

Modul-Nr./ Module Code	BMSB1000
Modulbezeichnung / Module title	Business Management – Introduction and Organisation
Semester / Trimester	1 st
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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, both the basic studies and 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 Zusammensetzung / 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 (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	<p>Knowledge & Understanding: Basic concepts of business – The political, economic, social, and cultural environment – Organizational aspects – Main areas of business management; Transport Management, Project Management</p> <p>Furthermore, the students gain essential insights about the following topics:</p> <p>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</p>

	<p>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.</p> <p><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.</p> <p><u>Making judgements</u> Students are encouraged to devise and sustain arguments about basic economic concepts.</p> <p>Moreover, the discussion of different organisational structures in assessing the consequences for the company (employers, employees, strategy, internationalisation etc.) and its environment.</p> <p><u>Communication</u> Students are expected to present their arguments independently in written and oral form.</p> <p>In addition, the results obtained are discussed in class and are carried out in connection with group-exercises.</p> <p><u>Learning skills</u> The module provides the necessary skills needed to study further with a high level of individual autonomy.</p> <p>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.</p>
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<p>Inhalte des Moduls / Syllabus</p>	<p><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</p> <p><u>Part: Organisation:</u> Structure of organisations - Basic principles - Decentralisation - Centralisation - Single-line systems - Multi-line systems - Functional organisation - Divisional organisation - Matrix organisation</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Lectures, case studies, class discussions, group projects, project work</p>
<p>Besonderes / Special features</p>	<p>-</p>
<p>Literatur / Literature</p>	<p>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.</p>

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	BMSB1100
Modulbezeichnung / Module title	Introduction to Intercultural Management
Semester / Trimester	1 st
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	Without a detailed understanding of topics related to Intercultural Management, students can't operate in a globalized world. Consequently, students need to be aware of the guiding principles when working in multicultural teams or leading an international team. Appropriate intercultural training is the crucial prerequisite before being accepted for a global 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-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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 (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	<p><u>Knowledge & Understanding:</u> Students understand the relevance of responding to different cultural challenges (like values, norms, attitudes) in a global context.</p> <p><u>Applying Knowledge & Understanding:</u> Students use independent group work and case studies to explore different cultural aspects to understand the variety of cultural-based behaviours in business.</p> <p><u>Making Judgments:</u> By developing intercultural business guides, the students learn to detect and</p>

	<p>consider differences in multicultural teams. They understand that there is no leadership style that fits all situations in managing intercultural teams.</p> <p><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.</p> <p><u>Learning skills:</u> This module enables students to interact interculturally and behave correctly in an international team setting.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p><i>Management</i> - Definition, Roles, Skills <i>Culture</i> - Cultural Concepts, Cultural Models, Cultural Dimensions in Intercultural Management <i>Intercultural Management</i> - Basics of Cross-/Intercultural Management, Company Culture, Organisational Cultures, Mission, Vision <i>Interpersonal and Intercultural Communication</i> - Modes of Communication <i>Intercultural Management and Leadership</i> - Management: Definitions, Roles & Skills, Leadership: Definitions, Leadership: Philosophical Groundings, Leadership: Approaches <i>Leadership Foundations</i> - Leadership Styles</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Lecture - seminar form; Student group work with a focus on intercultural group management and self-organisation; Presentation</p>
<p>Besonderes / Special Features</p>	<p>-</p>
<p>Literatur / Literature</p>	<p>Compulsory Literature:</p> <p>Materials distributed with lecture notes.</p> <p>Recommended Literature:</p> <p>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</p> <p>Deresky, H. (2017), International Management: Managing across Borders and Cultures, 9th Ed., New Jersey</p>

