid as of WS2017/2018

Modul-Nr./ Module Code	BMSIB1200
Modulbezeichnung / Module title	Rhetoric – Presentation & Writing skills
Semester or Trimester	1 st
Dauer des Moduls / Duration of the Module	1 semester
Art des Moduls / Module typ	Compulsory
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Submodules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other module and degree courses	The ability to present the results of one's work adequately both orally and in written form, is an essential prerequisite for meeting the requirements of other modules and of students' careers in general.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Dr. h.c. H. Fanning
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Dr. h.c. H. Fanning
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 h (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Oral presentation (20 minutes - <i>Presentation skills</i>) with a written academic assignment (2.500 words - <i>Writing skills</i>)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge and Understanding</u> The core learning objective is students understanding that successful communication puts the audience, its values and needs in the centre. Students also become acquainted with the concept of style and stylistic requirements in different settings. Thirdly they familiarise themselves with the core elements of academic writing. <u>Applying knowledge and understanding</u> Students practice all rules taught and prove their understanding in application tasks. <u>Making judgements</u> Students learn to analyse situations and choose rhetoric and linguistic tools appropriately <u>Communication</u> Results obtained are discussed in class. The exam for part II (<i>Writing skills</i>) is an academic assignment. <u>Learning skills</u> Students are able to apply the expertise gained in class in other academic and professional contexts.
Inhalte des Moduls / Syllabus	1) Essential factors for successful presentations 2) The SUCCESs formula 3) Ancient rhetoric (IDEMPA)

	4) Modern rhetoric 5) Tips & Tricks (1) Good Writing in English (2) Academic writing Basics (Goal – Research methods) Linguistic features Structure & Techniques (Commenting, Summarising, Referencing) Qualifying, (3) Business writing Essential types (Emails, Memos, Letters, Proposals, Reports) & Creative business writing
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, video analysis, practical exercises, student presentations.
Besonderes / Special Features	All materials (PPT, workbook, videos) are available online.
Literatur / Literature	1. DUARTE, Nancy: slide:ology. The Art and Science of Creating Great Presentations. O'Reilly: Beijing etc. 2008. 2. DUARTE, Nancy: resonate. Present visual stories that transform audiences. John Wiley & Sons: Hoboken (NJ) 2010. 3. HEATH, Chip / HEATH, Dan: Made To Stick. Why Some Ideas Survive and Others Die. Random House: New York 2007. 4. HERMANN-RUESS, Anita: ad hoc präsentieren. Kurz, knackig and prägnant argumentieren und überzeugen. BusinessVillage: Göttingen 2012. 5. KARIA, Akash: How to Design TED Worthy Presentation Slides. 2015. 6. PÖHM, Matthias: The PowerPoint Fallacy: Still Presenting or Already Fascinating? Kindle Edition 2011: Pöhm Seminarfactory: Switzerland. 7. MOUNSEY, Chris: Essays and Dissertations. OUP: Oxford 2002. 8. RICO, Gabriele L: Writing the Natural Way. Using Right-Brain Techniques to Release Your Expressive Powers. J. P. Tarcher, Inc.: Los Angeles 1983 9. RUDD, David: Cite Me, I'm Yours: Harvard Style. Bolton Institute. Learning Support Services. Communication Skills Unit 1996. 10. RUNKEHL, Jens / SIEVER, Torsten: Das Zitat im Internet. Ein Electronic Style Guide zum Publizieren, Bibliographieren und Zitieren. Hannover 2000. 11. SPARKS FITZGERALD, Suzanne: Schaum's Quick Guide to Great Business Writing. How to write Letters, Papers, Memos, and Job Applications. McGraw-Hill: New York etc. 1995 12. SWALES, John M. / FEAK, Christine B.: Academic Writing for Graduate Students. A Course for Nonnative Speakers of English. Ann Arbor 2001 (1994).

Modul-Nr./ Module-Code	BMSIB1300
Modulbezeichnung / Module title	Cost Accounting
Semester / Trimester	1 st
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Financial and managerial accounting is the basis for business decisions. Therefore, understanding and using accounting information is an important ingredient of any business undertaking
Modulverantwortliche/r / Lecturer in charge of the module	Prof. Dr. Marcus Scheibel
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Marcus Scheibel
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (2 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding</u> The module delivers the basic approaches for the understanding of the financial and managerial accounting figures and the corresponding processes. <u>Applying Knowledge & Understanding</u> The gained theoretical knowledge is being applied in tasks close to reality and case studies. <u>Making judgements</u> Students learn how decisions influence profitability and liquidity and as a result the success of businesses. <u>Communication</u> This basic subject is a mix of ex cathedra lecturing where the students are actively involved by questions and discussions as well as by seminars presenting and defending the results of their homework <u>Learning Skills</u> Treat and work with the data and monetary framework as a decision basis for

	entrepreneurial and general business decisions. Interpretation and evaluation of accounting figures.
Inhalte des Moduls / Syllabus	Financial accounting: Accounting information for decision making, basic financial statements, the accounting cycle, accruals and deferrals, reporting financial results, merchandising activities, financial assets, inventories and cost of goods sold, plant and intangible assets, liabilities, stockholders equity, statement of cash flows, financial statement analysis; Management accounting: a business partner, accounting systems for measuring costs (job order cost systems and overhead allocation, process costing), costing and the value chain, cost-volume-profit analysis, incremental analysis, responsibility accounting and transfer pricing, operational budgeting, standard cost systems
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Combination of lectures and seminars
Besonderes / Special features	-
Literatur / Literature	• Williams, Haka, Bettner, Meigs, Financial and Managerial Accounting, New York, McGraw Hill, 16th or later eds. • Bhimani, Horngren, Datar & Rajan, Management and Cost Accounting, New York, Prentice Hall International, 5th or later eds. • Fraser, L. M./ Ormiston, A., Understanding the Corporate Annual Report: Nuts, Bolts, and a Few Loose Screws © 2002 Prentice Hall Business Publishing • Garrison, R.H., Noreen, E.W., Managerial Accounting, New York McGraw Hill, 9th or later eds. • Meigs, R.F. u.a., Study Guide for use with Financial Accounting, New York, McGraw Hill, latest eds. • Kimmel, P.D., Weygandt, J.J., Kieso, D.E., Financial Accounting, 4th or later eds. • Booker, J.A., Caldwell, C.W., Ready Notes for use with Managerial Accounting, New York, McGraw Hill, 2002 • Hilton, Ronald, W., Managerial Accounting (Fifth Edition), New York, McGraw Hill, latest eds. • Atkinson A.A., Kaplan, R.S., Young, S.M., Management Accounting, 4th or later eds.

Modul-Nr./ Module-Code	BMSIB1400
Modulbezeichnung / Module title	Basics of Business Law
Semester or Trimester	1 st
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls/ Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Students get fundamental knowledge of German and European Business Law. The course helps to get a better understanding of further Law courses during the studies.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Claudia Danker
Name der/des Hochschullehrer/s / Name of lecturer	Prof. Dr. Claudia Danker
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5 ECTS credits
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4 SWS
Art der Prüfung / Assessment methods	Written examination (2 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge and Understanding</u> Part I is not to teach detailed knowledge, but structure and systematical understanding of the Basics of Business Law. This means primarily the Constitutional and European Basis, the division between Public Law and Private Law; the Sources of Law, the Basic Principles of State, Basic Rights and the Basics of European Law including the Organization of the EU and the Fundamental Freedoms. In Part II the students develop the ability to solve practical cases with the so-called method of claims (Anspruchsmethode) and learn to solve a legal problem in a systematical way. The students should be able to find their way through Book One and Two of the Code (General Part and Law of Obligations) and be able to work in the field of contract requirements and defects of contract, a core chapter for much litigation in business. At the end of lectures, they should be able to solve an easier legal problem in a systematical way. <u>Applying knowledge and understanding</u>

	Students practice all topics taught in class with cases giving a practical insight. With the examination provided they prove their understanding of the already attained knowledge. <u>Making judgments</u> Students learn to analyse situations and are encouraged to form a view on certain issues. <u>Communication</u> Achievements are discussed in class and further results are presented. <u>Learning skills</u> Students get necessary skills in order to cope with requirements needed for later law courses.
Inhalte des Moduls / Syllabus	<u>Part I:</u> Constitutional and European Basis of German Business Law including Public Law and Private Law – Sources of Law – Basic Principles of State – Basic Rights –European Law: Organization of the EU and Fundamental Freedoms. <u>Part II:</u> Introduction BGB: History, Structure, Reforms - Basis for a claim, claim-method – BGB General Part (First Book of the Code): Declarations of will, legal transactions – theory of the contract – Types of Contracts in the GCC – avoidance – law of natural and juristic persons – examples from Law of Obligations (Second Book of the Code).
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	<u>Part I:</u> Mixture of traditional lecture style and work on cases in groups or common discussion. <u>Part II:</u> Teaching theoretical knowledge in lecture style and practical abilities by solving together easier and more complicated case examples during the lecture.
Besonderes / Special Features	Guest lectures from practitioners
Literatur / Literature	Fisher, Howard D.: The German Legal System and Legal Language, 5th ed. 2013 Foster, Nigel/Sule, Satish: German Legal Systems and Laws, 4th ed. 2010 Mann, Commercial contracts in Germany, 1st ed. 2015 Robbers, Gerhard: An Introduction to German Law, 5th ed. 2012

Modul-Nr./ Module-Code	BMSIB1600
Modulbezeichnung / Module title	Principles of Economics
Semester or Trimester	2 nd
Dauer des Moduls / Duration of the Module	1 semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	<i>Principles of Economics</i> equips students with an essential understanding of the workings of market economies, of the interaction of the central players of individual markets, Supply & Demand (Microeconomics), as well as for economic interactions within economies and on a global scale (Macroeconomics). <i>Principles of Economics</i> is thus the basis for all modules (irrespective of the degree course) requiring an understanding of economic interaction and for a successful management career.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Dr. h.c. Hiltgunt Fanning
Name der/des Hochschullehrer/s / Name of lecturer	Prof. Dr. Dr. h.c. Hiltgunt Fanning
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung Assessment methods	Written examination (2 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge and understanding:</u> On the basis of textbooks for undergraduate students, and supported by additional material on current issues (newspaper articles, TV new programmes) students acquire the essential knowledge about the interplay of economic actors on national and international levels and on policies directed at guiding and supporting markets. <u>Applying knowledge and understanding:</u> Students are required to apply the theoretical knowledge gained to current issues of national and international economic decisions & present their results in class and defend their position. <u>Making judgements:</u>

	Students are able to analyse and assess current national & international economic policies. <u>Communication:</u> The issues analysed by students have to be presented in class and theoretically substantiated. <u>Learning skills:</u> Through guided and assessed analysis of current issues, students are prepared for a more independent study of such issues.
Inhalte des Moduls / Syllabus	Introduction - Economic science as a social science – HOMO ECONOMICUS and the findings of Behavioural Economics - A historical survey of economics - Market forms - Supply, demand & equilibrium - Markets and welfare - Public goods and private goods - Externalities – Social costs and social value - Perfect and imperfect competition – Monopoly, oligopoly & monopolistic competition Macroeconomics vs. microeconomics - Macroeconomic goals and economic indicators - The scope and limitations of the GDP - Achieving economic growth - Inflation theories - Unemployment and its natural rate - Saving, investment and the financial system - Open-economy macroeconomics - the importance and workings of international trade – Current issues of global economic interaction.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	This module is taught as a lecture interspersed with activities sections (Test questions, discussions, current video clips).
Besonderes / Special Features	-
Literatur / Literature	MANKIW, G.N.: Principles of Economics. International Edition. ARIELY: Predictably Irrational. KRUGMAN/OBSTFELD: International Economics. Theory & Policy. PAG / LEHMAN: Managerial Economics. WILKINSON: An Introduction to Behavioral Economics

Modul-Nr./ Module-Code	BMSIB1700
Modulbezeichnung / Module title	Advanced English
Semester or Trimester	2 nd
Dauer des Moduls / Duration	1 semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Advanced proficiency in interacting in English is a necessary skill for all types of activities involving others while at university, during the internship (abroad or at a company with English as its lingua franca) and in professional life
Modulverantwortliche/r / Lecturer in charge of the module	Prof. Dr. Dr. h.c. H. Fanning
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Dr. h.c. H. Fanning
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Oral examination (30 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge and Understanding</u> The classes in <i>Advanced English</i> aim at developing students' understanding of the core elements of negotiating, debating and socialising in English and of the differences to the situation in their mother tongues. The focus of grammar exercises will be on chosen topics, e.g. the correct use of tenses, depending on the requirements of the students concerned. <u>Applying knowledge and understanding</u> Language classes are strongly application-oriented. <u>Making judgements</u> Students will be continually involved not only in improving their own abilities, but also in helping others by assessing their performance. <u>Communication</u> The focus of these classes is oral communication.

	<u>Learning skills</u> The competence gained in these classes enables students to act more empathetically in other classes.
Inhalte des Moduls / Syllabus	I – Negotiating 1 Preparing to negotiate 2 Relationship building 3 Establishing a procedure 4 The Proposal stage 5 Questioning techniques 6 Exploring interests 7 Bargaining 8 Persuading others 9 Handling breakdowns 10 Closing the deal II – Debating in English III - Socialising 1 – Meeting for the first time 2 – Meeting again 3 – Smalltalk
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Class discussions, Individual and group presentations, Use of audio material (CD's and video clips)
Besonderes / Special features	-
Literatur / Literature	TB "International Negotiations", DVD "Business English Negotiations" Script "Socialising in English" Scans on chosen grammatical features

Modul-Nr./ Module-Code	BMSIB1800
Modulbezeichnung / Module title	Business Mathematics / Statistics
Semester or Trimester	2 nd
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Preparatory course for further mathematically oriented subjects in 'Baltic Management Studies'
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Gero Szepannek
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Gero Szepannek
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (2 hour)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding:</u> Students gain essential insights about the following topics: Different data types and the aims and basic methods of descriptive statistics – As for basic mathematics, they can solve problems from financial maths, linear equation systems, matrix calculus, scalar product and optimisation. <u>Applying knowledge and understanding</u> The theoretical knowledge in Basic Mathematics acquired is applied to business problems such as production, , taking management decisions or profit optimisation <u>Making judgements</u> Correctness of mathematical problem description and system solvability must be judged; simple descriptions must be derived. <u>Communication:</u> Results obtained are presented and discussed in class. <u>Learning skills:</u> The work carried out in this module prepares students for formal treatment of economic problems in their further studies and in their job. It encourages them to individually pursue

	further mathematical analysis of economic situations. The students are able to describe and interpret the data for a given situation and to derive consequences for necessary resources and optimisation. They know the limitation of learnt methods and can appreciate the contribution of others.
Inhalte des Moduls / Syllabus	Linear algebra, esp. matrix calculus, special matrices, linear equation systems and solvability; optimisation, algorithms and basic descriptive statistics location, scale, association and visualizations.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	2 hours per week lecture (seminar form) + 2 hrs/week exercises; accompanying tutorial
Besonderes / Special Features	Practical application of the methodology in PC labs.
Literatur / Literature	• http://www.metalproject.co.uk/ • Jürgen Tietze - Einführung in die angewandte Wirtschaftsmathematik. 17 Auflage, Springer, 2013. • Bernd Luderer und Uwe Würker: Einstieg in die Wirtschaftsmathematik, Springer, 2014.

Modul-Nr./ Module Code	BMSIB1900
Modulbezeichnung / Module title	Project Management
Semester or Trimester	2 nd
Dauer des Moduls / Duration of the Module	1 Semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Submodules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other module and degree courses	Without a detailed understanding of topics related to project management, especially in an international context, students will not be able to successfully operate in an increasingly “projectized” world. Consequently, they need to be aware of the basic project management concepts and standards when working in an international environment. Often project work is the first task being assigned to newly acquired staff making project management skills a prerequisite for successfully entering the job market.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Björn P. Jacobsen
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Björn P. Jacobsen
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written Examination (1,5 hour) with Application practice (30 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge and Understanding</u> The course provides students with a basic knowledge about project management according to the international PMI standard. Students will be able to differentiate between processes and project; they will be able to successfully manage projects in an international environment by considering intercultural challenges in project management. <u>Applying knowledge and understanding</u> The objective of the course is to understand and to be able to apply the basic concepts of international project management and apply these concepts in a real-life environment / project. <u>Making judgements</u>

	The planning and realization of a project is performed by students which requires - among others - the development of the ability of prioritization, budget allocation and decision making. <u>Communication</u> Communication skills required are: • to discuss openly and deeply in intercultural teams all matters of the project • to work cooperatively and effectively in a project team • to present the results of the project <u>Learning skills</u> Learning skills to be achieved are: • developing an understanding of project management in general (versus process management) • getting an understanding of the terms and concepts of project management according to international standards • to work cooperatively and effectively within an international team of peers in carrying out a specific project • presenting the results of the project planning phase
Inhalte des Moduls / Syllabus	Project / Project Manager - Course Overview & Administration, Definitions, Project Success, Project Structure, Project and Product Lifecycles, Project Phases, Project Management Processes Project Initiation - Project Charter, Project Management Plan Project Scope - Scope Management, Collect Requirements, Define Scope Work Breakdown Structure - Create Work Breakdown Structure Project Time Management - Plan Schedule Management, Define Activities, Sequence Activities, Estimate Activity Resources, Estimate Activity Duration, Develop Schedule, Control Schedule Automation Tools - Introduction to Project Libre Cost Estimation - Plan Cost Management, Estimate Costs Earned Value Management - Determine Budget, Control Costs
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lecture – Seminar Form; Group work with real case; Presentation
Besonderes / Special Features	-
Literatur / Literature	Compulsory Literature Materials distributed with lecture notes. Recommended Literature

	Pinto, J.K. (2016), Project Management: Achieving competitive Advantage, 4th Ed. Project Management Institute (2013), A Guide to the Project Management Body of Knowledge (PMBOK Guide), 5th Ed. Project Management Institute (2006), Practice Standard for Work Breakdown Structures, 2nd Ed. Project Libre Inc. (2014), User Guide, Version 0.3.3 Zandhuis, A. (2014), Eine Zusammenfassung des Pmbok Guide – Kurz und bündig, Van Haren Publishing All titles in the current edition. For updated bibliographies, see the course syllabus.
--	---

Modul-Nr./ Module-Code	BMSIB2000
Modulbezeichnung / Module title	International Law
Semester or Trimester	2 nd
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	This course attempts to give an insight into the legal foundation of European and International law. The lectures explain legal relationships between contract parties in cross-border cases as well as the legal foundation of the work of international and supranational organisations. The participants of the module will have a better understanding of the legal questions regarding cross-border transactions and of the functioning of International and European Organisations and their legal basis.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Claudia Danker
Name der/des Hochschullehrer/s / Name of lecturer	Prof. Dr. Claudia Danker
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwoadload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (1 hour) with Application practice (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge and Understanding</u> Students learn fundamentals of the legal systems on an international level. With the examination provided they prove their understanding of the already attained knowledge. <u>Applying knowledge and understanding</u> Students practice all topics taught in application tasks and prove their understanding while working on their assignments and presentations. <u>Making judgements</u> Students learn to analyse situations and are encouraged to devise and sustain arguments about basic cases concerning international law.

