

Bachelor degree course International Management Studies in the Baltic Sea Region (BMS)
Description of the module valid as of WS 2022/2023

Modul-Nr./ Module Code	BMSB6400
Modulbezeichnung / Module title	International Markets and Communication
Semester / Trimester	5 th or 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	Each 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	The module builds on capabilities acquired in earlier modules. It allows students to specialise in the topics dealt with and thus prepares them for further study.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Axel Noack
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Depends on the module at the university abroad
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><u>Knowledge & Understanding</u> The thematic work in this module is based on leading academic and research sources in International Markets and Communication.</p> <p><u>Applying Knowledge & Understanding</u> Students are required to devise and sustain arguments substantially.</p> <p><u>Making judgments</u> Building on the competence gained in their foundation courses. Students increasingly gather and interpret relevant data.</p> <p><u>Communication</u> Students impart their results both orally and in writing.</p>

Bachelor degree course International Management Studies in the Baltic Sea Region (BMS)
Description of the module valid as of WS 2022/2023

	<u>Learning skills</u> The module prepares students for the more advanced work of further study.
Inhalte des Moduls / Syllabus	Depends on the module at the university abroad
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Depends on the module at the university abroad