	<p>Hall, E.T. (1997), Understanding Cultural Differences, Germans, French and Americans, Yarmouth</p> <p>Luthans, F., Doh, J. (2014), International Management: Culture, Strategy and Behavior, 9th Ed.</p> <p>Hofstede, G.H. (2001), Culture's consequences: comparing values, behaviors, institutions, and organizations across nations, 2nd Ed., Thousand Oaks</p> <p>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</p> <p>Trompenaars, F. (1994), Riding the waves of culture, Irwin, New York</p> <p>All titles are in the current edition. For updated bibliographies, see the course syllabus.</p>
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Modul-Nr./ Module Code	BMSB1200
Modulbezeichnung / Module title	Academic Core Competencies
Semester / Trimester	1 st
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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 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. phil. Natascha Loebnitz
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. phil. Natascha Loebnitz
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 h (86 h self-study; 64 h contact time)
SWS / Contact hours per week	4
Art der Prüfung / Assessment methods	Documentation (3.500 words) with presentation (ca. 10 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><u>Knowledge and Understanding</u></p> <ul style="list-style-type: none"> • To understand academic etiquette and the pitfalls to academic life • To understand and internalize the cohesion and clarity in academic writing and presentations • To understand the thin line between paraphrasing and plagiarism <p><u>Applying knowledge and understanding</u></p> <ul style="list-style-type: none"> • Students practice all rules taught and prove their understanding in application tasks • To analyzed the structure of a scientific research articles • To learn to read and think critically • To conduct research by applying suitable research methodology <p><u>Making judgements</u></p>

	<p>Students learn to analyse situations and choose rhetoric and linguistic tools appropriately.</p> <p><u>Communication</u></p> <ul style="list-style-type: none"> • To communicate to a variety of academic audiences • To give and receive useful feedback on writing for the purpose of revision <p><u>Learning skills</u></p> <p>Students are able to apply the expertise gained in class in other academic and professional contexts.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>I. Academic life:</p> <p><u>academic life:</u></p> <ul style="list-style-type: none"> ➤ transitioning from school to university ➤ critical thinking ➤ demeanor ➤ mental health among students ➤ intercultural competence <p><u>academic performance:</u></p> <ul style="list-style-type: none"> ➤ evidence-based tips on how to study ➤ procrastination ➤ time management <p>II. Academic Building Blocks:</p> <p>1. Academic Information Searching</p> <ul style="list-style-type: none"> • Smart searching • Managing information overload • The ABCs of scholarly sources • Verifying online sources <p>2. Academic Reading</p> <ul style="list-style-type: none"> • Understanding the organization of academic texts • Dealing with unknown vocabulary in a text • Reading critically and distinguishing between fact and opinion <p>3. Academic Writing</p> <ul style="list-style-type: none"> • Recognizing plagiarism and avoiding it

	<ul style="list-style-type: none"> • Use of sources (including quotation and paraphrase) and referencing conventions • Citation styles and reference management software • Academic styles and formatting • Writing process: from introduction to conclusion (pre-writing activities, drafting, feedback, revision and the wrap-up of assignment) • Proof-reading / checking work <p>4. Academic Listening, Speaking, and Presenting</p> <ul style="list-style-type: none"> • Taking notes in lectures and reporting on lecture notes • Asking for clarification • Language for leading/ taking part in seminars • Techniques for speaking clearly (in seminars and presentations) • Practicing seminar discussions (with feedback on participation, vocabulary and pronunciation) <p>III. Research Methodology</p> <ul style="list-style-type: none"> • Definition of research • Definition literature review • Ethical principles of research and challenges • Quantitative, qualitative and mixed methods approaches to research <p>Methods for sampling and data collection</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Lectures, seminars, videos, practical exercises (including presentations), and supervision are the cornerstones of the teaching method during this course.</p>
<p>Besonderes / Special Features</p>	<p>-</p>
<p>Literatur / Literature</p>	<p>Luiz Otavio Barros (2016). The Only Academic Phrasebook You'll Ever Need: 600 Examples of Academic Language.</p>

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

	<p>Hilary Glasman-Deal (2009). Science Research Writing For Non-Native Speakers Of English.</p> <p>Research articles and online readings/resources</p>
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Modul-Nr./ Module Code	BMSB1300
Modulbezeichnung / Module title	Accounting
Semester / Trimester	1 st
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	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	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-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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	<p><u>Knowledge & Understanding</u> The module delivers the basic approaches for the understanding of financial and managerial accounting figures and the corresponding processes.</p> <p><u>Applying Knowledge & Understanding</u> The gained theoretical knowledge is being applied in tasks close to reality and case studies.</p> <p><u>Making judgements</u> Students learn how decisions influence profitability and liquidity and as a result the success of businesses.</p> <p><u>Communication</u> This basic subject is a mix of ex cathedra lecturing where the students are actively involved by questions and discussions as</p>

	<p>well as by seminars presenting and defending the results of their homework</p> <p><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.</p>
Inhalte des Moduls / Syllabus	<p>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;</p> <p>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</p>
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Combination of lectures and seminars
Besonderes / Special features	-
Literatur / Literature	<ul style="list-style-type: none"> • 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.