	<u>Communication</u> Results obtained are discussed and presented in class and in the assignment. <u>Learning skills</u> As explained under “Verwendbarkeit”, this module provides necessary skills needed for coping with the requirements of later studies.
Inhalte des Moduls / Syllabus	It is not possible to regard merely law as a purely national matter. Most aspects of law are influenced by and interacting with International and European sources of law. The international exchange of goods, people, services, and capital – especially in the market of the EU –, the growing mobility of companies as well as the worldwide communication require a certain view in dealing with cross-border transactions. In this context, international organizations, such as UN, EU etc., as well as contractually agreed instruments for dispute settlement, are particularly important. The intergovernmental cooperation of international and supranational organizations affect economic developments with regard to the protection of fundamental rights and freedoms in view of restrictions of competition. Altogether, the knowledge of International and European Law gained in this lecture, encourages the critical understanding of the workings of national law.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures; group and project work; 2 small assignments and presentations
Besonderes / Special Features	Guest lectures from practitioners
Literatur / Literature	Davies, Understanding European Union Law, 5th ed. Foster, Nigel (Ed.) Blackstone’s EU Treaties & Legislations 2016-2017, 27 th ed. Homewood, EU Law Concentrate, 5th ed. 2016 Schütze, European Union Law, 1st ed. 2015 Storey/Turner, Unlocking EU Law, 4th ed. 2014

Modul-Nr./ Module-Code	BMSIB1500 / BMSIB2100
Modulbezeichnung / Module title	2nd Foreign Language I 2nd Foreign Language II
Semester / Trimester	1 st / 2 nd
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls / module type	Compulsory subject (The students can choose one of the following languages: German as a foreign language – Norwegian – Polish – Russian – Swedish)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	BMSIB1510 German as a foreign language I BMSIB2110 German as a foreign language II
	BMSIB1520 Norwegian I BMSIB2120 Norwegian II
	BMSIB1530 Polish I BMSIB 2130 Polish II
	BMSIB1540 Russian I BMSIB2140 Russian II
	BMSIB1550 Swedish I BMSIB2150 Swedish II
Häufigkeit des Angebots des Moduls / The module is offered	Annually
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The language courses prepare the students for their internship or future professional employment in the relevant countries.
Lehrsprache / Language of Instruction	English/German and the language taught
Zahl der zugeteilten ECTS credits / Number of ECTS credits	10 (5+5)
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	300 hours (172 h self-study + 128 h contact time)
SWS / Contact hours per week	8 (4+4)
Art der Prüfung (Voraussetzung für die Vergabe von Leistungspunkten) / Assessment methods (Requirements for awarding credit points)	2nd Foreign Language I Written examination (2 hour)
	2nd Foreign Language II Written examination (2 hour)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2nd Foreign Language I: 3 %
	2nd Foreign Language II: 3 %
Qualifikationsziele des Moduls / Learning outcomes of the module	To communicate in everyday life situations, oriented towards the level of A1 and A2 of the CEFR These modules are the prerequisite for the Module '2nd Foreign Language III'
Inhalte des Moduls / Syllabus	2nd Foreign Language I Basic skills in listening and reading comprehension as well as speaking and writing based on relevant vocabulary and grammar

	2nd Foreign Language II Further development of listening, reading, speaking, and writing skills based on relevant vocabulary and grammar
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Practice of communicative tasks, e.g. class discussion, individual, pair and group work, presentations

Bezeichnung der Module / Module title	
German as a Foreign Language I, German as a Foreign Language II	
Modul-Nr. / Module code	BMSIB1510 BMSIB2110
Semester	1 st / 2 nd
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls / Module type	Compulsory optional subjects
Häufigkeit des Angebots der Module / How often the module is offered	Annually
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	The language course prepares the students to work and do their internships in German-speaking countries as well as to work for international companies doing business with German speaking business partners.
Lehrsprache / Language of instruction	German / English
Zahl der zugeteilten ECTS credits / Number of ECTS-Credit	1 st semester 5 ECTS credits 2 nd semester 5 ECTS credits
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	1 st semester: 150 hours (86 h self-study; 64 h contact time) 2 nd semester: 150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	1 st semester: 4 SWS 2 nd semester: 4 SWS
Art der Prüfung / Assessment methods	BMSIB1510 German as a Foreign Language I: Written examination (2 hour) BMSIB2110 German as a Foreign Language II: Written examination (2 hour)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSIB1510 German as a Foreign Language I: 3 % BMSIB 2110 German as a Foreign Language II: 3 %
Qualifikationsziele des Moduls / Learning outcomes of the module	To communicate in everyday life situations, oriented towards the level of A1 and A2 of the CEFR
Inhalte des Moduls / Syllabus	1) Development of basic language knowledge such as vocabulary, grammar and pronunciation 2) Development of written and oral communication skills so that the students - can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, local geography, employment). - can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters.

	- can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	- Use of various communicative tasks to practice the language knowledge and skills including, pair and group work, role play, presentations - Use of different teaching aids, e.g. modern textbooks, multimedia material and different sources for additional reading and listening material
Besonderes / Special Feature	-
Literatur / Literature	Lehrwerke [alternativ; Änderung vorbehalten]: - Menschen (Hueber-Verlag) - Begegnungen (Schubert-Verlag) Grammatiken [alternativ; Änderung vorbehalten]: - Schritte (Hueber-Verlag) - em (Hueber-Verlag)

Bezeichnung der Module / Module title	
Norwegian I / Norwegian II	
Modul-Nr. / Module code	BMSIB1520 BMSIB2120
Semester or Trimester	1 st / 2 nd
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls / Module type	Compulsory optional subjects
Häufigkeit des Angebots der Module/ The module is offered...	Annually
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	The language course prepares the students to work and do their internships in Norway as well as to work for international companies doing business with Norwegian speaking business partners.
Lehrsprache / Language of instruction	Norwegian / German
Zahl der zugeteilten ECTS credits / Number of ECTS-Credit	1 st semester 5 ECTS credits 2 nd semester 5 ECTS credits
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	1 st semester: 150 hours (86 h self-study; 64 h contact time) 2 nd semester: 150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	1 st semester: 4 SWS 2 nd semester: 4 SWS
Art der Prüfung / Assessment methods	BMSIB1520 Norwegian I: Written examination (2 hour) BMSIB2120 Norwegian II: Written examination (2 hour)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSIB1520 Norwegian I: 3 % BMSIB2120 Norwegian II: 3%
Qualifikationsziele des Moduls / Learning outcomes of the module	To communicate in everyday life situations, oriented towards the level of A1 and A2 of the CEFR
Inhalte des Moduls / Syllabus	1) Development of basic language knowledge such as vocabulary, grammar, and pronunciation

	2) Development of written and oral communication skills so that the students - can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, local geography, employment). - can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. - can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the module	- Use of various communicative tasks to practice the language knowledge and skills including, pair and group work, role play, presentations - Use of different teaching aids, e.g. modern textbooks, multimedia material and different sources for additional reading and listening material
Besonderes / Special Features	Online-Übungen zum Lehrbuch
Literatur / Literature	Elisabeth Ellingsen/Kirsti Mac Donald: „ På vei Tekstbok “, ISBN: 978-8-202-23139-2, Kap. 1-12

Bezeichnung der Module / Module title	
Polish I / Polish II	
Modul-Nr. / Module code	BMSIB1530 BMSIB2130
Semester	1 st / 2 nd
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls / Module type	Compulsory optional subjects
Häufigkeit des Angebots der Module / the module is offered...	Annually
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	The language course prepares the students to work and do their internships in Poland as well as to work for international companies doing business with Polish speaking business partners.
Lehrsprache / Language of instruction	Polish / German
Zahl der zugeteilten ECTS credits / Number of ECTS credits	1 st semester 5 ECTS credits 2 nd semester 5 ECTS credits
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	1 st semester: 150 hours (86 h self-study; 64 h contact time) 2 nd semester: 150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	1 st semester: 4 SWS 2 nd semester: 4 SWS
Art der Prüfung / Assessment methods	BMSIB1530 Polish I: Written examination (2 hour) BMSIB2130 Polish II: Written examination (2 hour)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSIB1530 Polish I: 3 % BMSIB2130 Polish II: 3 %

Qualifikationsziele des Moduls / Learning outcomes of the module	To communicate in everyday life situations, oriented towards the level of A1 and A2 of the CEFR
Inhalte des Moduls / Syllabus	1) Development of basic language knowledge such as vocabulary, grammar and pronunciation 2) Development of written and oral communication skills so that the students - can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, local geography, employment). - can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. - can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Methods	- Use of various communicative tasks to practice the language knowledge and skills including, pair and group work, role play, presentations - Use of different teaching aids, e.g. modern textbooks, multimedia material and different sources for additional reading and listening material
Besonderes / Special Feature	Gastvorträge, Online-Learning soweit möglich, Online Korrespondenz mit Partnern aus Polen
Literatur / Literature	Krampitz, M./Kornaszewski, M: Polnisch intensiv. Wiesbaden 1996. Dembinska, K./Malyska, A.:Start 1 und 2. Warszawa 2015.

Bezeichnung der Module / Module title	
Russian I / Russian II	
Modul-Nr. / Module code	BMSIB1540 BMSIB2140
Semester or Trimester	1 st / 2 nd
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls / Module type	Compulsory optional subjects
Häufigkeit des Angebots der Module / The module is offered...	Annually
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other module and degree courses	The language course prepares the students to work and do their internships in Russian speaking countries as well as to work for international companies doing business with Russian speaking business partners.
Lehrsprache / Language of instruction	Russian
Zahl der zugeteilten ECTS credits / Number of ECTS credits	1 st semester 5 ECTS credits 2 nd semester 5 ECTS credits
Gesamtwoorkload und ihre Zusammen-setzung / Workload and its composition	1 st semester: 150 hours (86 h self-study; 64 h contact time) 2 nd semester: 150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	1 st semester: 4 SWS

	2 nd semester: 4 SWS
Art der Prüfung / Assessment methods	BMSIB1540 Russian I: Written examination (2 hour) BMSIB2140 Russian II: Written examination (2 hour)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSIB1540 Russian I: 3 % BMSIB2140 Russian II: 3 %
Qualifikationsziele des Moduls / Learning outcomes of the module	To communicate in everyday life situations, oriented towards the level of A1 of the CEFR
Inhalte des Moduls / Syllabus	1) Development of basic language knowledge such as vocabulary, grammar and pronunciation 2) development of intercultural awareness 3) Development of written and oral communication skills so that the students - can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, local geography, employment). - can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. - can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	- Use of various communicative tasks to practice the language knowledge and skills including, pair and group work, role play, presentations - Use of different teaching aids, e.g. modern textbooks, multimedia material and different sources for additional reading and listening material
Besonderes / Special Feature	Online-Anteil, Zusatzmaterial auf der Lernplattform "ILIAS"
Literatur / Literature	Ясно! / Jasno! A1-A2. Russisch für Anfänger. Lehrbuch mit zwei Audio-CDs (ISBN 978-3- 12-527590-4) Arbeitsbuch mit Audio-CD (ISBN 978-3-12- 527591-1); computergestütztes Zusatzmaterial auf der Lernplattform "ILIAS"

Bezeichnung der Module / Module title	
Swedish I / Swedish II	
Modul-Nr. / Module code	BMSIB1550 BMSIB2150
Semester or Trimester	1 st / 2 nd
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls / Module type	Compulsory optional subjects
Häufigkeit des Angebots der Module / The module is offered...	Annually
Zugangsvoraussetzungen / Prerequisites for attending	None

Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	The language course prepares the students to work and do their internships in Sweden as well as to work for international companies doing business with Swedish speaking business partners.
Lehrsprache / Language of instruction	Swedish / German
Zahl der zugeteilten ECTS credits / Number of ECTS credits	1 st semester 5 ECTS credits 2 nd semester 5 ECTS credits
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	1 st semester: 150 hours (86 h self-study; 64 h contact time) 2 nd semester: 150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	1 st semester: 4 SWS 2 nd semester: 4 SWS
Art der Prüfung / Assessment methods	BMSIB1550 Swedish I: Written examination (2 hour) BMSIB2150 Swedish II: Written examination (2 hour)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSIB1550 Swedish I: 3 % BMSIB2150 Swedish II: 3 %
Qualifikationsziele des Moduls / Learning outcomes of the module	To communicate in everyday life situations, oriented towards the level of A1 and A2 of the CEFR
Inhalte des Moduls / Syllabus	1) Development of basic language knowledge such as vocabulary, grammar and pronunciation 2) Development of written and oral communication skills so that the students - can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, local geography, employment). - can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. - can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the module	- Use of various communicative tasks to practice the language knowledge and skills including, pair and group work, role play, presentations - Use of different teaching aids, e.g. modern textbooks, multimedia material and different sources for additional reading and listening material
Besonderes / Special Features	- Niveaudifferenzierte Konversationskurse [Änderung vorbehalten] - lehrwerksspezifischer Input für verschiedene aktuelle Vokabellern-Apps (bspw. Vokabel, Cram) [Änderung vorbehalten]
Literatur / Literature	- Tala svenska A1 / A2+ [Änderung vorbehalten] - verschiedene Zusatzmaterialien

Modul-Nr./ Module-Code	BMSIB2200
Modulbezeichnung / Module title	Corporate Finance
Semester or Trimester	3 rd
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Corporate Finance is the area of finance dealing with monetary decisions the business enterprises make and the tools and analyses used to make these decisions. This module is the basis for all other finance courses, the financial aspects of a business and the marketing plan
Modulverantwortliche/r / Lecturer in charge of the module	Prof. Dr. Marcus Scheibel
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Marcus Scheibel
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (2 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding</u> The module delivers the basic approaches for understanding of figures and numerical data on the one side, the calculation basis to determine the efficiency of investments and tools of financing these on the other side. <u>Applying Knowledge & Understanding</u> The theoretical knowledge is being applied in tasks close to reality, case studies and every day information in the news <u>Making judgements</u> Students learn how decisions influence profitability and liquidity and as a result the success of business decisions. <u>Communication</u> These basic subjects are a mix of ex cathedra lecturing where the students are actively involved by questions, class (individual and group) work and discussions and seminars where students presenting and defending the results of their homework

	<u>Learning Skills</u> Treat and work with the data and monetary framework as decision basis for entrepreneurial and general business decisions
Inhalte des Moduls / Syllabus	Concept of value: Goals and governments of corporations, PV, bonds, common stocks, NPV and IRR; Introduction to risk: Risk and Return, portfolio theory and the CAPM, risk and cost of capital; Financing decision and market efficiency: Efficient markets and behavioral finance, corporate financing; Capital structure and payout policy: Payout policy, does debt policy matter, how much should a corporation borrow; Financial planning and working capital management: Financial analysis, WC management
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Combination of lectures and seminars
Besonderes / Special features	-
Literatur / Literature	• Brealey, Myers, Allen: Principles of Corporate Finance, New York, McGraw Hill, 10th or later eds. • McGuigan, Moyer, Rao, Kretlow: Contemporary Corporate Finance, South Western, 12th int. or later eds. • Berk and Demarzo: Corporate Finance, Pearson, 3rd int. or later eds. • Lumby, Johns: Corporate Finance – Theory and Practice, Cengage, 9th int. or later eds. • Gitman, Zutter: Principles of Managerial Finance, Pearson, 13th int. or later eds. • Copeland, Weston, Shastri: Financial Theory and Corporate Policy; Pearson, 4th int. or later eds. • Pike, Richard & Neale, Bill; Corporate Finance and Investing, Prentice Hall, 6th or later eds. • Academic papers, newspapers, magazines, small case studies

Modul-Nr./ Module-Code	BMSIB2300
Modulbezeichnung / Module title	International Financial Markets and Institutions
Semester or Trimester	3 rd
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Financial markets finance much of the expenditures by corporations, governments, and individuals while financial institutions are the key intermediaries in financial markets. This module is a tool for understanding international finance and why financial markets exist. It supports the modules "International Risk Management", "Asset Management" and "Mergers & Acquisition"
Modulverantwortliche/r / Lecturer in charge of the module	Prof. Dr. Marcus Scheibel
Name der/des Hochschullehrer/s Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Marcus Scheibel
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwoorkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (1 hour) with Application practice (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding:</u> Students learn the complex world of international finance and the use of financial markets mainly for the use of financing international activities of non-bank corporates – to a limited extent also for investing access cash. <u>Applying knowledge & understanding:</u> The gained theoretical knowledge is being applied in tasks close to reality and case studies. <u>Making judgments:</u> By the mix of theory and reality, students learn to analyze real situations by using and validating theoretical concepts in different business situations.

	<u>Communication:</u> This basic subject is a mix of ex cathedra lecturing where the students are actively involved by questions and discussions as well as by seminars presenting and defending the results of their homework. <u>Learning skills:</u> Students will be able to understand the financial environment and financial decisions in a company.
Inhalte des Moduls / Syllabus	Overview of the financial environment, the Fed & the ECB and monetary policy, debt security markets, equity markets, commercial banking and other financial institutions
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Combination of lectures and seminars.
Besonderes / Special features	-
Literatur / Literature	• Madura: Financial Institutions and Markets, South Western Cengage, 10th int. or later eds. • Sanders and Cornett: Financial Markets and Institutions; McGraw Hill, 5th int. or later eds. • Madura and Fox: International Financial Management, South Western Cengage, 2nd int. or later eds. • Fabozzi and Modigliani: Capital Markets - Institutions and Instruments, Prentice Hall, 4th or later eds. • Sercu and Uppal: International Financial Markets and the Firm, South Western Cengage, 1st or later eds. • Chisholm; An Introduction to International Capital Markets – Products, Strategies, Participants, Wiley, 2nd or later eds. • Brandl: Money, Banking, Financial Markets & Institutions, Cengage learning 2016 • Academic papers, newspapers, magazines, small case studies

Modul-Nr./ Module-Code	BMSIB2400
Modulbezeichnung / Module title	Introduction to Marketing
Semester or Trimester	3 rd
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls / Module	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	It builds the marketing platform for the later following courses Principles & Applied International Marketing and the general business decision making process
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Mathias Langguth
Lehrsprache / Language of Instruction	Prof. Dr. Mathias Langguth
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (2 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding</u> Students assume the role of a marketing manager to learn how to make proper marketing decisions with special emphasis on target groups. <u>Applying Knowledge & Understanding</u> Introduction to basic instruments with case studies and a business game. <u>Making judgments</u> Case studies and business games will challenge the students to make decisions in the marketing management process. <u>Communication</u> Results obtained are discussed in class, presentations will be held, project meetings will be hold. <u>Learning skills</u> These modules prepare the student to think in market- and decision -orientated business
Inhalte des Moduls / Syllabus	Basics of Marketing / Marketing management in the enterprise / Strategic Marketing / Marketing Mix
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Combination of lecture and seminar, presentation, business simulation game

Besonderes / Special Features	Business simulation game
Literatur / Literature	Marketing management / Philip Kotler, latest ed., international ed. Upper Saddle River, NJ [u.a.] : Pearson Education International Kotler, Marketing Management, latest edition, Schaeffer-Poeschel Competitive strategy, Michael E. Porter New York, NY [u.a.] : Free Press, 2004 ISBN: 0-7432-6088-0 Ries & Trout, the 22 Immutable Laws of Marketing, Harper Business Becker, Jochen, Das Marketingkonzept, dtv All titles in the current edition.