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

	<ul style="list-style-type: none">• 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.
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Modul-Nr./ Module Code	BMSB1400
Modulbezeichnung / Module title	Basics of Business Law
Semester / Trimester	1 st
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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 modul may be taken by students from other modules or degree course that require a solid understanding of the basics of Business Law
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. iur. Christian Piroutek, LL.M.
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. iur. Christian Piroutek, LL.M.
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5 ECTS credits
Gesamtworkload und ihre Zusammensetzung / 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	<p><u>Knowledge and Understanding</u> The module aims at providing students with the fundamental structures and a basic systematical understanding of Business Law in Germany and Europe as well as its international relations.</p> <p>This particularly includes the basics of German constitutional law and EU law, i.e. the general distinction between Public Law and Private Law; the sources of law, the basic principles of state, basic rights (<i>Grundrechte</i>), the organizational structure of the EU and its fundamental freedoms.</p> <p>Furthermore, students will gain a solid understanding of the core basics and principles of Business Law as laid down in Book 1 and 2 of the German Civil Code (<i>Bürgerliches Gesetzbuch, BGB</i>). This particularly includes the prerequisites for</p>

	<p>the formation of contracts and how potential defects may be handled in this regard.</p> <p>Students will further develop the ability of applying the law by using legal methodology and thereby systematically solving legal issues and case studies.</p> <p><u>Applying knowledge and understanding</u> Students are capable of applying their knowledge and understanding of Business Law in case studies and group discussions on specific legal issues.</p> <p><u>Making judgments</u> Students are capable of identifying, analysing and form their own opinions on legal implications in the context of Business Law and the legal authorities that apply in this regard.</p> <p><u>Communication</u> Students are enabled to develop and communicate (legal) arguments and conclusions using basic legal methodology and core legal concepts by being actively involved in Q&A's, group exercises and discussions.</p> <p><u>Learning skills</u> Students are enabled to understand and apply basic legal concepts and authorities by using legal methodology in the context of Business Law. To this end, they get acquainted with (digital) tools for legal research and are able to independently identify and use primary and secondary legal sources</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>The module is structured into two parts.</p> <p>Part 1 syllabus: Law vs Justice – Legal systems of the world (Common Law, Civil Law, Religious Law, Hybrid law) – Constitutional and European basics of Business Law – Public Law and Private Law – Sources of Law – Basic principles of State – Basic rights (<i>Grundrechte</i>) – EU Law.</p>

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

	Part 2 syllabus: Introduction to the German Civil Code: History, structure and key concepts – Legal Transactions – Legal methodology – Rules on concluding contracts, i.e. declarations of will, offer and acceptance, capacity to contract, specific types of contract (sales contract, service contract, donation, lease agreement, etc.), voidability, agency.
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	The module is taught by a mixture of lectures and interactive sessions focusing on case studies including Q&A's, group exercises and discussions.
Besonderes / Special features	Guest lectures from practitioners
Literatur / Literature	<p><i>Robbers</i>, An Introduction to German Law, 7th edn, Nomos (2019)</p> <p><i>Jones</i>, Introduction to business law, 5th edn, OUP (2019)</p> <p><i>Richards/Mollica</i>, English Law and Terminology, 5th edn Nomos (2022)</p>

Modul-Nr./ Module Code	BMSB1600
Modulbezeichnung / Module title	Principles of Economics
Semester / Trimester	2 nd
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	<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 Eileen Murphy
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Eileen Murphy
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (86h 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	<p><u>Knowledge and understanding:</u> 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.</p> <p><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.</p>

	<p><u>Making judgements:</u> Students are able to analyse and assess current national & international economic policies.</p> <p><u>Communication:</u> The issues analysed by students have to be presented in class and theoretically substantiated.</p> <p><u>Learning skills:</u> Through guided and assessed analysis of current issues, students are prepared for a more independent study of such issues.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>Introduction - Economic science as a social science –economic theory based on doughnut economics for a ‘regenerative and distributive economy’, - the course draws on diverse schools of thought - new ways of economic thinking will be introduced. Market forms - Supply, demand & equilibrium - Markets and welfare - Public goods and private goods - Externalities – Social costs and social value – circularity in the economy. Macroeconomic goals and economic indicators - The scope and limitations of the GDP - Achieving economic growth avoiding further environmental damage- Inflation theories - the importance and workings of international trade – Current issues of global economic interaction.</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>This module is taught as a lecture interspersed with activities sections (Test questions, discussions, current video clips).</p>
<p>Besonderes / Special features</p>	<p>-</p>
<p>Literatur / Literature</p>	<p>Raworth K. (2017) Doughnut Economics, Seven Ways to Think like a 21st Century Economist, Chelsea Green</p> <p>Jackson T. (2011) Prosperity Without Growth: Economics for a Finite Planet, Earthscan</p>

Modul-Nr./ Module Code	BMSB1700
Modulbezeichnung / Module title	Introduction to Logistics & Supply Chain Management
Semester / Trimester	2 nd
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	This module is a prerequisite for the courses Comparative Country Studies in the Baltic Sea Region and Majors relating to Logistics and Supply Chain Management
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Eileen Murphy
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Eileen Murphy
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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 (K2)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><u>Knowledge and Understanding</u> Students draw on key logistics and supply chain management concepts and theories to inform a variety of business situations.</p> <p><u>Applying knowledge and understanding</u> Students apply logistics and supply chain management strategies to assist other functional areas of a business organisation.</p> <p><u>Making judgements</u> Students are encouraged to demise and sustain arguments about logistics & supply chain management issues.</p> <p><u>Communication</u></p>

	<p>Students interact and communicate effectively in team settings to solve problems in supply chain management.</p> <p><u>Learning skills</u> The Module provides the necessary skills needed to study further with a high level of individual autonomy.</p>
Inhalte des Moduls / Syllabus	<p>In this introductory module students will explore the elements of integrated business logistics and the role and application of logistics principles to supply/demand/value chain management. Students will appreciate how logistics and the closely related concept of supply chain management (SCM) underpin business or corporate strategy</p> <p>The subject also covers key activities related to logistics and supply chain management, including transportation, warehousing, inventory management, customer service. The module will be grounded on principals of green supply chains and sustainability in operations.</p>
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Class discussions, Individual and group presentations, Use of audio material and video clips and practical exercises.
Besonderes / Special features	
Literatur / Literature	Essentials of Supply Chain Management by Michael H. Hugos

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	BMSB1800
Modulbezeichnung / Module title	Data Literacy
Semester / Trimester	2 nd
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	This course is a preparatory course for further mathematically oriented subjects in BMS.
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-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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	<p><u>Knowledge & Understanding:</u> Students gain essential insights the computer-based analysis of data while using standard tools from the field of descriptive statistics.</p> <p><u>Applying knowledge and understanding</u> Students are aware of the PPDAC problem solving cycle. The course addresses methodology by means of real-world examples and offers students the chance training the use of the methodology on use cases with data.</p> <p><u>Making judgements</u> After the lecture the students are able to critically evaluate results of a data analysis in a broader context such as the origin of the data as well as its quality and representativity.</p>

	<p><u>Communication:</u> Results obtained are presented and discussed in class.</p> <p><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.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>Data representation, data quality, computer-based exploratory data analysis, dependence between variables, confounder variables variables and causality.</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>2 h/week lecture (seminar form) + 2 h/week exercises; accompanying tutorial</p>
<p>Besonderes / Special features</p>	<p>Practical application of the methodology in PC labs.</p>
<p>Literatur / Literature</p>	<ul style="list-style-type: none"> - Ben Jones (2020): Data Literacy Fundamentals: Understanding the Power & Value of Data, Data Literacy Pres. - Karsten Lübke, Martin Vogt (2014): Angewandte Wirtschaftsstatistik: Daten und Zufall (FOM-Edition) Taschenbuch, Springer Gabler. - Jordan Morrow (2021): Be Data Literate: The Data Literacy Skills Everyone Needs To Succeed, Kogan Page