Modul-Nr./ Module-Code	BMSIB2500
Modulbezeichnung / Module title	SAP Business Computing
Semester or Trimester	3 rd Semester
Dauer des Moduls / Duration of the module	1 Semester
Art der Lehrveranstaltung / Type of module	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	Enterprise Resource Planning (ERP)
	Reporting and Visualization
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	As the students gain basic knowledge about standard software for supporting business processes, the ERP sub-module is a good supplement for all other modules providing knowledge about business functions in Controlling, Sales, Production Planning and Human Resources Management. Practical reporting and visualization knowledge is useful and applicable in all other modules as well as for the own thesis.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Knut Verbarg
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Petra Strauch / Prof. Dr. Knut Verbarg
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwockload und ihre Zusammen-setzung / Workload and its composition	150 h (86 h self-study + 64 h contact time)
SWS / Contact hours per week	4 (2+2)
Art der Prüfung / Assessment methods)	Written examination (K2)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding:</u> Students gain basic knowledge about standard software for supporting business processes in the area of Enterprise Resource Planning. The goal of the course is the students are able to evaluate the functionality of ERP systems and support in the selection and introduction of a suitable application. They become acquainted with modern BI (business intelligence) tools, understanding their potential and features. <u>Applying knowledge & understanding</u> Furthermore, they gain essential insights about the objectives and the functionality of ERP systems and tools. The theory

	acquired has to be applied in complex case studies using SAP ERP software. <u>Making judgements</u> Students are encouraged to devise and sustain arguments for identifying and evaluating the operational and strategic potential of IT systems and tools. <u>Communication</u> Students are expected to present and discuss the results of their SAP based case studies in class. <u>Learning skills</u> Nearly all companies use complex IT systems to support their business processes. Therefore, the students should gain knowledge about the objectives and functionality of standard business software in the area of Enterprise Resource Planning (ERP). They should gain practical experience in using an ERP system to support selected business processes. Students are able to leverage reporting knowledge and tools in realistic business scenarios and during their course of studies.
Inhalte des Moduls / Syllabus	Part ERP: • Basics of standard Business Software • Introduction to the essential functions of the SAP ERP® System • Support of selected processes using SAP ERP® • Practical exercises using SAP ERP® • Complex and realistic case studies in different business areas (Sales, Controlling, HR, Materials Management, Production Planning and Execution) Part Reporting and Visualization: • Concepts and Architecture of Data Warehousing • Reporting with state-of-the-art BI tools as (at the time of writing this) MS Excel, SAP BO Lumira, SAP BO Analysis Office, SAP BO DesignStudio Rules and tricks for designing professional visualizations like the International Business Communication Standards (IBCS)
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, practical exercises in the PC lab, case studies, class discussions, group projects
Besonderes / Special Features	
Literatur / Literature	http://help.sap.com Additional literature will be provided in the course as needed.

Modul-Nr./ Module-Code	BMSIB2600
Modulbezeichnung / Module title	Analytical Statistics
Semester or Trimester	3 rd
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Preparatory course for further mathematically oriented subjects in the degree course
Modulverantwortliche/r Lecturer in charge	Prof. Dr. Gero Szepannek
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Gero Szepannek
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (2 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding:</u> Students gain essential insights about the following topics: analysing a single statistical variable_ / Probability and distributions / measures of location and variability / multidimensional data: correlation and regression / confidence interval / testing statistical hypothesis <u>Applying knowledge and understanding</u> All theory acquired has to be applied to presenting and analysing statistical aspects of current national and international business situations. <u>Making judgements</u> The discussion of current national and international business situations results in interpreting of statistical parameters. <u>Communication:</u> Results obtained are discussed in class. <u>Learning skills:</u> The work carried out in this module prepares students for the more complex discussion in the Project-course and encourages them to individually pursue further statistical analysis of economic situations.

Inhalte des Moduls / Syllabus	The student is able to describe and interpret the data for a given observed situation with the help of statistical measures using appropriate software. He is also able to formulate a statistical hypothesis and test it using statistical software.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	2 hours/week lecture (seminar form) + 2 hours/week PC practical exercise
Besonderes / Special Features	Practical application of the methodology in PC labs.
Literatur / Literature	• D. Diez, C. Barr and M. C. etinkaya-Rundel: OpenIntro Statistics. 3rd Edition, 2016. • https://www.openintro.org/stat/textbook.php?stat_book=os, • J. Bley Müller and R. Weißbach: Statistik für Wirtschaftswissenschaftler. 17th Edition, Vahlen, Munich, 2014. • U. Genschel und C. Becker: Schließende Statistik, Springer, 2005. • D. Kahneman: Thinking Fast and Slow. Penguin, 2012. • J. Hedderich und L. Sachs: Angewandte Statistik, 14. Auflage, Springer, 2012

Modul-Nr./ Module-Code	BMSIB2800
Modulbezeichnung / Module title	Comparative Country Studies in the Baltic Sea Region
Semester or Trimester	4 th
Dauer des Moduls / Duration of the Module	1 Semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Submodules	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	This module teaches background knowledge on which the special modules of later semesters build
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Dr. h.c. Hiltgunt Fanning
Name der/des Hochschullehrer/s / Name of lecturer	Prof. Dr. Dr. h.c. Hiltgunt Fanning
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
Gesamtwoad und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (1 hour) with Application practice (60 hours)
Gewichtung der Note in der Gesamtnote / Share of grade in overall grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge and Understanding</u> Students are provided with a broad understanding of the political and economic history of the region and its interplay with the current trends of development of the Baltic Sea Region as a whole as well as with the peculiarities of the individual countries. In the second part of the module, chosen aspects (e.g. works of art, literature, education) are dealt with in more depth. All students specialise in one country of their choice from the target region. <u>Applying knowledge and understanding</u> Students apply the knowledge of the overall framework in dealing with individual topics. <u>Making judgements</u> Students are encouraged to compare the situation in the different countries of the target region and to come to conclusions and recommendations for further action & development. <u>Communication</u> The classes consist of parts held as lecturers and of seminar-style parts, where students

	have to present the results of their work in oral group presentations (and in the accompanying readers) and discuss the results presented by fellow-students. <u>Learning skills</u> The module lays the foundation knowledge necessary for a profound country comparison in other modules (e.g. on Law, Trade etc.) and for assessing current development trends.
Inhalte des Moduls / Syllabus	<u>General background</u> The Baltic Sea Region (BSR) - Definition - Geographical aspects - Economic survey - Historical survey - Political and economic alliances between member states, regions, and organisations (BCCA, CBSS, Hanseatic League, Nordic Council, etc.) <u>Special topics (a choice)</u> National symbols and their meaning - Aspects of national cultures – Art, literature, and music - National cuisines - Political systems - Education systems - Economic geography and important firms - Travelling and transport systems – Demography - Ethnic minorities
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, group work, student presentations
Besonderes / Special Feature	Extensive use of current news footage (Internet, videos)
Literatur / Literature	• Internet news sources; • Articles from the journal Baltic Rim Economies • Literature for special presentations recommended depending on topics dealt with.

Modul-Nr./ Module-Code	BMSIB2900
Modulbezeichnung / Module title	International Risk Management
Semester or Trimester	4 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	To succeed in today's world, corporations need to manage their business risks. In this module students learn to identify, assess, and measure risks. And with the help of advanced financial tools develop countermeasures to mitigate different international business risks
Modulverantwortliche/r / Lecturer in charge of the module	Prof. Dr. Marcus Scheibel
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Marcus Scheibel
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (1 hour) with Application practice (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding:</u> Students learn the complex world of international risk management and the use of advanced financial tools such as options and futures to mitigate the business risk different types of corporation face. <u>Applying knowledge & understanding:</u> The gained theoretical knowledge is applied in case studies and analyses of the reality on the international financial markets. Thereby students learn to understand the problems, chances and risks in international business. <u>Making judgments:</u> By the mix of theory and reality students learn to analyze real situations by using and validating theoretical concepts in different business situations. <u>Communication:</u> This basic subject is a mix of ex cathedra lecturing where the students are actively

	involved by questions and discussions as well as by seminars presenting and defending the results of their homework. <u>Learning skills:</u> Students will be able to understand the financial environment and financial decisions in a company.
Inhalte des Moduls / Syllabus	Overview of risk management, project risk, using options to mitigate risk (understanding and valuing options, real options), hedging with forwards, futures & swaps, credit risk and the value of corporate debt, managing international risk (exchange rates, multinational capital budgeting, country risk analysis)
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Combination of lectures and seminars
Besonderes / Special features	-
Literatur / Literature	• Brealey, Myers and Allen: Principles of Corporate Finance, New York, McGraw Hill, 10th or later eds. • Madura and Fox: International Financial Management, South Western Cengage, 10th int. or later eds. • Tarantino and Cernauskas: Essentials of Risk Management in Finance, Wiley 2011 • Jorion: Financial Risk Manager Handbook, Wiley Finance, 6th or later eds. • Hull: Risk Management and Financial Institutions, Wiley Finance, 4th or later eds. • Academic papers, newspapers, magazines, small case studies

Modul-Nr./ Module-Code	BMSIB3000
Modulbezeichnung / Module title	Human Resource Management
Semester or Trimester	4 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The work carried out in this module prepares students for the complex discussion of human resource problems in the current political and economic situation.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Mertens
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Mertens
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwoad und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (2 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge and Understanding</u> Basic competence in knowledge and methods of current human resource work within enterprises (see "Curriculum of the module"). <u>Applying knowledge and understanding</u> The lectures are accompanied by students' presentations and some case studies. <u>Making judgements</u> The discussion of current human resources issues (national and international) results in assessing the consequences for different economic players, particularly employers and employees. <u>Communication</u> Results obtained are discussed in class. <u>Learning skills</u> The work carried out in this module enables the students to understand current discussions of human resource topics and prepares them for their future life as working members of society.

Inhalte des Moduls / Syllabus	Basics of Personnel Management - Personnel planning as the framework and starting point of personnel management - Manpower requirements planning - Personnel recruitment and selection of personnel - Personnel appraisal - Personnel placement and work structuring - Personnel remuneration, certificate of success and social benefits - Personnel development - Personnel controlling - Personnel administration - Staff reduction und personnel exemption (personnel layoff)
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lecture
Besonderes / Special Features	
Literatur / Literature	Jung, H. : Personalwirtschaft. 7. Auflage, München, Wien 2008 Olfert, K.: Kompakt-Training Personalwirtschaft. 6. Auflage, Ludwigshafen, 2009 Weuster, A. : Personalauswahl. 2. Auflage, Wiesbaden, 2008 Bröckermann, R. : Personalwirtschaft. 5. Auflage, Stuttgart, 2009 Mertens, R.; Kramer, W.: Entlohnungssysteme im Automobilhandel, München, 2008 Mertens, R. in: Brachat, H., Autohaus Management 2015, 2009 Jackson, S.E; Schuler, R.S.: Managing Human Resources, Cincinnati, 2000 Heery, E.; Noon, M.: A Dictionary of Human Resource Management, New York, 2001 Pinnington, A; Edwards, T.: Introduction to Human Resource Management, New York, 2000

Modul-Nr./ Module-Code	BMSIB3100
Modulbezeichnung / Module title	Principles of International Marketing
Semester or Trimester	4 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The module is a prerequisite for the course 'Applied International Marketing'. The module is designed to provide students with a sound foundation in the field of international marketing which shall serve as a basis for further business studies.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Axel Noack
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Axel Noack
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwoad und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Project work with a documentation (6.000 words) and a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding:</u> The module is designed to provide students with the necessary knowledge and skills in the field of international marketing to understand the international environment thoroughly and work effectively in it. Particular attention is paid to the practice of international marketing in the states of the Baltic sea area. <u>Applying knowledge & understanding</u> Lectures, case studies, class discussions <u>Making judgements</u> Students are encouraged to devise and sustain arguments about international marketing issues. <u>Communication</u> Students are expected to present their arguments independently in written and oral form. <u>Learning skills</u>

	The module provides the necessary skills needed to study further with a high level of individual autonomy.
Inhalte des Moduls / Syllabus	Conceptual Overview – The International Marketing Environment – Market Research and Market Selection – Market Access Modes - Strategy – The Market - Strategy – The Competition – The International Marketing Mix – Managing and Controlling International Marketing Operations – Current Trends
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, case studies, class discussions, project work
Besonderes / Special Features	-
Literatur / Literature	Hollensen, S. Global marketing – a market-responsive approach, Prentice-Hall Europe, London. Keegan, W.J., Global marketing management, Prentice-Hall, Upper Saddle River, NJ. Kotler, Ph., Armstrong, G., Saunders, J., Wong, V., Principles of marketing: the European edition, Prentice Hall, London. Noack, A., Business Essentials, Oldenbourg Verlag. Albaum, Gerald, Strandkov, J., Duerr, E., Dowd, L., International marketing and export management, Addison Wesley, Reading. de Mooij, M. Global marketing and advertising – understanding cultural paradoxes, Sage Publications, London.

Modul-Nr./ Module Code	BMSIB3200
Modulbezeichnung / Module title	Introduction to Trade
Semester / Trimester	4 th
Dauer des Moduls / Duration of the module	1 semester
Art der Lehrveranstaltung / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Sub-module	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The module is a prerequisite for the courses International trade - Advanced Tools; Investment Strategies/Trade in the Baltic Sea Region
Modulverantwortliche/r / Lecturer in charge	Prof.-V. Dr. Sholpan Gaisina
Name der/des Hochschullehrer/s / Name of the lecturer	Prof.-V. Dr. Sholpan Gaisina
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods (Requirements for awarding credit points)	Written examination (1 hour) with Application practice (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge and understanding</u> Students will be able to understand alternative theories of international trade and analyze international trade models. They will get knowledge in evaluation the impact of tariffs and non-tariff barriers as well as preferential trade arrangements on intensity of international trade. Students will understand how a foreign exchange market operates. <u>Applying knowledge and understanding</u> The module provides students with an ability to predict movements in the value of international trade in the economies with different development level. The students will be able to compare and critically evaluate the policy options. They will learn how to apply taught knowledge in analyzing current international trade issues. <u>Making judgments</u> Students are encouraged to devise and sustain arguments about international marketing issues.

	<u>Communication</u> Results obtained are discussed and presented in class and in the assignment. <u>Learning skills</u> The module provides the necessary skills needed to study further with a high level of individual autonomy.
Inhalte des Moduls / Syllabus	This introductory module focuses on the core concepts of international trade. The module is aimed at models and theories which provide insights of and explain the trade patterns, the effect of trade on various economies, as well as understanding of different trade policies and their impact and consequences. The module considers the basic models as the Ricardian and the Heckscher-Olin models, applying them to help foster student understanding concerning such topics as factor mobility, economies of scale and imperfect competition, the impact of tariffs and quotas.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures with discussions, case studies, presentations. Throughout the semester, students will work in teams or independently to develop the final project. The intermediate results of research should be presented in class.
Besonderes / Features	-
Literatur / Literature	1. Krugman Paul R., Obstfeld M., Melitz Marc J. (2015). International Economics: theory and practice (10th ed.). Pearson 2. Hill, C. (2012). International Business: competing in the global market place (9th ed.). New York: McGraw-Hill/Irwin. 3. Griffin, R. W., Pustay, M. W. (2013), International Business (7th Ed.). New Jersey: Pearson Education. 4. Markusen, Melvin, Kaempfer and Maskus (1995). International Trade: Theory and Evidence. McGraw-Hill

Modul-Nr./ Module-Code	BMSIB2700 / BMSIB3300
Modulbezeichnung / Module title	2nd Foreign Language III 2nd Foreign Language IV
Semester or Trimester	3 rd & 4 th
Dauer des Moduls / Duration of the module	2 semesters
Art der Module / Module type	Compulsory subject (The students can choose one of the following languages: German as a foreign language – Norwegian – Polish – Russian – Swedish)
Ggfs. Lehrveranstaltungen des Moduls / if applicable: sub-modules	BMSIB2710: German as a foreign language III BMSIB3310 German as a foreign language IV
	BMSIB2720: Norwegian III BMSIB3320: Norwegian IV
	BMSIB2730: Polish III BMSIB3330: Polish IV
	BMSIB2740: Russian III BMSIB3340: Russian IV
	BMSIB2750: Swedish III BMSIB3350: Swedish IV
Häufigkeit des Angebots des Moduls / The module is offered...	Annually
Zugangsvoraussetzungen / Prerequisites for attending	<u>BMSIB2700 2nd Foreign Language III:</u> BMSIB1500 2nd Foreign Language I BMSIB2100 2nd Foreign Language II
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The language courses prepare the students for their internship or future professional employment in the relevant countries.
Lehrsprache / Language of Instruction	English/German and the language taught
Zahl der zugeteilten ECTS credits / Number of ECTS credits	10 ECTS credits (5+5)
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	300 hours (172 h self-study + 128 h contact time)
SWS / Contact hours per week	8 SWS (4+4)
Art der Prüfung (Voraussetzung für die Vergabe von Leistungspunkten) / Assessment methods (Requirements for awarding credit points)	2nd Foreign Language III Written examination (2 hours) + oral examination (approx. 15 min)
	2nd Foreign Language IV Written examination (2 hours) + oral examination (approx. 15 min)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2nd Foreign Language III: 3 %
	2nd Foreign Language IV: 3%
Qualifikationsziele des Moduls / Learning outcomes of the Module	The main focus is on communicating in academic, professional and business situations, oriented towards the level of A2 or B1 of the CEFR

Inhalte des Moduls / Syllabus	2nd Foreign Language III 1) Development of linguistic competence, e.g. academic and professional vocabulary as well as grammar and pronunciation 2) Development of written and oral communication skills used in a professional environment
	2nd Foreign Language IV 1) Further development of language knowledge such as academic and professional vocabulary as well as grammar and pronunciation 2) Further development of written and oral communication skills used in a professional environment
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Further practice of communicative tasks, e.g. class discussion, individual, pair and group work, presentations