Modul-Nr./ Module Code	BMSB1900
Modulbezeichnung / Module title	Project Management
Semester / Trimester	2 nd
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	Without a detailed understanding of topics related to project management, especially in an international context, students will not be able to operate in an increasingly “projectized” world successfully. Consequently, they need to know the basic project management concepts and standards when working in an international environment. Often project work is the first task 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-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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 (1,5 hour) with <i>Application practice</i> (30 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><u>Knowledge and Understanding</u> The course provides students with basic knowledge about project management according to the international PMI standard. Students will be able to differentiate between processes and projects; they will successfully manage projects in a global environment by considering intercultural challenges in project management.</p> <p><u>Applying knowledge and understanding</u></p>

	<p>The objective of the course is to understand and be able to apply the basic concepts of international project management and apply these concepts in a real-life environment/project.</p> <p><u>Making judgements</u> The planning and realization of a project are performed by students, which requires - among others - the development of the ability of prioritization, budget allocation and decision making.</p> <p><u>Communication</u> Communication skills required are:</p> <ul style="list-style-type: none"> • to discuss openly and sincerely in intercultural teams all matters of the project • to work cooperatively and effectively in a project team • to present the results of the project <p><u>Learning skills</u> Learning skills to be achieved are:</p> <ul style="list-style-type: none"> • 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
<p>Inhalte des Moduls / Syllabus</p>	<p>Definitions, Project Success, Project Structure, Project 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 Cost Estimation - Plan Cost Management, Estimate Costs Earned Value Management - Determine Budget, Control Costs</p>

Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Lecture - Seminar Form; Slidecast, Exercise, Quiz, Group work; Presentation
Besonderes / Special features	This course is offered in the blended learning format.
Literatur / Literature	<p>Compulsory Literature:</p> <p>Materials distributed with lecture notes.</p> <p>Recommended Literature:</p> <p>Pinto, J.K. (2016), Project Management: Achieving Competitive Advantage, 4th Ed.</p> <p>Project Management Institute (2021), A Guide to the Project Management Body of Knowledge (PMBOK Guide), 7th Ed.</p> <p>Project Management Institute (2006), Practice Standard for Work Breakdown Structures, 2nd Ed.</p> <p>All titles are in the current edition.</p> <p>For updated bibliographies, see the course syllabus.</p>

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	BMSB2000
Modulbezeichnung / Module title	International Law
Semester / Trimester	2 nd
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	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 the lecturer	Prof. Dr. Claudia Danker
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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 (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	<p><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.</p> <p><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.</p>

	<p><u>Making judgements</u> Students learn to analyse situations and are encouraged to devise and sustain arguments about basic cases concerning international law.</p> <p><u>Communication</u> Results obtained are discussed and presented in class and in the assignment.</p> <p><u>Learning skills</u> As explained under “Verwendbarkeit”, this module provides necessary skills needed for coping with the requirements of later studies.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>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.</p> <p>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.</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Lectures; group and project work; 2 small assignments and presentations</p>
<p>Besonderes / Special features</p>	<p>Guest lectures from practitioners</p>
<p>Literatur / Literature</p>	<p>Ilias Bantekas/Efthymios Papastavridis International Law Concentrate: Law Revision and Study Guide, Fifth Edition</p>

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

	Matthew J. Homewood, EU Law Concentrate, Law Revision and Study Guide, Seventh Edition
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Modul-Nr./ Module Code	BMSB1500 / BMSB2100
Modulbezeichnung / Module title	2nd Foreign Language I (A1) 2nd Foreign Language II (A1+ / A2)
Semester / Trimester	1 st / 2 nd
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls (Pflicht, Wahl, etc.) / module type (Compulsory, Elective etc.)	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	BMSB1510 German as a foreign language I (A1) BMSB2110 German as a foreign language II (A2)
	BMSB1520 Norwegian I (A1) BMSB2120 Norwegian II (A2)
	BMSB1530 Polish I (A1) BMSB 2130 Polish II (A2)
	BMSB1540 Russian I (A1) BMSB2140 Russian II (A1+)
	BMSB1550 Swedish I (A1) BMSB2150 Swedish II (A2)
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 Zusammensetzung / 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 (A1): Written examination (2 hour)
	2nd Foreign Language II (A1+ / A2): Written examination (2 hour)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2nd Foreign Language I (A1): 2,5 %
	2nd Foreign Language II (A1+ / A2): 2,5 %
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 (A2 / B1)'
Inhalte des Moduls / Syllabus	2nd Foreign Language I (A1) Basic skills in listening and reading comprehension as well as speaking and writing based on relevant vocabulary and grammar
	2nd Foreign Language II (A1+ / A2) 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 (A1), German as a Foreign Language II (A2)	
Modul-Nr. / Module code	BMSB1510 BMSB2110
Semester	1 st / 2 nd
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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 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 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	BMSB1510 German as a Foreign Language I (A1): Written examination (2 hour) BMSB2110 German as a Foreign Language II (A2): Written examination (2 hour)

Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSB1510 German as a Foreign Language I (A1): 2,5 % BMSB2110 German as a Foreign Language II (A2): 2,5 %
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	<p>1) Development of basic language knowledge such as vocabulary, grammar and pronunciation</p> <p>2) Development of written and oral communication skills so that the students</p> <ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<p>Lehrwerke [alternativ; Änderung vorbehalten]:</p> <ul style="list-style-type: none"> - Menschen (Hueber-Verlag) - Begegnungen (Schubert-Verlag) <p>Grammatiken [alternativ; Änderung vorbehalten]:</p> <ul style="list-style-type: none"> - Schritte (Hueber-Verlag) - em (Hueber-Verlag)

Bezeichnung der Module / Module title	
Norwegian I (A1) / Norwegian II (A2)	
Modul-Nr. / Module code	BMSB1520 BMSB2120
Semester / Trimester	1 st / 2 nd
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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 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	BMSB1520 Norwegian I (A1): Written examination (2 hour) BMSB2120 Norwegian II (A2): Written examination (2 hour)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSB1520 Norwegian I (A1): 2,5 % BMSB2120 Norwegian II (A2): 2,5 %
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).

	<p>- can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters.</p> <p>- can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.</p>
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	<p>- Use of various communicative tasks to practice the language knowledge and skills including, pair and group work, role play, presentations</p> <p>- Use of different teaching aids, e.g. modern textbooks, multimedia material and different sources for additional reading and listening material</p>
Besonderes / Special feature	Online exercises based on the textbook
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 (A1) / Polish II (A2)	
Modul-Nr. / Module code	BMSB1530 BMSB2130
Semester	1 st / 2 nd
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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 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	BMSB1530 Polish I (A1): Written examination (2 hour)

	BMSB2130 Polish II (A2): Written examination (2 hour)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSB1530 Polish I (A1): 2,5 % BMSB2130 Polish II (A2): 2,5 %
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	<p>1) Development of basic language knowledge such as vocabulary, grammar and pronunciation</p> <p>2) Development of written and oral communication skills so that the students</p> <ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	Guest lectures, Online learning as far as possible, online correspondence with partners from Poland
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 (A1) / Russian II (A1+)	
Modul-Nr. / Module code	BMSB1540 BMSB2140
Semester / Trimester	1 st / 2 nd
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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
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	BMSB1540 Russian I (A1): Written examination (2 hour) BMSB2140 Russian II (A1+): Written examination (2 hour)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSB1540 Russian I (A1): 2,5 % BMSB2140 Russian II (A1+): 2,5 %
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. neu Russisch für Anfänger. Kursbuch mit zwei Audio-CDs ISBN 978-3-12-527678-9 Übungsbuch mit Audio-CD ISBN 978-3-12-527679-6; computergestütztes Zusatzmaterial auf der Lernplattform „ILIAS“

Bezeichnung der Module / Module title	
Swedish I (A1) / Swedish II (A2)	
Modul-Nr. / Module code	BMSB1550 BMSB2150
Semester / Trimester	1 st / 2 nd
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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

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

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	BMSB1550 Swedish I (A1): Written examination (2 hour) BMSB2150 Swedish II (A2): Written examination (2 hour)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSB1550 Swedish I (A1): 2,5 % BMSB2150 Swedish II (A2): 2,5 %
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	- Niveaudifferenzierte Konversations- kurse [Änderung vorbehalten]