Bezeichnung des Moduls / Module title	
German as a Foreign Language III, German as a Foreign Language IV	
Modul-Nr. / Module code	BMSIB2710 BMSIB3310
Semester or Trimester	3 rd / 4 th
Dauer des Moduls / Duration of the module	2 semesters
Art der Module / Module type	Compulsory optional subjects
Häufigkeit des Angebots der Lehrveranstaltungen / The module is offered...	Annually
Zugangsvoraussetzungen / Prerequisites for attending	BMSIB2710: German as a Foreign Language I BMSIB3310: German as a Foreign Language II
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	The language course prepares the students to work and do their internships in German speaking countries as well as to work for international companies doing business with German speaking business partners.
Lehrsprache / Language of instruction	German
Zahl der zugeteilten ECTS credits / Number of ECTS-Credit	3 rd semester 5 ECTS credits 4 th semester 5 ECTS credits
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	3 rd semester: 150 hours (86 h self-study; 64 h contact time) 4 th semester: 150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	3 rd semester: 4 SWS 4 th semester: 4 SWS
Art der Prüfung / Assessment methods	BMSIB2710 German as a Foreign Language III: Written examination (2 hours) + oral examination (approx. 15 minutes) BMSIB3310 German as a Foreign Language IV: Written examination (2 hours) + oral examination (approx. 15 minutes)

Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSIB2710 German as a Foreign Language III: 3 % BMSIB3310 German as a Foreign Language IV: 3 %
Qualifikationsziele des Moduls / Learning outcomes of the module	To communicate in academic, professional and business situations, oriented towards the level of B1 of the CEFR
Inhalte des Moduls / Syllabus	1) Further development of language knowledge such as academic and professional vocabulary as well as grammar and pronunciation 2) Development of written and oral communication skills so that the students - can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. - can deal with most situations likely to arise whilst travelling in an area where the language is spoken. - can produce simple connected text on topics, which are familiar, or of personal interest. - can describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	- Use of various communicative tasks to practice the language knowledge and skills including, pair and group work, role play, presentations - Use of different teaching aids, e.g. modern textbooks, multimedia material and different sources for additional reading and listening material - Use of different types of text
Besonderes / Features	-
Literatur / Literature	Lehrwerke [alternativ; Änderung vorbehalten]: - Menschen (Hueber-Verlag) - Begegnungen (Schubert-Verlag) - Sicher B1+ (Hueber-Verlag) Grammatiken [alternativ; Änderung vorbehalten]: - Schritte (Hueber-Verlag) - em (Hueber-Verlag)

Bezeichnung der Module / Module title	
Norwegian III / Norwegian IV	
Module-Nr. / Module code	BMSIB2720 BMSIB3320
Semester or Trimester	3 rd / 4 th
Dauer des Moduls / Duration of the module	2 semesters
Art der Module / Module type	Compulsory optional subjects
Häufigkeit des Angebots der Module / The module is offered...	Annually
Zugangsvoraussetzungen / Prerequisites for attending	BMSIB2720: Norwegian I BMSIB3320: Norwegian II

Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	The language course prepares the students to work and do their internships in Norway as well as to work for international companies doing business with Norwegian speaking business partners.
Lehrsprache / Language of instruction	Norwegian
Zahl der zugeteilten ECTS credits / Number of ECTS-Credit	3 rd semester 5 ECTS credits 4 th semester 5 ECTS credits
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	3 rd semester: 150 hours (86 h self-study; 64 h contact time) 4 th semester: 150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	3 rd semester: 4 SWS 4 th semester: 4 SWS
Art der Prüfung / Assessment methods	BMSIB2720 Norwegian III: Written examination (2 hours) and oral examination (approx. 15 min) BMSIB3320 Norwegian IV: Written examination (2 hours) and oral examination (approx. 15 min)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSIB2720 Norwegian III: 3 % BMSIB3320 Norwegian IV: 3 %
Qualifikationsziele des Moduls / Learning outcomes of the module	To communicate in academic, professional and business situations, oriented towards the level of B1 of the CEFR
Inhalte des Moduls / Syllabus	1) Further development of language knowledge such as academic and professional vocabulary as well as grammar and pronunciation 2) Development of written and oral communication skills so that the students - can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. - can deal with most situations likely to arise whilst travelling in an area where the language is spoken. - can produce simple connected text on topics, which are familiar, or of personal interest. - can describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the module	- Use of various communicative tasks to practice the language knowledge and skills including, pair and group work, role play, presentations - Use of different teaching aids, e.g. modern textbooks, multimedia material and different sources for additional reading and listening material - Use of different types of text
Besonderes / Features	Online-Übungen zum Lehrbuch, Online-Wörterbücher

Literatur / Literature	Elisabeth Ellingsen/Kirsti Mac Donald: „ På vei Tekstbok “, ISBN: 978-8-202-23139-2, Kap. 13-16; Elisabeth Ellingsen/Kirsti Mac Donald: „Stein på stein Tekstbok“, ISBN: 9788202419646, ausgewählte Kapitel
------------------------	--

Bezeichnung der Module / Module title	
Polish III / Polish IV	
Module-Nr. / Module code	BMSIB2730 BMSIB3330
Semester or Trimester	3 rd / 4 th
Dauer des Moduls / Duration of the module	2 semesters
Art der Module / Module type	Compulsory optional subjects
Häufigkeit des Angebots der Module / The module is offered...	Annually
Zugangsvoraussetzungen / Prerequisites for attending	BMSIB1530: Polish I BMSIB2130: Polish II
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	The language course prepares the students to work and do their internships in Poland as well as to work for international companies doing business with Polish speaking business partners.
Lehrsprache / Language of instruction	Polish / German
Zahl der zugeteilten ECTS credits / Number of ECTS credits	3 rd semester 5 ECTS credits 4 th semester 5 ECTS credits
Gesamtwockload und ihre Zusammen-setzung / Workload and its composition	3 rd semester: 150 hours (86 h self-study; 64 h contact time) 4 th semester: 150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	3 rd semester: 4 SWS 4 th semester: 4 SWS
Art der Prüfung / Assessment methods	BMSIB2730 Polish III: Written examination (2 hours) and oral examination (approx.15 min) BMSIB3330 Polish IV: Written examination (2 hours) and oral examination (approx.15 min)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSIB2730: Polish III: 3 % BMSIB3330: Polish IV 3 %
Qualifikationsziele des Moduls / Learning outcomes of the module	To communicate in academic, professional and business situations, oriented towards the level of A2 of the CEFR
Inhalte des Moduls / Syllabus	1) Further development of language knowledge such as academic and professional vocabulary as well as grammar and pronunciation 2) Development of written and oral communication skills so that the students - can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. - can deal with most situations likely to arise whilst travelling in an area where the language is spoken.

	- can produce simple connected text on topics, which are familiar, or of personal interest. - can describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	- Use of various communicative tasks to practice the language knowledge and skills including, pair and group work, role play, presentations - Use of different teaching aids, e.g. modern textbooks, multimedia material and different sources for additional reading and listening material - Use of different types of text
Besonderes / Features	Gastvorträge, Online-Learning (soweit möglich), Online Korrespondenz mit Partnern aus Polen, Tagesexkursion nach Polen (soweit möglich)
Literatur / Literature	Krampitz, M./Kornaszewski, M: Polnisch intensiv. Wiesbaden 1996. Skibicki, M.:Polnische Grammatik. Hamburg 2007. Blaszkowska/Mieczak: Polnisch aktiv. Hamburg 2006. Burkat, A./ Jasinska, A.:Hurra po polsku 1 und 2. Krakoe 2008. Dembinska, K./Malyska, A.:Start 2. Warszawa 2016.

Bezeichnung der Module / Module title	
Russian III / Russian IV	
Modul-Nr. / Module code	BMSIB2740 BMSIB3340
Semester or Trimester	3 rd & 4 th
Dauer des Moduls / Duration of the module	2 semesters
Art der Module / Module type	Compulsory optional subjects
Häufigkeit des Angebots der Module / The module is offered...	Annually
Zugangsvoraussetzungen / Prerequisites for attending	BMSIB1540: Russian I BMSIB2140: Russian II
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	The language course prepares the students to work and do their internships in Russian speaking countries as well as to work for international companies doing business with Russian speaking business partners.
Lehrsprache / Language of Instruction	Russian
Zahl der zugeteilten ECTS credits / Number of ECTS credits	3 rd semester 5 ECTS credits 4 th semester 5 ECTS credits
Gesamtwockload und ihre Zusammen-setzung / Workload and its composition	3 rd semester: 150 hours (86 h self-study; 64 h contact time) 4 th semester 150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	3 rd semester: 4 SWS 4 th semester: 4 SWS
Art der Prüfung / Assessment methods	BMSIB2740 Russian III: Written examination (2 hours) and oral examination (15 min)

	BMSIB3340 Russian IV: Written examination (2 hours) and oral examination (15 min)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSIB2740 Russian III: 3 % BMSIB3340 Russian IV: 3 %
Qualifikationsziele des Moduls / Learning outcomes of the module	To communicate in academic, professional and business situations, oriented towards the level of A2 of the CEFR
Inhalte des Moduls / Syllabus	1) Further development of language knowledge such as academic, professional and business vocabulary as well as grammar and pronunciation 2) Further development of intercultural awareness 3) Development of written and oral communication skills so that the students - can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. - can deal with most situations likely to arise whilst travelling in an area where the language is spoken. - can produce simple connected text on topics, which are familiar, or of personal interest. - can describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	- Use of various communicative tasks to practice the language knowledge and skills including, pair and group work, role play, presentations - Use of different teaching aids, e.g. modern textbooks, multimedia material and different sources for additional reading and listening material - Use of different types of text
Besonderes / Features	Online-Anteil, Zusatzmaterial auf der Lernplattform "ILIAS"
Literatur / Literature	Ясно! / Jasno! A1-A2. Russisch für Anfänger. Lehrbuch mit zwei Audio-CDs (ISBN 978-3-12-527590-4) Arbeitsbuch mit Audio-CD (ISBN 978-3-12-527591-1); computergestütztes Zusatzmaterial auf der Lernplattform "ILIAS"

Bezeichnung der Module / Module title	
Swedish III / Swedish IV	
Module-Nr. / Module code	BMSIB2750 BMSIB3350
Semester or Trimester	3 rd & 4 th
Dauer des Moduls / Duration of the module	2 semesters
Art der Module / Module Type	Compulsory optional subjects

Häufigkeit des Angebots der Lehrveranstaltungen / The module is offered....	Annually
Zugangsvoraussetzungen / Prerequisites	BMSIB1550 Swedish I BMSIB2150 Swedish II
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	The language course prepares the students to work and do their internships in Sweden as well as to work for international companies doing business with Swedish speaking business partners.
Lehrsprache / Language of instruction	Swedish / German
Zahl der zugeteilten ECTS credits / Number of ECTS credits	3 rd semester 5 ECTS credits 4 th semester 5 ECTS credits
Gesamtwoad und ihre Zusammen-setzung / Workload and its composition	3 rd semester: 150 hours (86 h self-study; 64 h contact time) 4 th semester: 150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	3 rd semester: 4 SWS 4 th semester: 4 SWS
Art der Prüfung / Assessment methods	BMSIB2750 Swedish III: Written examination (2 hours) and oral examination (approx. 15 min) BMSIB3350 Swedish IV: Written examination (2 hours) and oral examination (approx. 15 min)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSIB2750 Swedish III: 3 % BMSIB3350 Swedish IV: 3 %
Qualifikationsziele des Moduls / Learning outcomes of the module	To communicate in academic, professional and business situations, oriented towards the level of B1 of the CEFR
Inhalte des Moduls / Syllabus	1) Further development of language knowledge such as academic and professional vocabulary as well as grammar and pronunciation 2) Development of written and oral communication skills so that the students - can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. - can deal with most situations likely to arise whilst travelling in an area where the language is spoken. - can produce simple connected text on topics, which are familiar, or of personal interest. - can describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the module	- Use of various communicative tasks to practice the language knowledge and skills including, pair and group work, role play, presentations

	- Use of different teaching aids, e.g. modern textbooks, multimedia material and different sources for additional reading and listening material - Use of different types of text
Besonderes / Features	- Niveaudifferenzierte Konversationskurse [Änderung vorbehalten] - lehrwerksspezifischer Input für verschiedene aktuelle Vokabellern-Apps (bspw. Vokabel, Cram) [Änderung vorbehalten]
Literatur / Literature	- Tala svenska A2+ [Änderung vorbehalten] - Wörterbuch (Langenscheidt) - verschiedene Original- und Zusatzmaterialien

Modul-Nr./ Module-Code	BMSIB3400
Modulbezeichnung / Module title	Internship Semester
Semester or Trimester	7 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module Type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Each semester
Zugangsvoraussetzungen / Prerequisites for attending	Pre-study practical and 60 ECTS credits
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The module serves to deepen all previously acquired knowledge and skills. Especially the practical application in the company.
Lehrsprache / Language of Instruction	English or German (depending on the company)
Zahl der zugeteilten ECTS credits / Number of ECTS credits	28
Gesamtwoadload und ihre Zusammen-setzung / Workload and its composition	840 hours
SWS / Contact hours per week	At least 20 weeks
Art der Prüfung / Assessment methods	Written report
Gewichtung der Note in der Gesamtnote / Weight in final grade	0 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding</u> During the internship students get in contact with the real business world for example in the field Marketing, Human Resource Management, Finance, Project Management, Trade, Controlling etc. <u>Applying Knowledge & Understanding</u> Knowledge of the studies are applied and deepened during the internship semester. (expertise, soft skills ...) <u>Making judgments</u> Students are involved in the real business world during their whole internship semester. They work on their own projects or field of work. <u>Communication</u> The results of the internship semester are presented in a report. <u>Learning skills</u> The internship should show the students the connection between the theoretical knowledge and its application in daily business. Furthermore it's a help to decide on the own future professional activities
Inhalte des Moduls / Syllabus	Internship of 20-weeks

Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Field study
---	-------------

Modul-Nr./ Module-Code	BMSIB3500
Modulbezeichnung / Module title	Internship Evaluation
Semester or Trimester	7 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Each semester
Zugangsvoraussetzungen / Prerequisites for attending	BMSIB3400 Internship Semester
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The module serves to deepen all previously acquired knowledge and skills. Especially the practical application in the company.
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	2
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	60 hours
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Written report
Gewichtung der Note in der Gesamtnote / Weight in final grade	0 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding</u> Students having done their internship are encouraged to: • Reflect their internship semester • Present tasks and projects they worked on during the internship semester • Express and show advantages and disadvantages of their Internship semester • Students planning an internship learn from the experience of their fellow students <u>Applying Knowledge & Understanding</u> The students' knowledge is applied and deepened during the internship, this process is reflected in the evaluation, presented to and discussed with students planning their internship. <u>Making judgments</u> Students will get an insight into the process of acquiring an intern place as well as into the practical work during the internship. They get a reasonable understanding of different industries and companies and their current projects during the presentation. They also get ideas for their own internship. <u>Communication</u> The results of the internship semester are presented in a report.

	<u>Learning skills</u> The internship will offer the student the opportunity to apply their theoretical knowledge in the daily business and/or to acquire specific practical skills and knowledge necessary for future professional activities. Students planning their internship get an overview over different internship possibilities.
Inhalte des Moduls / Syllabus	Systematic analysis of the internship (written report): project / Strengths / Weaknesses conclusions for studying – conclusions for future career – intercultural aspects – social aspects
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Field study

Modul-Nr./ Module-Code	BMSIB3600	
Modulbezeichnung / Module title	Practical Insights into International Business	
Semester / Trimester	8 th	
Dauer des Moduls / Duration of the module	1 semester	
Art des Moduls / Module Type	Compulsory subject	
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-Modules	BMSIB3610 International Excursion	
	BMSIB3620 National Excursion	
Häufigkeit des Angebots des Moduls / The module is offered ...	Each semester	
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: 3 rd semester	
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other module and degree courses	In the sub-module 'International Excursion' students will significantly improve their international and cross-cultural competence In the sub-module 'National Excursion' the students will deepen their theoretical knowledge acquired in Part I of their studies. They will see how real business is run and how theoretical models are applied.	
Lehrsprache / Language of Instruction	English or German (depending on the visited company)	
Zahl der zugeteilten ECTS credits / Number of ECTS credits	3	5
	2	
Gesamtwoadload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 self-study; 64 contact time)	
SWS / Semester periods per week	4 (2+2)	
Art der Prüfung / Assessment methods	BMSIB3610: Project work with a documentation (1.500 words) and a presentation (20 minutes)	
	BMSIB3620: Project work with a documentation (1,500 words) and a presentation (20 minutes)	
Gewichtung der Note in der Gesamtnote / Weight in final grade	-	
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge & Understanding</u> Students become acquainted with destinations studied in earlier modules. They deepen their international and cross-cultural competence. Furthermore, students learn about a variety of companies.	
	<u>Applying Knowledge & Understanding</u> Under the tutelage of the professor in charge, students prepare the excursion and contribute to the final report. Moreover, this module is particularly designed to establish a strong link between theoretical knowledge and the requirements of day-to-day business processes.	
	Making judgments	

	Students learn to notice and take into account the differences between countries, destinations, and institutions. Students learn to assess the validity of theoretical concepts in current business life. <u>Communication</u> Results of (group) work are presented in oral and written form (reports, minutes, excursion report) <u>Learning skills</u> This module prepares students for the organisation of further excursions. This module is a linking step between theoretical modules, internship and work after graduation
Inhalte des Moduls / Syllabus	Specific topics depend on the academic profile of the professors in charge. General structure: • a preparation phase, in which students acquaint themselves with the companies/institutions/universities to be visited • the preparation of questions for the visit • visiting the company / university themselves and • the preparation of the written report.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Project (individual data pooling, group work, group discussion, preparation of a field trip report, preparation of a video spot)

Modul-Nr./ Module-Code	BMSIB3700
Modulbezeichnung / Module title	Applied Project Management
Semester or Trimester	8 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Compulsory Subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modulese	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Each semester
Zugangsvoraussetzungen / Prerequisites for attending	BMSIB1900
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	Preparation of the degree course's annual International Symposium. Conferences are an important tool of exchange with experts, independent of the working field. Students gain a basic theoretical understanding and an overview of the practical tools.
Lehrsprache / Language of Instruction	English or German (Depending on the topic and target audience)
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (118 h self-study; 32 h contact hour)
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Project work with a documentation (2,500 words)
Gewichtung der Note in der Gesamtnote / Weight in final grade	0 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge & Understanding</u> Students gain essential insight into the purpose and nature of academic conferences. <u>Applying Knowledge & Understanding</u> Students prepare and carry out each step in the preparation of an academic conference (specifying the topic, devising workshops, choosing presenters, defining the target audience, inviting guests etc.) <u>Making judgments</u> Students learn to understand the interplay of objectives and real framework. <u>Communication</u> Results of (group) work are presented in oral and written form (reports, minutes, conference proceedings) <u>Learning skills</u> This module prepares students for the organisation of further events. Students learn to interact with other stakeholders in event organisation within their university.