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

	<ul style="list-style-type: none">- lehrwerksspezifischer Input für verschiedene aktuelle Vokabellern-Apps (bspw. Vokabel, Cram) [Änderung vorbehalten]
Literatur / Literature	<ul style="list-style-type: none">- Tala svenska A1 / A2+ [Änderung vorbehalten]- verschiedene Zusatzmaterialien

Modul-Nr./ Module Code	BMSB2200
Modulbezeichnung / Module title	Corporate Finance
Semester / Trimester	3 rd
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	Corporate Finance is the area of finance dealing with monetary decisions 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	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-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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	<p><u>Knowledge & Understanding</u> The module delivers the basic approaches for understanding of figures and numerical data and the calculation basis to determine the efficiency of investments and tools of financing these.</p> <p><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</p> <p><u>Making judgements</u> Students learn how decisions influence profitability and liquidity and as a result the success of business decisions.</p>

	<p><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</p> <p><u>Learning Skills</u> Treat and work with the data and monetary framework as decision basis for entrepreneurial and general business decisions</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>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</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Combination of lectures and seminars</p>
<p>Besonderes / Special features</p>	<p>-</p>
<p>Literatur / Literature</p>	<ul style="list-style-type: none"> • 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.

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

	<ul style="list-style-type: none">• Pike, Richard & Neale, Bill; Corporate Finance and Investing, Prentice Hall, 6th or later eds.• Academic papers, newspapers, magazines, small case studies
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Modul-Nr./ Module Code	BMSB2300
Modulbezeichnung / Module title	International Financial Markets and Institutions
Semester / Trimester	3 rd
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	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	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-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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 (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	<p><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.</p> <p><u>Applying knowledge & understanding:</u> The gained theoretical knowledge is being applied in tasks close to reality and case studies.</p>

	<p><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.</p> <p><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.</p> <p><u>Learning skills:</u> Students will be able to understand the financial environment and financial decisions in a company.</p>
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	<ul style="list-style-type: none"> • 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

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	BMSB2400
Modulbezeichnung / Module title	Introduction to Marketing
Semester / Trimester	3 rd
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	It builds the marketing platform for the later following courses Principles & Applied International Marketing and the general business decision making process
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 Zusammensetzung / 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	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	<p><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.</p> <p><u>Applying Knowledge & Understanding</u> Introduction to basic instruments with case studies and a business game.</p> <p><u>Making judgments</u> Case studies and business games will challenge the students to make decisions in the marketing management process.</p> <p><u>Communication</u> Results obtained are discussed in class, presentations will be held, project meetings will be hold.</p>

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

	<p><u>Learning skills</u> These modules prepare the student to think in market- and decision -orientated business</p>
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	<p>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</p> <p>All titles in the current edition.</p>

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	BMSB2500
Modulbezeichnung / Module title	Introduction to Trade
Semester / Trimester	3 rd
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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 is a prerequisite for the courses International trade - Advanced Tools; Investment Strategies/Trade in the Baltic Sea Region
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Eileen Murphy
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Eileen Murphy
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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	<p><u>Knowledge and understanding</u> Students will be able to understand alternative theories of international trade and analyze international trade models. They will evaluate the impact of tariffs and non-tariff barriers as well as preferential trade arrangements on intensity of international trade.</p> <p><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.</p>

	<p><u>Making judgments</u> Students are encouraged to devise and sustain arguments about international marketing issues.</p> <p><u>Communication</u> Results obtained are discussed and presented in class and in the assignment.</p> <p><u>Learning skills</u> The module provides the necessary skills needed to study further with a high level of individual autonomy.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>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 also introduces the role and relevance of trade related institutions. The module considers the basic models of free trade and protectionism, applying them to help foster understanding of factor mobility, economies of scale and imperfect competition, the impact of tariffs and quotas.</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>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.</p>
<p>Besonderes / Special features</p>	<p>-</p>
<p>Literatur / Literature</p>	<p>The Economist International Trade and Sustainable Development Economic, Historical and Moral Arguments for Asymmetric Global Trade, Bob Milward ISBN 9781032085098 2021 by Routledge</p>

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	BMSB2600
Modulbezeichnung / Module title	Analytical Statistics
Semester / Trimester	3 rd
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	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-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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	<p><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</p> <p><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.</p> <p><u>Making judgements</u> The discussion of current national and international business situations results in interpreting of statistical parameters.</p> <p><u>Communication:</u></p>