Inhalte des Moduls / Curriculum of the Module	The topic changes from year to year depending on the academic profile of the professor in charge.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Project (individual data collection, group work, group discussion, Conference proceedings)

Modul-Nr./ Module-Code	BMSIB3800
Modulbezeichnung / Module title	Scientific Circle for Bachelor Thesis
Semester / Trimester	8 th
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls / Module type	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls /If applicable: Sub-Modules	-
Häufigkeit des Angebots des Moduls / The Module is offered ...	Each semester
Zugangsvoraussetzungen / Prerequisites for attending	205 ECTS-Credits incl. BMSIB3400 Internship BMSIB3500 Internship Evaluation und
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	The Scientific Circle is an essential part of working on the Bachelor Thesis and the corresponding colloquium.
Lehrsprache / Language of Instruction	English or German (depending on the company for which the bachelor thesis is written)
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwoad und ihre Zusammensetzung / Workload and its composition	150 hours (118 h self-study; 32 h contact time)
Art der Prüfung / Assessment methods	Completing the procedure set by the degree course (see separate document- Evaluation sheet)
Gewichtung der Note in der Gesamtnote / Weight in final grade	0 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	Students show that – on the basis of the theoretical and practical knowledge gained during their studies – they are able to independently resolve a scientifically and commercially relevant problem by studying the facts, providing new insights, drawing conclusions and giving recommendations.
Inhalte des Moduls / Syllabus	The module is the preparation period, in which the students are acquainted with the requirements for the bachelor thesis.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Independent work, consultations

Modul-Nr./ Module-Code	BMSIB3900	
Modulbezeichnung / Module title	Bachelor Thesis	
Semester / Trimester	8 th	
Dauer des Moduls / Duration of the module	1 semester	
Art des Moduls / Module type	Compulsory subject	
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-Modules	BMSIB3910 Written Bachelor Thesis	
	BMSIB3920 Colloquium	
Häufigkeit des Angebots des Moduls / The module is offered ...	Each semester	
Zugangsvoraussetzungen / Prerequisites for attending	BMSIB3910 Written Bachelor Thesis: 210 ECTS-Credits incl. BMSIB3400 Internship; BMSIB3500 Internship Evaluation; BMSIB3800 Scientific Circle for Bachelor-Thesis	
	BMSIB3920 Colloquium: 237 ECTS-Credits	
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	The module is the final element of the studies, with students having to bring together all theoretical and practical skills gained in the course of 7 semesters.	
Lehrsprache / Language of Instruction	English or German (depending on the company for which the bachelor thesis is written)	
Zahl der zugeteilten ECTS credits / Number of ECTS credits	12	15
	3	
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	450 hours (386 self-study; 64 h contact time)	
Art der Prüfung / Assessment methods	Written Bachelor-Thesis with sub-sequently presentation (colloquium) of the Bachelor-Thesis	
Gewichtung der Note in der Gesamtnote / Weight in final grade		
Qualifikationsziele des Moduls / Learning outcomes of the module	Students show that – on the basis of the theoretical and practical knowledge gained during their studies – they are able to independently resolve a scientifically and commercially relevant problem by studying the facts, providing new insights, drawing conclusions and giving recommendations.	
Inhalte des Moduls / Syllabus	The Module consists of two parts: 1) The preparation of the bachelor thesis under the guidance of the supervisor 2) Viva (defense of the bachelor thesis)	
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Independent work, consultations; presentation (colloquium)	

Majors (Electives)

Modul-Nr./ Module Code	BMSIB4000
Modulbezeichnung / Module title	Lean Management
Semester or Trimester	5 th
Dauer des Moduls / Duration of the Module	1 Semester
Art des Moduls / Module type	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Submodules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other module and degree courses	Lean management is a comprehensive approach to all major questions a manager has to deal with. Regardless if employee motivation, customer focus or supplier integration is concerned or the focus is on benchmarking or implementation of a balanced scorecard. The ability to understand and apply those techniques is essential for every successful manager, regardless if he/she works as an engineer or as a marketing assistant.
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Björn P. Jacobsen
Lehrsprache / Language of Instruction	Prof. Dr. Björn P. Jacobsen
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self study, 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written Examination (1,5 hours) with Application practice (30 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge & Understanding</u> Particularly in times of globalization, an intensified cross-border competition and the increasing competition from domestic and foreign companies forces companies to secure their sustainable growth through lean management. Students will be acquainted to the basic theoretical principles of lean management and production and their practical application in various industries. <u>Applying knowledge & understanding</u> Students learn to evaluate approaches of customer focus and develop a questionnaire. <u>Making judgements</u> By presenting a strength and weaknesses profile for selected topics students are

	confronted with facts that require a solution-oriented approach. <u>Communication</u> Results of the group work and of case studies will be presented in oral and written form. Students need to participate in a discussion based upon good arguments that are related to the practice. <u>Learning skills</u> Students learn to think in a strategic way. They are able to analyse a given situation, looking for alternatives and present a final solution to matters that are part of lean management.
Inhalte des Moduls / Syllabus	Introduction - Drivers, Opportunities & threats Plotting the course of the enterprise - Values / mission / vision / goals Success criteria - Profit Impact of Market Strategies, Role of quality Quality Management - Quality, time and costs, Quality: Deming, Juran, Crosby Focus area "Customers" - Customer satisfaction, Complaint management, Quality Function deployment Focus Area „Employees“ Focus Area „Suppliers“ Total Quality Management - "CIP", Kaizen Lean (Toyota Production System): "JiT", Jidoka Six Sigma: DMAIC Cycle
Lehr- und Lernmethoden des Moduls	Lecture – Seminar Form, Group work with presentation, Case study
Besonderes / Features	-
Literatur / Literature	Compulsory Literature Materials distributed with lecture notes. Recommended Literature Akao, Y. (1990), Quality Function Deployment - Integrating Customer Requirements into Product Design, Portland Boxwell, R.J. (1994), Benchmarking for Competitive Advantage, McGraw-Hill Buzell, R., Gale, B. (1989), Das PIMS Programm, Wiesbaden Deming, E. (1986), The Deming Management Method, Michigan George, M.L. (2002), Lean Six Sigma: Combining Six Sigma Quality with Lean Production Speed, New York

	Imai, M. (1997), Gemba Kaizen: A Commonsense, Low-Cost Approach to Management, McGraw Hill Professional Kaplan, R.S., Norton, D.P. (1992), The Balanced Scorecard: Measures that Drive Performance, Harvard Business Review 70, no. 1, pp. 71-79 Liker, J. (2004), The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer, New York Mintzberg, H. (1980), The Nature of Managerial Work, Prentice-Hall Ohno, T. (1988), Toyota Production System: Beyond Large-scale Production, Portland Smith, G.D., Arnold, D.R., Bizzell, B.G. (1988), Business strategy and policy, 2nd Ed., Boston Steinmann, H., Schreyögg, G. (2013), Management, 7th Ed., Wiesbaden Womack, J.P., Jones, D.T., Roos, D. (1991), The Machine that Changed the World: The Story of Lean Production - Toyota's Secret Weapon in the Global Car Wars That Is Now Revolutionizing World Industry, New York All titles in the current edition. For updated bibliographies, see the course syllabus.
--	--

Modul-Nr./ Module-Code	BMSIB4100	
Modulbezeichnung / Module title	International Human Resource Management and Psychology for Managers	
Semester or Trimester	6 th	
Dauer des Moduls / Duration of the Module	1 semester	
Art des Moduls / Module type	Major (Elective)	
Ggfs. Lehrveranstaltungen des Moduls /If applicable: Sub-Modules	BMSIB4110 International Human Resource Management	
	BMSIB4120 Psychology for Managers	
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)	
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses	
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	This module provides students with an understanding of the complexity and dynamics of leadership and teamwork. Both the strategic thinking and the necessary tools, including communication and knowledge of the correct and corresponding motivational strategies to operate in an international environment as a successful leader are transferable to all other functional teachings.	
Modulverantwortliche/r / Lecturer in charge:	Prof. Dr. Björn P. Jacobsen	
Name der/des Hochschullehrer/s / Name of lecturer(s)	Prof. Dr. Björn P. Jacobsen	
	Prof. Dr. h.c. Hiltgunt Fanning	
Lehrsprache / Language of Instruction	English	
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	3	5
	2	
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)	
SWS / Semester periods per week	2	
	2	
Art der Prüfung / Assessment methods	Written exam (1 hour)	
	Written exam (1 hour)	
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %	
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge & Understanding</u> Students understand the concept of effective leadership in an international context as well as its application and relevance to manage daily business. In addition, they are capable of being a valuable team player in a multicultural team. Furthermore, students acquire basic understanding of the science of psychology, the different approaches developed over the course of history, the interplay between reason and emotion, consciousness and	

	subconsciousness, group and individual(s), human typology, psychological aspects of leadership, and the road and obstacles to peak performance <u>Applying Knowledge & Understanding</u> The students learn how to address challenging situations, both from the perspective of leadership and team member. They understand that a one-dimensional leadership style is not sufficient to become a successful international leader. Selected examples from different cultural backgrounds confront the students with a specific intercultural thinking that enables them to react accordingly. They will be able to form teams and provide them with clear vision, mission, values and strategic goals. The discussion of theory/theories is accompanied by numerous experiments. <u>Making judgments</u> Students will be able to identify and analyse leadership styles and reflect the strength and weaknesses in the relevant context. They will be able to think in terms of value and transform it into a sustainable growth of a company value. Furthermore, they are able to give recommendations for further discussions. The competence is gained by lectures, guest lectures and case studies. Moreover, the experiments carried out in class will ensure that students can obtain a first evaluation of the validity & usefulness of theories discussed. <u>Communication</u> Results of group work are presented in oral and written form. The students get prepared to answer relevant intercultural questions related to the topics. Also, the results obtained are communicated in both oral presentations and readers. <u>Learning skills</u> This module enables students to successfully lead intercultural teams as well as being valuable team members. The module prepares also the students for understanding themselves and others better, for communicating more effectively, for enhancing their leadership skills and for
--	--

	achieving peak performance even in difficult settings.
Inhalte des Moduls / Syllabus	BMSIB4110: Management and Leadership - Management: Definitions, Management: Roles & Skills, Leadership: Definitions, Leadership: Philosophical Groundings, Leadership: Approaches Leadership Foundations - Leadership Styles, Successful Leadership Leadership in a Religious Context - Confucian Management, Taoism Leadership, Buddhism and Management, Islamic Management Leadership in an International Context - Attitudes of European Managers, Leadership in Japan, China, Russia, Leadership in the Middle East, Leadership Approaches in Developing Countries, GLOBE Study, Insights from the GLOBE Study Motivation - Nature of Motivation, Content Theories, Process Theories, Motivation Applied Teamwork - Definition, Challenges, Communication, Team Development, Group Dynamics, Group Think, Decision-Making Processes BMSIB4120: 1) The reasons of human behaviour Social, behavioural & cognitive aspects - Physiological & neurobiological aspects 2) History of Psychology Structuralism – Functionalism – Psychoanalysis – Behaviourism – Humanism – Gestalt – Existentialism – Cognitivism) 3) Perception The senses – Consciousness – Subconsciousness – Subjective v. Objective 4) Reasoning & Feeling Processing information – Memory – Intelligence - Motivation & Emotion 5) Human Typology 6) Achieving peak performance (Hypno)-Systemic empowerment - Energy-based Psychology (EFT, DYNAMIND, FASTER EFT, NEUROTUNING) - SILVA Mind control)
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures interspersed with seminar elements (case studies, discussions, exercises, group work, presentations)
Besonderes / Special Features	Guest lectures
Literatur / Literature	BMSIB4110: Hodgetts, R.M., Luthans, F. (2014), International Management: Culture, Strategy, and Behavior, 9th Ed., NY.

	Kreitner, R. (2008), Management, 11th ed., Boston Mead, R., Andrews, T.G. (2009), International Management, 4th ed., Chichester.
	BMSIB4120: Gross, Richard: Psychology: The Science of Mind and Behaviour. BURNS, David: Feeling good. The New Mood Therapy. DUHIGG, Charles: The Power of Habit. Why we do what we do and how to change. HEATH, Chip & Dan: Switch. How to Change Things When Change Is Hard. SMITH, Robert G.: Quickstart to Faster EFT. WISEMAN, Richard: 59 seconds.

Modul-Nr./ Code	BMSIB4200
Modulbezeichnung / Module title	International Market Access Approaches (Management and Innovation)
Semester or Trimester	5 th
Dauer des Moduls / Duration of the Module	1 Semester
Art des Moduls / Module type	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Submodules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other module and degree courses	This module provides students with an understanding of the complexity and dynamics of accessing and developing international markets for products and services. Both the strategic approach as well as the necessary tools could be transferred to all international market development programs, irrespective of the country of origin of country of destination.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Björn P. Jacobsen
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Björn P. Jacobsen
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
Gesamtwoadload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written Examination (1,5 hour) with Application practice (30 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge & Understanding</u> Students understand why and how to develop international markets. They are aware of the different market entry modes, required market access data as well as the opportunities and threats associated with the internationalization strategy. They gain an in-depth knowledge about the focus markets in Scandinavia, the Baltic States and Russia. <u>Applying Knowledge & Understanding</u> The students will be required to conduct a market research project as a pre-condition to develop a marketing plan for a FMCG manufacturer entering one of the focus markets in Scandinavia, the Baltic States and Russia. <u>Making judgments</u> Students will be able to identify and analyse the potential of international markets from a

	company perspective. By evaluating the opportunities and threats they will be encouraged to make well judged decision for a market entry strategy. The competence is gained through project work. <u>Communication</u> Results of group work are presented in oral and written form. The students get prepared to answer relevant questions related to their case. <u>Learning skills</u> This module enables students to successfully run an international market development project.
Inhalte des Moduls / Syllabus	Introduction - Extent of International Business, Motives for International Business, History of International Business, The MNE Politics - International Politics, Political Risks Entry Strategies of MNEs - Product and Target Market, Entry Mode (Export, Licensing, Investment), Marketing Strategy, International Marketing Plan, Entry Strategies across Cultural Differences Entering Scandinavian Markets - Profiles, Applied Market Research, Market Access Entering Baltic Markets - Profiles, Applied Market Research, Market Access Entering the Russian Market - Profiles, Applied Market Research, Market Access Future Challenges
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lecture – Seminar Form; Group work; Presentation
Besonderes / Special Features	-
Literatur / Literature	Compulsory Literature Materials distributed with lecture notes. Recommended Literature Dunning, J.H., Lundan, S.M. (2008), Multinational Enterprises and the Global Economy, 2nd Ed., Cheltenham Root, F.R., (1998), Entry Strategies for International Markets, 2nd Ed., San Francisco Rugman, A.N., Collinson, S. (2012), International Business, 6th Ed., Harlow All titles in the current edition. For updated bibliographies, see the course syllabus.

Modul-Nr./ Module-Code	BMSIB4300	
Modulbezeichnung / Module title	Innovation Management	
Semester or Trimester	BMSIB4310: 5 th	
	BMSIB4320: 6 th	
Dauer des Moduls / Duration of the Module	2 semesters	
Art des Moduls / Module type	Major (Elective)	
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	BMSIB4310: Innovation Management	
	BMSIB4320: Idea Generation & Assessment	
Häufigkeit des Angebots des Moduls / The module is offered ...	BMSIB4310: Annually (winter semester)	
	BMSIB4320: Annually (summer semester)	
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses	
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	Aspects of innovation management are vital for every company and every student. The module helps the student to identify, analyze and manage product and service innovations in companies, to apply innovation management methods and to implement an innovation culture. In addition, globalization and the related shorter life cycles require a more strategic approach to innovation management. Successful innovation rests upon developing individual and group creativity within a business context.	
Modulverantwortliche/r / Lecturer in charge:	Prof. Dr. Björn P. Jacobsen	
Name der/des Hochschullehrer/s / Name of lecturer(s)	Prof. Dr. Björn P. Jacobsen	
	Prof. Dr. Hiltgunt Fanning	
Lehrsprache / Language of Instruction	English	
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	2	5
	3	
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)	
SWS / Semester periods per week	4	
Art der Prüfung / Assessment methods	Written examination (1 hour)	
	Oral presentation (20 minutes) with a documentation (2.500 words)	
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %	
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge & Understanding</u> Students understand the importance of successfully implementing product and process innovations. They learn how to take a systematic approach to innovation from generating ideas to prototyping. <u>Applying Knowledge & Understanding</u> Students will be required to identify and analyze product and service innovations in selected markets. Results will be applied in a trend radar.	

	<u>Making judgments</u> Students learn to assess the relevance of innovations and their contribution to the success of the company. <u>Communication</u> The results of the innovation identification and analysis are presented in written form. <u>Learning skills</u> This module prepares students to a well-judged approach to all questions that are related to innovation. In addition, they know how to initiate and handle innovations and can apply methods of innovation management in any given company
Inhalte des Moduls / Syllabus	BMSIB4310: Introduction - relevance of innovation: macro-economic relevance, micro-economic relevance, definition: innovation, improvements, invention, R&D Strategy - types of strategies, strategic instruments Processes in innovation management – strategic innovation management, operational innovation management, managing ideas, financing innovations, marketing of innovations, market introduction of innovations Organizational Structures - company structures, innovation culture, innovation by cooperation Methods - creativity techniques, knowledge management, information systems Controlling and Governance – key performance indicators BMSIB4320: Defining Creativity – The Creative Process – Testing and Assessing Human Creative Potential – Creative Methods for Individuals & for Groups
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures interspersed with seminar elements (case studies, discussions, group work, presentations)
Besonderes / Special Features	Company visit
Literatur / Literature	BMSIB4310: Compulsory Literature Materials distributed with lecture notes. Recommended Literature Christensen, C.M. (2003), The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, 3rd Ed., HBS Press, Cambridge, MA Clegg, B. (1999), Creativity and Innovation for Managers, NY, Routledge Education

	Hamel, G, Prahalad, C.K. (1994), Competing for the Future, Boston Littkemann, J. (2005), Innovationscontrolling, München, Vahlen. Reichwald, R., Piller, F. (2006), Interaktive Wertschöpfung. Open Innovation, Individualisierung und neue Formen der Arbeitsteilung, Wiesbaden, Gabler Schulz, C. (2009), Organising User Communities for Innovation Management, Wiesbaden, Gabler. Trott, P. (2011), Innovation Management and New Product Development, 5th Ed., Harlow Vahs, D., Brem, A. (2013), Innovationsmanagement; Von der Idee zur erfolgreichen Vermarktung, 4th Ed., Stuttgart: Schäffer-Poeschel. All titles in the current edition. For updated bibliographies, see the course syllabus
	BMSIB4320: 1. BRABANDERE, Luc de & INY, Alan (2013): Thinking in New Boxes. Five essential steps to spark the next big idea. Boston Consulting Group. 2. GRAY, Dave / BROWN, Sunni / MACANUFO, James (2010): Gamestorming. A Playbook for Innovators, Rulebreakers, and Changemakers. O'Reilly Media: Cambridge (MA). 3. HOROWITZ, Roni: Introduction to ASIT. 4. MEYER, Jens-Uwe (2008): Das Edison-Prinzip. Der genial einfache Weg zu erfolgreichen Ideen. Campus-Verlag: Frankfurt (M.) 5. SAUVONNET, Emmanuel/BLATT, Markus (Eds.) (2014): Wo ist das Problem? Design Thinking als neues Management-Paradigma. al-Verlag Heckmann & Meinzer, Frankfurt am Main. 6. SILVERSTEIN, David / SAMUEL, Philip / De CARLO, Neil (2009): The Innovator's Toolkit: 50+ Techniques for Predictable and Sustainable Organic Growth. John Wiley & Sons, Inc.: Hoboken (NJ). 7. TROTT, P. (2011), Innovation Management and New Product Development, 5th ed., Harlow

Modul-Nr./ Module Code	BMSIB4400
Modulbezeichnung / Module title	Sustainability Management
Semester or Trimester	5 th
Dauer des Moduls / Duration of the Module	1 Semester
Art des Moduls / Module type	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Submodules	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually (Winter Semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / applicability of the module for other module and degree courses	Questions related to economic, environmental and social sustainability are vital for every company and for every student, regardless of the course being enrolled. The module helps the student to identify the guiding ethical principles in companies, to apply sustainability guidelines and standards and to implement sustainability as a cross-functional concept. In addition the internationalization of companies requires a different understanding with a specific focus on how to behave sustainable in a globalized world.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Björn P. Jacobsen
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Björn P. Jacobsen
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
Gesamtwoad und ihre Zusammen-setzung / Workload and its composition	150 hours (118 h self-study; 32 h contact time)
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Written Examination (1,5 hours) with Application practice (30 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	Knowledge & Understanding Students understand that aspects related to economic, environmental, and social sustainability are an essential part of every business. Furthermore, they learn how sustainability approaches determine / influence the success of a company. Applying Knowledge & Understanding Students develop an audit questionnaire based upon one sustainability guideline (e.g. UN Global Compact, GRI, ISO) and perform a sample audit in a company. Making judgments By evaluating the sample audit, the students learn in which way sustainability standards are applied on a worldwide level. Moreover,

	they learn about best practices in this context. <u>Communication</u> Results of the audit are presented in oral and written form. <u>Learning skills</u> This module prepares students to a sensitive approach to all questions that are related to sustainability. Moreover, they know how to handle sustainability guidelines and standards and can apply them in any given company.
Inhalte des Moduls / Syllabus	Introduction - Ethical dilemmas, Concepts, Conflicting interests Corporate culture Ethics - Definition, Principles, Cases Business Ethics - Definition, Benefits & Drawbacks, Cases Corporate Social Responsibility - Definition, Relevance & Drivers, Benefits & Drawbacks, Strategic Approach, Implementation, Guidelines, Management Systems, Communication Governance & Leadership - Corporate Governance, Compliance
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lecture – Seminar Form; Case studies
Besonderes / Special Features	A company visit is an integral part of this module
Literatur / Literature	Compulsory Literature Materials distributed with lecture notes. Recommended Literature BMU/BDI (2002), Sustainability Management in Business Enterprises, Berlin Crane, A., Matten, D. (2016), Business Ethics, 4th Ed., Oxford Kotler, P., Lee, N. (2005), Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause, Wiley & Sons, Hoboken, NJ All titles in the current edition. For updated bibliographies, see the course syllabus.

Modul-Nr./ Module Code	BMSIB4500
Modulbezeichnung / Module title	Future Management
Semester or Trimester	6 th
Dauer des Moduls / Duration of the Module	1 Semester
Art des Moduls / Module type	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Submodules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other module and degree courses	Future Management, above all the identification and assessment of early signals, trends and megatrends is a vital part for every company – regardless of its size or industry focus. This module helps students to identify, analyze and assess signals, trends and megatrends, to apply future management methods and to implement a trend monitoring system. In addition, the globalization and the related shorter life cycles require a more strategic approach to future management which is met by this module.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Björn P. Jacobsen
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Björn P. Jacobsen
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (118 h self-study; 32 h contact time)
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Written Examination (1 hour) with Application practice (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge & Understanding</u> Students understand the importance of identifying and analysing signals, trends and megatrends in the attempt to compete in a business environment characterized by ever shorter product life cycles. They acquire the competences to identify, assess and apply trends in developing the service and/or product portfolio. <u>Applying Knowledge & Understanding</u> Students will be required to identify and analyze signals, trends and megatrends in the FMCG industry. Results will be applied to a trend radar. <u>Making judgments</u>

	Students learn to assess the (ir)relevance of trends and their potential contribution to the success of the company. <u>Communication</u> The results of the trend identification and analysis are presented in written form. <u>Learning skills</u> This module prepares students to a well judged approach to all questions that are related to future trends. In addition they know how to identify and assess trends can apply methods of trend analysis in any given company
Inhalte des Moduls / Syllabus	Introduction to Futuring - History, Prognosis Trends: Analysing the Future - Trend and Future Research, Basic Methods of Trend and Future Research, Trend Categories Markets - Megatrends, Trend Identification and Application (Identify Trends, Filtering Trends, Assess Trends, Apply Trends) Innovation - Mega Trends, Markets Drivers Applied Future Management - Introduction to Trend Radar, Identification of Signals, Implementation of Signals into Trend Radar The Future of Future Management
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Seminar; Exercises; Group work; Presentation
Besonderes / Special Features	-
Literatur / Literature	Compulsory Literature Materials distributed with lecture notes. Recommended Literature Chan Kim, W., Mauborgne, R. (2005), Blue Ocean Strategy Christensen, C.M., Anthony, S.D., Roth, E.A. (2004), Seeing What's Next, Boston Hamel, G, Prahalad, C.K. (1994), Competing for the Future, Boston All titles in the current edition. For updated bibliographies, see the course syllabus.

Modul-Nr./ Module-Code	BMSIB5000
Modulbezeichnung / Module title	Mergers & Acquisitions
Semester or Trimester	6 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	This module provides an introduction of the M&A process and the pros and cons for companies doing M&A. It also offers an indepth understanding of the Discounted Cash Flow Analysis as a tool to value companies. Therefore it is a solid basis for a master in finance.
Modulverantwortliche/r / Lecturer in charge of the module:	Prof. Dr. M. Scheibel
Name der/des Hochschullehrer/s / Name of lecturer	Prof. Dr. M. Scheibel
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwoad und ihre Zusammen-setzung / Workload and their composition	150 hours (118 h self-study; 32 h contact time)
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Written examination (1 hour) with Application practice (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge & Understanding</u> The students learn how to structure an M&A process and how to value companies. <u>Applying Knowledge & Understanding</u> After an introduction into the theory and reality of the M&A process and Discounted Cash Flow valuation (which is deepened during the semester) the students develop their own M&A case by valuing a target company and estimating synergies with the buyer. <u>Making judgments</u> The students learn to evaluate different elements of the M&A process and the drivers which influence such a process. They learn about chances and risks of business combinations and how to value different companies. <u>Communication</u>

	This subject is a mix of ex cathedra lecturing where the students are actively involved by questions and discussions as well as by seminars presenting and defending the results of their homework <u>Learning skills</u> Prepare the students to use advanced valuation techniques and to be aware of the risks and chances of purchasing or selling companies as part of the strategy of companies
Inhalte des Moduls / Syllabus	Introduction to Mergers & Acquisitions, the M&A process, business forecasting, valuation techniques – Discounted Cash Flow analysis, synergies
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Combination of lectures and seminars (case studies)
Besonderes / Special Features	-
Literatur / Literature	• DePamphilis: Mergers, Acquisitions, and Other Restructuring Activities, Academic Press Elsevier, 8th or later eds. • Damodaran: Damodaran on Valuation - Security Analysis for Investment and Corporate Finance, Wiley, 2nd or later eds. • Koller, Goedhart and Wessels: Measuring and Managing the Value of Companies, Wiley, McKinsey and Company, 5th or later eds. • Brealey, Myers, Allen: Principles of Corporate Finance, New York, McGraw Hill, 10th or later eds.

Modul-Nr./ Module-Code	BMSIB5100
Modulbezeichnung / Module title	Asset Management
Semester or Trimester	5 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	This module enables students to understand how wealth is managed and what techniques can be used for investment decisions. It offers a solid basis for a master in finance or asset management
Modulverantwortliche/r / Lecturer in charge of the module:	Prof. Dr. M. Scheibel
Name der/des Hochschullehrer/s / Name of lecturer	Prof. Dr. M. Scheibel
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwoad und ihre Zusammen-setzung / Workload and their composition	150 hours (118 h self-study; 32 h contact time)
SWS / Contact hours per week	2
Art der Prüfung / Assessment methods	Written examination (1 hour) with Application practice (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge & Understanding</u> Understanding of international capital markets, their chances and risks as place for financial investments, fundamental knowledge on portfolio theory and asset management. <u>Applying Knowledge & Understanding</u> After an ex cathedra, short introduction into the theory and reality of international capital markets, portfolio theory and asset management (which is deepened during the semester) the students build an own portfolio <u>Making judgments</u> Students learn to use international capital markets for investing. They learn about chances and risks and how to compare and judge different assets or shares <u>Communication</u> This basic subject is a mix of ex cathedra lecturing where the students are actively involved by questions and discussions as

	well as by seminars presenting and defending the results of their homework. <u>Learning skills</u> This module enables the students to use the international capital markets either for financial investing in a non-financial company, a bank, fund manager or insurance company as well as for their private wealth management and retirement provision
Inhalte des Moduls / Syllabus	Overview of capital markets, introduction to asset management, overview of company valuation based on comparable companies' analysis using multiples, earnings multiples, book value multiples, revenue multiples and sector-specific multiples
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Combination of lectures and seminars (case studies)
Besonderes / Special Features	Stock market game
Literatur / Literature	• Damodaran: Investment Valuation, Wiley, 3rd or later eds. • Damodaran: Damodaran on Valuation - Security Analysis for Investment and Corporate Finance, Wiley, 2nd or later eds. • Brealey, Myers, Allen: Principles of Corporate Finance, New York, McGraw Hill, 10th or later eds. • Chisholm; An Introduction to International Capital Markets – Products, Strategies, Participants, Wiley, 2nd or later eds. • Madura: Financial Institutions and Markets, South Western Cengage, 10th int. or later eds. • Sanders and Cornett: Financial Markets and Institutions; McGraw Hill, 5th int. or later eds. • Graham: The Intelligent Investor, Collins Business, 4th or later eds. • Elton, Gruber, Brown, Goetzmann: Modern Portfolio Theory and Investment Analysis, Wiley, 8th int. or later eds. • Academic papers, newspapers, magazines, small case studies

Modul-Nr./ Module-Code	BMSIB5200
Modulbezeichnung / Module title	Managing Value - Business Plan
Semester or Trimester	6 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The Module "Managing Value - Business Plan" builds on the knowledge acquired in previous studies in all relevant fields, ranging from research, planning, marketing, personnel, management, organization, to cost accounting and financing. By applying the acquired skills to a practical example, students are encouraged to see the interrelatedness and the interdependencies between all the subjects.
Modulverantwortliche/r / Lecturer in charge of the module	Prof. Dr. Marcus Scheibel
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Marcus Scheibel
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwoadload und ihre Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (1 hour) with Application practice (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding:</u> By writing and modelling a professional business plan in a real-life scenario and presenting and defending it to a critical audience, previous theoretical knowledge should be transferred firmly to practical skills. <u>Applying knowledge and understanding</u> Students have to come to terms with situations where they have to make decisions with limited resources and

	information but still plan a future path that leads to sound business development. <u>Making judgements</u> Lectures, case studies, class discussions, projects <u>Communication</u> Presenting and defending a business plan is an indispensable skill to be acquired in the course <u>Learning skills</u> The course prepares students to make business decisions in a dynamic environment, by analyzing situations thoroughly, often on the basis of limited information, making sound decisions and implementing those in a competitive setting.
Inhalte des Moduls / Syllabus	Financial Planning - Cost Accounting - Excel model - Interdependence of Income Statement, the Balance Sheet and the Cash Flow Statement.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Combination of lectures & seminars with practical exercises in the PC-Lab; case studies
Besonderes / Special features	-
Literatur / Literature	• Day, A. L., 2012,: Mastering Financial Modelling in Microsoft Excel - A Practitioner's Guide to Applied Corporate Finance, FT Press • Koller, T., Goedhart, M., Wessels, D., 2010,: Valuation – Measuring and Managing the Value of Companies, McKinsey & Company, Wiley

Modul-Nr./ Module Code	BMSIB5300
Modulbezeichnung / Module title	Investment Strategies / Trade in the Baltic Sea Region
Semester / Trimester	6 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Sub-module	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses especially BMSIB3200 Introduction to Trade, BMSIB5500 International Trade, Advanced Tools
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	It helps to deepen the understanding of International Trade modules. Furthermore, this module provides necessary skills needed in order for coping with the requirements of other trade courses and later studies.
Modulverantwortliche/r / Lecturer in charge	Prof.-V. Dr. Sholpan Gaisina
Name der/des Hochschullehrer/s / Name of the lecturer	Prof.-V. Dr. Sholpan Gaisina
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtwoorkload und ihre Zusammen-setzung / Workload and its composition	150 h (118 h self-study; 32 h contact time)
SWS / Semester per week	2
Art der Prüfung / Assessment methods	Project work with a documentation (6.000 words) and a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge and understanding</u> The students will get knowledge in and able to deal with different investment and international trade strategies with the reference to BSR while working on cases. <u>Applying knowledge and understanding</u> Students will learn how to apply taught knowledge through gathering and processing information, comprehending and solving cases and articulating what they have discovered. <u>Making judgments</u> Students learn to analyze situations and are encouraged to devise and sustain arguments about certain investment and trade strategies. <u>Communication</u>

	Case studies solutions are discussed in the class. Academic papers illustrating international investments and trade issues in BSR. <u>Learning skills</u> The module equip student with knowledge and practical skills for the demands of the international workplace or for further study.
Inhalte des Moduls / Syllabus	The main purpose of this module is to provide students with a framework for making decisions related to international investments and for choosing the most appropriate strategies in both investment and trade activities. The module provides evidences of the current situation in the BSR comparing them with other regions. The module considers decisions which are relevant for both institutional /corporate and individual entities.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures with discussions, case studies, presentations. Throughout the semester, students will work in teams or independently to develop the final project. The intermediate results of research should be presented in class.
Besonderes / Features	-
Literatur / Literature	1. Geoffrey A.Hirt and Stanley B. Block, 1999, Fundamentals of investment management, Boston [u.a.] : Irwin/McGraw-Hill, ISBN: 0-07-228352-1 2. Foreign direct investment : six country case studies / ed. by Yingqi Annie Wei; V. N. Balasubramanyam, Cheltenham, UK [u.a.] : Elgar, 2004, ISBN: 1-8437-6467-9 3. Nicholas P. Sargen, Global Shocks : An Investment Guide for Turbulent Markets, ISBN: 4. 978-3-319-41105-7 5. Roger White, 2016, Cultural differences and economic globalization : effects on trade, foreign direct investment, and migration, London [u.a.] : Routledge, ISBN: 978-1-138-89180-7 6. Martina Röhrich, 2007, Fundamentals of investment appraisal : an illustration based on a case study, München [u.a.] : Oldenbourg, ISBN: 978-3-486-70009-1 7. Alternative investment strategies, 1998, ed. by Sohail Jaffer, London : Euromoney

	Books in association with AIMA, ISBN: 1-85564-636-6 (pbk) 8. Richard Pike and Bill Neale, 1996, Corporate finance and investment : decisions and strategies, London [u.a.] : Prentice Hall, ISBN: 0-13-371261-3 9. Seddik Meziani, 2016, Exchange-traded funds : investment practices and tactical approaches, London ; s.l. : Palgrave Macmillan UK ; Imprint: Palgrave Macmillan, ISBN: 978-1-137-39095-0 10. UNCTAD, 1999, Foreign direct investment and the challenge of development / United Nations Conference on Trade and Development, New York [u.a.] : United Nations, ISBN: 92-1-112440-9 11. Anselm Mattes, 2010, Foreign direct investment : evidence on determinants and effects at the micro-level, Tübingen : Inst. für Angewandte Wirtschaftsforschung e.V., ISBN: 978-3-88573-055-2
--	--

Modul-Nr./ Module Code	BMSIB5400
Modulbezeichnung / Module title	Developing Countries in International Trade / Trade in specific International Markets
Semester / Trimester	5 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Type of module	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Sub-module	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses, especially BMSIB3200 Introduction to Trade
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	This course helps to better comprehend the modules of Advanced trade and Investment strategies.
Modulverantwortliche/r / Lecturer in charge	Prof.-V. Dr. Sholpan Gaisina
Name der/des Hochschullehrer/s / Name of the lecturer	Prof.-V. Dr. Sholpan Gaisina
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 h (118 h self-study; 32 h contact time)
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Project work with a documentation (6.000 words) and a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge and understanding</u> The students will acquire knowledge regarding economic development and the special position of developing countries in the world trading system as well as knowledge regarding the particular features of developing countries. The students get an understanding of concepts and theories which form basis knowledge of economic development and economic growth. During this module, the students will develop their ability to understand functioning of specific international markets. They will acquire workable knowledge about major commodity markets, trade issues in these markets, forces that affect these markets, and institutional knowledge about these markets. <u>Applying knowledge and understanding</u> Students will be able to apply learned theoretical approaches and principles of international trade to a particular developing

	country by means of solving case studies. Students will apply taught theories and models to assessing the situation in specific international markets: production, consumption/utilization, prices, position of trades, financial instruments, and connections between producers and consumers of basic commodities and finished goods across the globe. <u>Making judgments</u> Students learn how to conceptualize and analyze problems related to the developing world as well as to present and communicate these analyses effectively. Students will be able to define and estimate the level of economic development of a particular country based on various economic parameters. <u>Communication</u> Case studies solutions are discussed in the class. Academic papers illustrating international trade issues in the developing world as well as current situations in some specific international markets are permanently discussed. <u>Learning skills</u> The module prepares student to identify contemporary problems and challenges related to international trade in developing areas. The module provides students with workable knowledge and tools in analyzing the situation in specific international markets. Students will be able to describe how the markets work and summarize trading strategies in these markets.
Inhalte des Moduls / Syllabus	The module aims at giving the students an understanding of functioning of the specific international markets (production, consumption/utilization, price strategies, and major factors). Significant emphasis will be placed on the functioning of the major commodity markets, including pricing mechanisms and trading strategies. The course will consist of traditional class lectures and the presenting of a report of one specific market. Students will work in groups and should present their report in the class. Students will study the role and performance of trade and trade institutions in developing economies and how the world trade institutions can foster the development of these economies. There are following questions to be answered in this module.

	What are the main trade constraints to economies developing? How those constraints could be alleviated? How trade liberalization and import substitution reforms in developing economies contributed to the economic growth?
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures with discussions, case studies, presentations. Throughout the semester, students will work in teams or independently to develop a report on a specific commodity market connected to the specific developing economy. The intermediate results of research should be presented in class.
Besonderes / Features	-
Literatur / Literature	1. Caf Dowlah, 2016, International trade, competitive advantage and developing economies : how less developed countries are capturing global markets, Routledge, ISBN: 978-1-138-90357-9(hardback) 2. Vasily Erokhin, 2016, Global perspectives on trade integration and economies in transition / Hershey, PA, USA : Business Science Reference, ISBN: 978-1-5225-0451-1 (hardcover) 3. Henry K. H. Wang, 2017, Energy market in emerging economies: strategies for growth, Routledge, ISBN 978-1-138-78367-6 (hardback) 4. Inclusive growth in Africa : policies, practice, and lessons learnt, 2017, edited by Steve Kayizzi-Mugerwa, Abebe Shimeles, Angela Lusigi and Ahmed Moummi, New York : Routledge, ISBN: 978-1-138-67305-2 (hardback) 5. Financial development, economic crises and emerging market economies, 2017, edited by Faruk Ülgen, London : Routledge, ISBN: 978-1-138-12375-5 (hardback) 6. Routledge handbook of entrepreneurship in developing economies, 2017, edited by Colin C. Williams and Anjula Gurtoo, London : Routledge, ISBN: 978-1-138-84914-3 (hardback) 7. Blake C. Clayton, 2016, Commodity markets and the global economy, NY : Cambridge Univ. Press, ISBN: 978-1-107-61692-9 8. Tamvakis, Michael, 2015, Commodity Trade and Finance, Hoboken : Taylor and Francis, ISBN: 978-0-415-73245-1

Modul-Nr./ Module Code	BMSIB5500
Modulbezeichnung / Module title	International Trade, Advanced Tools
Semester / Trimester	5 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls / Module type	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Sub-module	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses, especially BMSIB3200 Introduction to Trade
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The module is a prerequisite for the course Investment Strategies/Trade in the Baltic Sea Region.
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtwoadload und ihre Zusammen-setzung / Workload and its composition	150 h (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (1 hour) with Application practice (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge and understanding</u> Students will get the economic intuition and understand assumptions behind the theories and how well they fit actual trading economies. Students get an overview about international trade institutions and trade policies. In addition, they will be introduced to financial issues related to international trade. <u>Applying knowledge and understanding</u> Students will learn how to apply taught knowledge working with cases and documents samples. <u>Making judgments</u> Students learn to analyse situations and are encouraged to devise and sustain arguments about basic issues concerning trade. <u>Communication</u> Case studies solutions are discussed in the class. Academic papers illustrating international trade tools are discussed in the class. <u>Learning skills</u> The module equip student with knowledge and practical skills for the demands of the international workplace or for further study.

Inhalte des Moduls / Syllabus	During this course different procedures of typical trade deals are analysed. Furthermore, the risks involved in international trade will be discussed and one will find out how to hedge these risks. Different form of international trade as well as different types of both direct and indirect trade A special focus on the letter of credit when dealing with payment methods is also given. At the end of the course, several practical-oriented issues related to international trade like transportation, energy and other environmental issues will be discussed.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures with discussions, case studies, presentations. Throughout the semester, students will work in teams or independently to develop the final project. The intermediate results of research should be presented in class.
Besonderes / Features	-
Literatur / Literature	1. Krugman Paul R., Obstfeld M., Melitz Marc J. (2015). International Economics: theory and practice (10th ed.). Pearson 2. Lee E. S., Management of International Trade, 2012, Springer 3. Neipert D. M., A tour of International trade, 2000, Prentice Hall 4. Walker A.G., International trade. Procedures and Practice, 1995, Butterworth Heinemann. 5. Seyoum B., 2009, Export-Import Theory, Practices, and Procedures 2 Ed, Routledge 6. Hill, C. (2012). International Business: competing in the global market place (9th ed.). New York: McGraw-Hill/Irwin. 7. Sherlock J. and Reuvid J. (eds.), 2008, The Handbook of International Trade A Guide to the Principles and Practice of Export , 2 Ed., The Institute of Export

Modul-Nr./ Module-Code	BMSIB6000
Modulbezeichnung / Module title	Applied International Marketing
Semester or Trimester	5 th
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls / Module type	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The module is designed to provide students with a sound foundation in the field of international marketing which shall serve as a basis for further business studies.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Axel Noack
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Axel Noack
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Project work with a documentation (6.000 words) and a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding:</u> The module is designed to provide students with the necessary know-ledge and skills in the field of international marketing to understand the international environment thoroughly and work effectively in it. Particular attention is paid to the practice of international marketing in the states of the Baltic sea area. <u>Applying knowledge & understanding</u> Lectures, case studies, class discussions, projects <u>Making judgements</u> Students are encouraged to devise and sustain arguments about international marketing issues. <u>Communication</u> Students are expected to present their arguments independently in written and oral form. <u>Learning skills</u>

	The module provides the necessary skills needed to study further with a high level of individual autonomy.
Inhalte des Moduls / Syllabus	Creating and implementing a marketing plan – consumer analysis – market analysis –competition analysis – market access and distribution – development of the marketing mix – evaluation of the economics
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, case studies, class discussions, project work
Besonderes / Special Features	-
Literatur / Literature	Hollensen, S., Global marketing – a market-responsive approach, Prentice-Hall Europe, London. Keegan, W.J., Global marketing management, Prentice-Hall, Upper Saddle River, NJ. Kotler, Ph., Armstrong, G., Saunders, J., Wong, V., Principles of marketing: the European edition, Prentice Hall, London. de Mooij, M., Global marketing and advertising – understanding cultural paradoxes, Sage Publications, London. Simon, H., Hidden champions: lessons from 500 of the world's best unknown companies, HBS Press, Boston, MA.

Modul-Nr./ Module-Code	BMSIB6100
Modulbezeichnung / Module title	e-Marketing
Semester or Trimester	6 th
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls / Module type	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The module is designed to provide students with a sound understanding of current marketing trends on the internet and selected other innovative forms (e.g. mobile marketing).
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (118 h self-study; 32 h contact time)
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Project work with a documentation (6.000 words) and a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding:</u> The module is designed to provide students with the necessary knowledge and skills in the field of electronic marketing to under-stand the current trends thoroughly and work effectively with them. Particular attention is paid to the practice of usability of internet portals and online advertising. <u>Applying knowledge & understanding</u> Lectures, case studies, class discussions, projects <u>Making judgements</u> Students are encouraged to devise and sustain arguments about e marketing issues. <u>Communication</u> Students are expected to present their arguments independently in written and oral form. <u>Learning skills</u> The module provides the necessary skills needed to study further with a high level of individual autonomy.

Inhalte des Moduls / Syllabus	Basic forms of e-marketing – tech-nological developments – current developments – usability on the internet – online advertising – mobile marketing.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, case studies, class discussions, projects.
Besonderes / Special Features	-
Literatur / Literature	Clark, A., SEO 2017: Learn search engine optimization with smart internet marketing strategies, CreateSpace Independent Publishing 2016. Holiday, R., Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising, Portfolio 2014. Scott, D., The New Rules of Marketing and PR, Wiley 2015. Vaynerchuk, G., #AskGaryVee: One Entrepreneur's Take on Leadership, Social Media, and Self-Awareness, Harper Business 2016.

Modul-Nr./ Module-Code	BMSIB6200
Modulbezeichnung / Module title	Intercultural Media Analysis
Semester or Trimester	5 th
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls / Module type	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Advertising and other communication media used by companies form an integral part of consumers lives. Understanding the processes is not only essential to sound business management. In an international business setting, it is also important to understand the influence of culture and other factors on communication decisions, and how these challenges can be dealt with in practice.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Axel Noack
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Axel Noack
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwoad und ihre Zusammen-setzung / Workload and its composition	150 hours (118 h self-study; 32 h contact time)
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Project work with a documentation (6.000 words) and a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding:</u> Students are supplied with the necessary theoretical background to understand the processes involved in media decisions, with a particular emphasis on how practical decisions are reached. On this basis, the influence of culture on company communications is analyzed. A suitable culture model is offered in order to reach a structured understanding of the challenges involved. By analyzing a particular country and writing a structured analysis, students gain a thorough understanding of how these challenges can be dealt with in practice. <u>Applying knowledge and understanding</u> Lectures, case studies, class discussions <u>Making judgements</u>

	Students are encouraged to devise and sustain arguments about issues related to international communication management. <u>Communication</u> Students are expected to present their arguments independently in written and oral form <u>Learning skills</u> The module provides essential skills needed to pursue further studies with a high level of confidence and autonomy
Inhalte des Moduls / Syllabus	The media landscape in different countries – communication processes - political, economic, social, technological and legal influences - appealing to consumers - cultural influences - culture models - efficiency and effectiveness - global and local communication - strategic choices.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, case studies, class discussions, project work
Besonderes / Special Features	-
Literatur / Literature	de Mooij, M. Global marketing and advertising – understanding cultural paradoxes, Sage Publications, London.

Modul-Nr./ Module-Code	BMSIB6300
Modulbezeichnung / Module title	Business Plan
Semester or Trimester	6 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of basic management courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The Module "Business Plan" builds on the knowledge acquired in previous studies in all relevant fields, ranging from research, planning, marketing, personnel, management, organization, to cost accounting and financing. By applying the acquired skills to a practical example, students are encouraged to see the interrelatedness and the interdependencies between all the subjects.
Modulverantwortliche/r / Lecturer in charge of the module	Prof. Dr. Axel Noack
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Axel Noack
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwoad und ihre Zusammen- setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Project work with a documentation (6.000 words) with a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding:</u> By writing, and modelling a professional business plan in a real-life scenario and presenting and defending it to a critical audience, previous theoretical knowledge should be transferred firmly to practical skills. <u>Applying knowledge and understanding</u>

	Students have to come to terms with situations where they have to make decisions with limited resources and information but still plan a future path that leads to sound business development. <u>Making judgements</u> Lectures, case studies, class discussions, projects <u>Communication</u> Presenting and defending a business plan is an indispensable skill to be acquired in the course <u>Learning skills</u> The course prepares students to make business decisions in a dynamic environment, by analyzing situations thoroughly, often on the basis of limited information, making sound decisions and implementing those in a competitive setting.
Inhalte des Moduls / Syllabus	BMSIB6310: Products and Services - Sustainable Competitive Advantage - Creating Customer Value - Market Analysis - Distribution Management – Communication Management - Pricing and Revenues – Cost accounting – Financing - Organization and Management.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Combination of lectures & seminars, (case studies, class discussions, projects.)
Besonderes / Special features	-
Literatur / Literature	• Aldrich, H.E.; Auster, E., 1986, „Even Dwarfs Started Small“, in: Research in Organizational Behaviour • Drucker, Peter, 1985, Innovation and Entrepreneurship • Faltn, G., 2012, Kopf Schlägt Kapital • McKeever, M., How to write a Business Plan. • Osterwalder, A; Pigneur, Y; 2012, Business Model Generation • handouts

Modul-Nr./ Code	BMSIB6400
Modulbezeichnung / Module title	International Market Access Approaches (Markets and Communication)
Semester or Trimester	5 th
Dauer des Moduls / Duration of the Module	1 Semester
Art des Moduls / Module type	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Submodules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other module and degree courses	This module provides students with an understanding of the complexity and dynamics of accessing and developing international markets for products and services. Both the strategic approach as well as the necessary tools could be transferred to all international market development programs, irrespective of the country of origin of country of destination.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Björn P. Jacobsen
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Björn P. Jacobsen
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
Gesamtwoadload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written Examination (1,5 hour) with Application practice (30 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge & Understanding</u> Students understand why and how to develop international markets. They are aware of the different market entry modes, required market access data as well as the opportunities and threats associated with the internationalization strategy. They gain an in-depth knowledge about the focus markets in Scandinavia, the Baltic States and Russia. <u>Applying Knowledge & Understanding</u> The students will be required to conduct a market research project as a pre-condition to develop a marketing plan for a FMCG manufacturer entering one of the focus markets in Scandinavia, the Baltic States and Russia. <u>Making judgments</u>

	Students will be able to identify and analyse the potential of international markets from a company perspective. By evaluating the opportunities and threats they will be encouraged to make well judged decision for a market entry strategy. The competence is gained through project work. <u>Communication</u> Results of group work are presented in oral and written form. The students get prepared to answer relevant questions related to their case. <u>Learning skills</u> This module enables students to successfully run an international market development project.
Inhalte des Moduls / Syllabus	Introduction - Extent of International Business, Motives for International Business, History of International Business, The MNE Politics - International Politics, Political Risks Entry Strategies of MNEs - Product and Target Market, Entry Mode (Export. Licensing, Investment), Marketing Strategy, International Marketing Plan, Entry Strategies across Cultural Differences Entering Scandinavian Markets - Profiles, Applied Market Research, Market Access Entering Baltic Markets - Profiles, Applied Market Research, Market Access Entering the Russian Market - Profiles, Applied Market Research, Market Access Future Challenges
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lecture – Seminar Form; Group work; Presentation
Besonderes / Special Features	-
Literatur / Literature	Compulsory Literature Materials distributed with lecture notes. Recommended Literature Dunning, J.H., Lundan, S.M. (2008), Multinational Enterprises and the Global Economy, 2nd Ed., Cheltenham Root, F.R., (1998), Entry Strategies for International Markets, 2nd Ed., San Francisco Rugman, A.N., Collinson, S. (2012), International Business, 6th Ed., Harlow All titles in the current edition. For updated bibliographies, see the course syllabus.

Modul-Nr./ Module-Code	BMSIB6500	
Modulbezeichnung / Module	Social Media	
Semester or Trimester	6 th	
Dauer des Moduls / Duration of the module	1 Semester	
Art des Moduls / Module type	Major (Elective)	
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Submodules	BMSIB6510: Social Media Marketing	
	BMSIB6520: Social Media Analytics	
Häufigkeit des Angebots des Moduls / The module is offered	Annually (summer semester)	
Zugangsvoraussetzungen / Prerequisites for attending	None	
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Social media have quickly become an essential part of peoples´ lives, and companies can use this new channel to communicate in new comprehensive ways with customers and other target groups. Understanding the theoretical background and the processes involved enables students to effectively use social media as part of a complete communication mix. Knowing how social media activities and their performance can be monitored, analysed and measured enables the students to devise and apply social media strategies in an effective, goal-directed manner.	
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Axel Noack	
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Axel Noack	
	Prof. Dr. Jasminko Novak	
Lehrsprache / Language of Instruction	English	
Zahl der zugeteilten ECTS credits / Number of ECTS credits	2	5
	3	
Gesamtwoadload und ihre Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)	
SWS / Semester periods per week	2	4
	2	
Art der Prüfung (Voraussetzung für die Vergabe von Leistungspunkten) / Assessment methods (Requirements for awarding credit points)	Project work with documentation (2.000 Words) and a presentation (15 Minutes)	
	Project work with documentation (2.000 Words) and a presentation (15 Minutes)	
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %	
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge & Understanding:</u> Students are given the opportunity to study the necessary theoretical background and understand the processes involved in designing and implementing social media strategies. On this basis, the role of social media as part of the communication mix is analysed. Applying knowledge and understanding	

	In lectures, case studies, class discussions and group project work, students learn to apply the introduced concepts, methods and instruments to problems from practice. <u>Making judgements</u> Students are encouraged to devise and sustain arguments about issues related to social media strategies and their effective implementation. <u>Communication</u> Students are expected to present their arguments independently in written and oral form. <u>Learning skills</u> The module provides essential skills for pursuing further studies in the field with a high level of confidence and autonomy.
Inhalte des Moduls / Syllabus	BMSIB6510: Social media networks, technological background, social media strategies, social media marketing, social media relations, networking, recruitment, social media monitoring BMSIB6520: Strategic aspects of social media analytics, metrics for assessing the effectiveness of social media strategies and activities, analysing and deriving insights from social media interactions, application of social network analysis to social media monitoring and analysis, real-world applications for social media analytics
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, case studies, class discussions, project work
Besonderes / Special Features	-
Literatur / Literature	BMSIB6510 - Tuten, T. & Solomon, M. (2013). <i>Social Media Marketing</i>. Boston, MA: Pearson. - Van Dijck, J. (2013). <i>The Culture of Connectivity</i>. New York, NY: Oxford University Press. - Hilker, C., (2010), <i>Social Media für Unternehmer</i>, Linde Verlag BMSIB6520: - Blanchard, O. (2011) <i>Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization</i>. Boston, MA: Pearson Education - Hansen, D., Shneidermann, B & Smith, M.A. (2010) <i>Analyzing Social Media Networks with NodeXL</i>. Burlington. MA: Morgan Kaufmann. - Poston, L. (2012) <i>Social Media Metrics for Dummies</i>. Hoboken, NJ: John Wiley & Sons

Modul-Nr./ Module-Code	BMSIB7000
Modulbezeichnung / Module title	Grundzüge der Unternehmensbesteuerung
Semester / Trimester	5.
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls / Module type	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered	Jährlich (Wintersemester)
Zugangsvoraussetzungen / Prerequisites for attending	Keine
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other module and degree courses	Dieses Modul befähigt die Studierenden zum Verständnis des steuerrechtlichen Rahmens im Unternehmensbereich
Lehrsprache / Language of Instruction	Deutsch
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Heiner Richter/Prof. Dr. Beate Sieven
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Heiner Richter/Prof. Dr. Beate Sieven
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwoad und ihre Zusammensetzung / Workload and its composition	150 Stunden (32 h Selbststudium; 118 h Kontaktzeit)
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Klausur (2 Stunde)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge and Understanding</u> Die Studierenden bekommen einen Einblick in die Mechanismen der Unternehmensbesteuerung am Beispiel der deutschen Ertragsteuern. <u>Applying knowledge & understanding</u> Die Studierenden wenden alle steuerlichen Themen in Übungsaufgaben an und beweisen ihr Verständnis an realen Fallstudien. <u>Making judgments</u> Die Studierenden lernen, steuerliche Situationen zu analysieren, und entwickeln ihre Fähigkeiten und Kenntnisse in der Unternehmensbesteuerung. <u>Communication</u> Die Ergebnisse der Fallbeispiele werden in der Vorlesung analysiert und diskutiert. Ferner schreiben die Studierenden eine schriftliche Prüfung am Ende des Semesters. <u>Learning skills</u>

	Studierende können steuerliche Rechtsquellen sowie die Fachliteratur lesen und verstehen. Ferner kennen sie die Methoden, um steuerliche Sach-verhalte zu subsumieren.
Inhalte des Moduls / Syllabus	Ertragsteuern: Einkommensteuer, Körperschaftsteuer, Gewerbesteuer
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Vorlesungen mit Gruppenarbeit, aktuelle Fallstudien
Besonderes / Special Feature	-
Literatur / Literature	Grefe, Cord: Unternehmenssteuern, akt. Aufl., Verlag NWB/Kiehl

Modul-Nr./ Module-Code	BMSIB7100
Modulbezeichnung / Module title	Internationale Steuerplanung
Semester / Trimester	6.
Dauer des Moduls / Duration of the module	1 Semester
Art der Lehrveranstaltung / Type of module	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered	Jährlich (Sommersemester)
Zugangsvoraussetzungen / Prerequisites for attending	Keine
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other module and degree courses	Dieses Modul befähigt die Studierenden zum Verständnis internationaler Steuerlehre. Es vertieft die Kenntnisse und Fähigkeiten der Studierenden aus weiteren Kursen und Studiengängen im Bereich internationaler Unternehmensbesteuerung.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Heiner Richter/Prof. Dr. Beate Sieven
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Heiner Richter/Prof. Dr. Beate Sieven
Lehrsprache / Language of Instruction	Deutsch
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwoorkload und ihre Zusammensetzung / Workload and its composition	150 Stunden (32 h Selbststudium; 118 h Kontaktzeit)
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Klausur (2 Stunde)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4%
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge and Understanding</u> Die Studierenden bekommen einen Einblick in Mechanismen der internationalen Unternehmensbesteuerung, insbes. der Steuerplanung grenzüberschreitender Sachverhalte. <u>Applying knowledge and understanding</u> Die Studierenden wenden alle steuerlichen Themen in Übungs-aufgaben an und beweisen ihr Verständnis an realen Fallstudien. <u>Making judgments</u> Die Studierenden lernen, steuerliche Situationen zu analysieren und vertiefen ihre bisherigen Fähigkeiten und Kenntnisse in der Unter-nehmensbesteuerung. <u>Communication</u> Die Ergebnisse der Fallbeispiele werden in der Vorlesung analysiert und diskutiert. Ferner schreiben die Studierenden eine schriftliche Prüfung am Ende des Semesters.

	<u>Learning skills</u> Studierende können steuerliche Rechtsquellen sowie die diesbezügliche Fachliteratur lesen und verstehen. Ferner kennen die Studierenden die Methoden um steuerliche Sachverhalte zu subsumieren.
Inhalte des Moduls / Syllabus	Grundzüge der internationalen Steuerlehre
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Vorlesungen mit Gruppenarbeit, aktuelle Fallstudien
Besonderes / Special Feature	Regelmäßige Gastvorträge mit Referenten aus Steuerberatung und -verwaltung
Literatur / Literature	In den Veranstaltungen werden regelmäßig, an die aktuelle Steuergesetzgebung angepasste, Literaturhinweise gegeben

Modul-Nr./ Module Code	BMSIB7200
Modulbezeichnung / Module title	Öffentliches Wirtschaftsrecht I
Semester oder Trimester	5. Semester
Dauer des Moduls / Duration of the Module	1 Semester
Art der Lehrveranstaltung / Type of module	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Submodules	-
Häufigkeit des Angebots des Moduls: / The module is offered:...	Jährlich (jedes Wintersemester)
Zugangsvoraussetzungen / Prerequisites for attending	Keine
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other module and degree courses	Verwendbar für andere wirtschaftswissenschaftliche Studiengänge
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Claudia Danker
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Claudia Danker
Lehrsprache / Language of Instruction	Deutsch
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 Stunden (86 h Selbststudium; 64 h Kontaktzeit)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Klausur (2 Stunden)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	Generelles Qualifikationsziel ist es, die Studierenden der Betriebswirtschaftslehre einzuführen in die wirtschaftsrechtlichen Rahmenbedingungen, innerhalb derer sich Unternehmen bewegen, kennen, einordnen und bewerten zu können. Sie sollen in die Lage versetzt werden, aufbauend auf diesen Kenntnissen, Handlungsstrategien innerhalb dieser Rahmenbedingungen zu entwerfen und praxisorientiert nach Vor- und Nachteilen zu bewerten. Nach dem Besuch der Lehrveranstaltungen verfügen die Studierenden über folgende Fähigkeiten: <u>Wissen und Verstehen:</u> Vermittlung von Grundlagenwissen über das Wirtschaftsrecht und über das Funktionieren des Rechtssystems in Deutschland und in der EU. Vermittlung der für die Rechtsanwendung erforderlichen Methodik, der Grundkenntnisse im Wirtschaftsverwaltungsrecht (insb. Gewerberecht, Subventionsrecht) und im Europarecht mit wirtschaftsrechtlichem Bezug. Die Studierenden beherrschen die Grundlagen des Wirtschaftsverfassungs- und Wirtschaftsverwaltungsrechts und entwickeln Verständnis für wirtschaftliches Agieren im

	juristischen Kontext und mit juristischen Konsequenzen. <u>Anwenden von Wissen und Verstehen:</u> Lernen und Anwenden juristischer Methodik bei ausgewählten, einfach gestalteten Sachverhalten. In Fallbeispielen wenden Studierende die erworbenen juristischen Kenntnisse und Methoden konkret und anhand realer Vorgaben an. Damit vertiefen sie zugleich ihre Kenntnisse und sind in der Lage, die erworbenen Fähigkeiten auf neue Sachverhalte anzuwenden, ggf. auch unter Entwicklung neuer Beurteilungen <u>Beurteilungen abgeben:</u> Wissenschaftliche Auseinandersetzung mit ausgewählten Problembereichen der Rechtswissenschaft. Die Studierenden bewerten verschiedene tatsächliche Konstellationen auf juristischen Grundlagen. <u>Kommunikation:</u> Studierende lernen in theoretischen und praktischen Übungen, Ergebnisse in rechtsgutachterlicher Weise darzustellen, zu kommunizieren und zu verteidigen. <u>Lernstrategien:</u> Die Studierenden haben sich ein Grundverständnis des juristischen Denkens bei der Beurteilung wirtschaft(-srecht)licher Fragestellungen erarbeitet. Sie sind fähig, ihr erworbenes rechtswissenschaftliches Grundlagenwissen auf konkrete Fallgestaltungen anzuwenden und rechtsgutachterlich aufzubereiten. Die Erarbeitung von juristischen Lösungen erfolgt eigenständig und im Team. Dies ermöglicht eine vertiefte argumentative Auseinandersetzung mit juristischen Fallkonstellationen.
Inhalte des Moduls / Syllabus	Methoden der Rechtsanwendung – Verfassungs- und europarechtliche Grundlagen – Wirtschaftsverwaltungsrecht mit den Grundlagen des Verwaltungsrechts, insb. Gewerberecht – Subventions- und europäisches Beihilferecht
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Vorlesung und Übung
Besonderes / Special Feature	Gastvorträge von Praktikern
Literatur / Literature	Detterbeck, Öffentliches Recht für Wirtschaftswissenschaftler Sodan/Ziekow, Grundkurs Öffentliches Recht, Jan Ziekow, Öffentliches Wirtschaftsrecht, Rolf Stober/Sven Eisenmenger, Besonderes Wirtschaftsverwaltungsrecht

Modul-Nr./ Module Code	BMSIB7300
Modulbezeichnung / Module title	Öffentliches Wirtschaftsrecht II
Semester oder Trimester	6. Semester
Dauer des Moduls / Duration of the Module	1 Semester
Art der Lehrveranstaltung / Type of module	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Submodules	-
Häufigkeit des Angebots des Moduls: / The module is offered:...	Jährlich (jedes Sommersemester)
Zugangsvoraussetzungen / Prerequisites for attending	-
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other module and degree courses	Verwendbar für andere wirtschaftswissenschaftliche Studiengänge
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Danker
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Danker
Lehrsprache / Language of Instruction	Deutsch
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 Stunden (86 h Selbststudium; 64 h Kontaktzeit)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Klausur (2 Stunden)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	Generelles Qualifikationsziel ist es, die Studierenden der Betriebswirtschafts-lehre in vertiefte wirtschaftsrechtliche Fallkonstellationen einzuführen innerhalb derer sich Unternehmen bewegen. Sie sollen in die Lage versetzt werden, aufbauend auf ihren Kenntnissen, Lösungen innerhalb der verschiedenen Bereiche des öffentlichen Wirtschafts-rechts zu finden und praxisorientiert nach Vor- und Nachteilen zu bewerten. Nach dem Besuch der Lehrveranstaltungen verfügen die Studierenden über folgende Fähigkeiten: <u>Wissen und Verstehen:</u> Vermittlung von vertieftem Wissen im öffentlichen Wirtschaftsrecht und der für die Rechtsanwendung erforderlichen Methodik. Die Studierenden beherrschen über die Grundlagen des Wirtschafts-verfassungs- und Wirtschaftsver-waltungsrechts hinausgehende Kenntnisse des öffentlichen Wirtschafts-rechts und entwickeln Verständnis für wirtschaftliches Agieren im juristischen Kontext und mit juristischen Konsequenzen.

	<u>Anwenden von Wissen und Verstehen:</u> Lernen und Anwenden juristischer Methodik bei ausgewählten, mittelschwer gestalteten Sachverhalten. In Fallbeispielen wenden Studierende die erworbenen juristischen Kenntnisse und Methoden konkret und anhand realer Vorgaben an. Damit vertiefen sie zugleich ihre Kenntnisse und sind in der Lage, die erworbenen Fähigkeiten auf neue Sachverhalte anzuwenden, ggf. auch unter Entwicklung neuer Beurteilungen <u>Beurteilungen abgeben:</u> Wissenschaftliche Auseinandersetzung mit ausgewählten Problembereichen der Rechtswissenschaft. Die Studierenden bewerten verschiedene tatsächliche Konstellationen auf juristischen Grundlagen. <u>Kommunikation:</u> Studierende lernen in theoretischen und praktischen Übungen, Ergebnisse in rechtsgutachterlicher Weise darzustellen, zu kommunizieren und zu verteidigen. <u>Lernstrategien:</u> Die Studierenden haben sich ein vertieftes Verständnis des juristischen Denkens bei der Beurteilung wirtschaft(-srecht)licher Fragestellungen erarbeitet. Sie sind fähig, ihr erworbenes rechtswissenschaftliches Grundlagen- und Spezialwissen auf konkrete Fallgestaltungen anzuwenden und rechtsgutachterlich aufzubereiten. Die Erarbeitung von juristischen Lösungen erfolgt eigenständig und im Team. Dies ermöglicht eine vertiefte argumentative Auseinandersetzung mit juristischen Fallkonstellationen.
Inhalte des Moduls / Syllabus	Vertiefung des Besonderen Wirtschaftsverwaltungsrechts und des Europäischen Wirtschaftsrechts, Recht der öffentlichen Unternehmen, Recht der öffentlichen Auftragsvergabe, Grundzüge des Regulierungsrechts
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Vorlesung und Übung
Besonderes / Special Feature	Gastvorträge von Praktikern
Literatur / Literature	Josef Ruthig/Stefan Storr, Öffentliches Wirtschaftsrecht Jan Ziekow, Öffentliches Wirtschaftsrecht, Rolf Stober/Sven Eisenmenger, Besonderes Wirtschaftsverwaltungsrecht Callies/Ruffert, EUV/AEUV,

Modul-Nr./ Module Code	BMSIB7400
Modulbezeichnung / Module title	Privates Wirtschaftsrecht I
Semester oder Trimester	5. Semester
Dauer des Moduls / Duration of the Module	1 Semester
Art der Lehrveranstaltung / Type of module	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Submodules	-
Häufigkeit des Angebots des Moduls: / The module is offered:...	Jährlich (jedes Wintersemester)
Zugangsvoraussetzungen / Prerequisites for attending	Keine
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other module and degree courses	Verwendbar für andere wirtschaftswissenschaftliche Studiengänge
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Burkhard Rode
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Burkhard Rode
Lehrsprache / Language of Instruction	Deutsch
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 Stunden (86 h Selbststudium; 64 h Kontaktzeit)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Klausur (2 Stunden)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	Generelles Qualifikationsziel ist es, die Studierenden der Betriebswirtschaftslehre einzuführen in die wirtschaftsrechtlichen Rahmenbedingungen, innerhalb derer sich Unternehmen bewegen, kennen, einordnen und bewerten zu können. Sie sollen in die Lage versetzt werden, aufbauend auf diesen Kenntnissen, Handlungsstrategien innerhalb dieser Rahmenbedingungen zu entwerfen und praxisorientiert nach Vor- und Nachteilen zu bewerten. Nach dem Besuch der Lehrveranstaltungen verfügen die Studierenden über folgende Fähigkeiten: <u>Wissen und Verstehen:</u> Vermittlung von Grundlagenwissen über das Wirtschaftsrecht und über das Funktionieren des Rechtssystems in Deutschland und in der EU. Vermittlung der für die Rechtsanwendung erforderlichen Methodik, der Grundkenntnisse im Wirtschaftsprivatrecht. Die Studierenden beherrschen die Grundlagen des Wirtschaftsprivatrechts und entwickeln Verständnis für wirtschaftliches Agieren im juristischen Kontext und mit juristischen Konsequenzen.

	<u>Anwenden von Wissen und Verstehen:</u> Lernen und Anwenden juristischer Methodik bei ausgewählten, einfach gestalteten Sachverhalten oder anderen praxisnahen Konstellationen. In Fallbeispielen wenden Studierende die erworbenen juristischen Kenntnisse und Methoden konkret und anhand realer Vorgaben an. Damit vertiefen sie zugleich ihre Kenntnisse und sind in der Lage, die erworbenen Fähigkeiten auf neue Sachverhalte anzuwenden, ggf. auch unter Entwicklung neuer Beurteilungen <u>Beurteilungen abgeben:</u> Wissenschaftliche Auseinandersetzung mit ausgewählten Problembereichen der Rechtswissenschaft. Die Studierenden bewerten verschiedene tatsächliche Konstellationen auf juristischen Grundlagen. <u>Kommunikation:</u> Studierende lernen in theoretischen und praktischen Übungen, Ergebnisse in rechtsgutachterlicher Weise darzustellen, zu kommunizieren und zu verteidigen. <u>Lernstrategien:</u> Die Studierenden haben sich ein Grundverständnis des juristischen Denkens bei der Beurteilung wirtschaft(-srecht)licher Fragestellungen erarbeitet. Sie sind fähig, ihr erworbenes rechtswissenschaftliches Grundlagenwissen auf konkrete Fallgestaltungen anzuwenden und rechtsgutachterlich aufzubereiten. Die Erarbeitung von juristischen Lösungen erfolgt eigenständig und im Team, um eine vertiefte argumentative Auseinandersetzung zu ermöglichen.
Inhalte des Moduls / Syllabus	Methodik der Rechtsanwendung-Lehre vom Rechtsgeschäft-Recht der natürlichen und juristischen Personen-Einführung in das Recht der Schuldverhältnisse-Grundzüge des Sachenrechts
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Vorlesung und Übung
Besonderes / Special Feature	Gastvorträge von Praktikern
Literatur / Literature	- Führich: Wirtschaftsprivatrecht - Strecker: Kompendium Wirtschaftsrecht - Palandt: Kommentar zum BGB

Modul-Nr./ Module Code	BMSIB7500
Modulbezeichnung / Module title	Privates Wirtschaftsrecht II
Semester oder Trimester	6. Semester
Dauer des Moduls / Duration of the Module	1 Semester
Art der Lehrveranstaltung / Type of module	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Submodules	-
Häufigkeit des Angebots des Moduls: / The module is offered:...	Jährlich (jedes Sommersemester)
Zugangsvoraussetzungen / Prerequisites for attending	Keine
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other module and degree courses	Verwendbar für andere wirtschaftswissenschaftliche Studiengänge
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Burkhard Rode
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Burkhard Rode
Lehrsprache / Language of Instruction	Deutsch
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 Stunden (86 h Selbststudium; 64 h Kontaktzeit)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Klausur (2 Stunden)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	Generelles Qualifikationsziel ist es, die Studierenden der Betriebswirtschaftslehre in vertiefte wirtschaftsrechtliche Fallkonstellationen einzuführen innerhalb derer sich Unternehmen bewegen. Sie sollen in die Lage versetzt werden, aufbauend auf ihren Kenntnissen, Lösungen innerhalb des Leistungsstörungenrechts zu finden und praxisorientiert nach Vor- und Nachteilen zu bewerten. Nach dem Besuch der Lehrveranstaltungen verfügen die Studierenden über folgende Fähigkeiten: <u>Wissen und Verstehen:</u> Vermittlung von vertieftem Wissen im öffentlichen Wirtschaftsrecht und der für die Rechtsanwendung erforderlichen Methodik. Die Studierenden beherrschen über die Grundlagen hinausgehende Kenntnisse des Wirtschaftsprivatrechts und entwickeln Verständnis für wirtschaftliches Agieren im juristischen Kontext und mit juristischen Konsequenzen. <u>Anwenden von Wissen und Verstehen:</u> Lernen und Anwenden juristischer Methodik bei ausgewählten, mittelschwer gestalteten

	Sachverhalten. In Fallbeispielen wenden Studierende die erworbenen juristischen Kenntnisse und Methoden konkret und anhand realer Vorgaben an. Damit vertiefen sie zugleich ihre Kenntnisse und sind in der Lage, die erworbenen Fähigkeiten auf neue Sachverhalte anzuwenden, ggf. auch unter Entwicklung neuer Beurteilungen <u>Beurteilungen abgeben:</u> Wissenschaftliche Auseinandersetzung mit ausgewählten Problembereichen der Rechtswissenschaft. Die Studierenden bewerten verschiedene tatsächliche Konstellationen auf juristischen Grundlagen. <u>Kommunikation:</u> Studierende lernen in theoretischen und praktischen Übungen, Ergebnisse in rechtsgutachterlicher Weise darzustellen, zu kommunizieren und zu verteidigen. <u>Lernstrategien:</u> Die Studierenden haben sich ein vertieftes Verständnis des juristischen Denkens bei der Beurteilung wirtschaft(-srecht)licher Fragestellungen erarbeitet. Sie sind fähig, ihr erworbenes rechtswissenschaftliches Grundlagen- und Spezialwissen zum Leistungsstörungenrecht auf konkrete Fallgestaltungen anzuwenden und rechtsgutachterlich aufzubereiten. Die Erarbeitung von juristischen Lösungen erfolgt eigenständig und im Team, um eine möglichst vertiefte argumentative Auseinandersetzung zu erreichen.
Inhalte des Moduls / Syllabus	Recht der Leistungsstörungen: System und Grundvarianten
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Vorlesung und Übung
Besonderes / Special Feature	Gastvorträge von Praktikern
Literatur / Literature	- Müssig: Wirtschaftsprivatrecht - Kallwass: Privatrecht - Palandt: Kommentar zum BGB