	<p>Results obtained are discussed in class.</p> <p><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.</p>
Inhalte des Moduls / Syllabus	<p>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.</p>
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	<p>2 hours/week lecture (seminar form) + 2 hours/week PC practical exercise</p>
Besonderes / Special features	<p>Practical application of the methodology in PC labs.</p>
Literatur / Literature	<ul style="list-style-type: none"> • 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

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	BMSB2800
Modulbezeichnung / Module title	Comparative Country Studies in the Baltic Sea Region
Semester / Trimester	4 th
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	This module teaches background knowledge on which the special modules of later semesters build
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Eileen Murphy
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Eileen Murphy
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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 (1 hour) with <i>Application practice</i> (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><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.</p> <p><u>Applying knowledge and understanding</u> Students apply the knowledge of the overall framework in dealing with individual topics.</p> <p><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.</p> <p><u>Communication</u></p>

	<p>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.</p> <p><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 developments in the region.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>The Baltic Sea Region (BSR) - Definition - Geographical and Economic aspects - Political and economic alliances between member states, regions, and organisations (BCCA, CBSS, Hanseatic League, Nordic Council, etc.)</p> <p>Students will be provided with a perspective plans for the integration of the Sustainable Development Goals (SDGs) in their region's national and international policies</p> <p>The module will cover Inter- and transdisciplinary approaches which play a key role in finding sustainable development solutions in the region with a view to achieving the SDGs indicated by the United Nations 2030 Agenda for Sustainable Development.</p> <p>The module will cover strategies against climate change, renewable energy and current practices towards sustainable societies. Students will also understand the steps currently being taken towards a more circular economy in the region and how marine governance is managed.</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Lectures, group work, student presentations</p>
<p>Besonderes / Special features</p>	<p>Extensive use of current news footage (Internet, videos)</p>
<p>Literatur / Literature</p>	<ul style="list-style-type: none"> • Internet news sources; • Publications available through the Baltic University Programme: https://www.balticuniv.uu.se/bup-research/research-notes-letter/latest-research-in-the-baltic-sea-region/

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	BMSB2900
Modulbezeichnung / Module title	International Risk Management
Semester / Trimester	4 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	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	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-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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 (1 hour) with <i>Application practice</i> (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><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.</p> <p><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.</p> <p><u>Making judgments:</u></p>

	<p>By the mix of theory and reality students learn to analyse real situations by using and validating theoretical concepts in different business situations.</p> <p><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.</p> <p><u>Learning skills:</u> Students will be able to understand the financial environment and financial decisions in a company.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>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)</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Combination of lectures and seminars</p>
<p>Besonderes / Special features</p>	<p>-</p>
<p>Literatur / Literature</p>	<ul style="list-style-type: none"> • 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 Managerr Handbook, Wiley Finance, 6th or later eds. • Hull: Risk Management and Financial Institutions, Wiley Finance, 4th or later eds. • Wolke: Risk Management, De Gruyter/Oldenbourg • Academic papers, newspapers, magazines, small case studies

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	BMSB3000
Modulbezeichnung / Module title	Human Resource Management
Semester / Trimester	4 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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 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	WS2
Name der/des Hochschullehrer/s / Name of the lecturer	WS2
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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	<p><u>Knowledge and Understanding</u> Basic competence in knowledge and methods of current human resource work within enterprises (see “Curriculum of the module”).</p> <p><u>Applying knowledge and understanding</u> The lectures are accompanied by students’ presentations and some case studies.</p> <p><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.</p>

	<p><u>Communication</u> Results obtained are discussed in class.</p> <p><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.</p>
Inhalte des Moduls / Syllabus	<p>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)</p>
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Lecture
Besonderes / Special features	
Literatur / Literature	<p>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</p>

Modul-Nr./ Module Code	BMSB3100
Modulbezeichnung / Module title	Principles of International Marketing
Semester / Trimester	4 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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 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-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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	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	<p><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.</p> <p><u>Applying knowledge & understanding</u> Lectures, case studies, class discussions</p> <p><u>Making judgements</u></p>

	<p>Students are encouraged to devise and sustain arguments about international marketing issues.</p> <p><u>Communication</u> Students are expected to present their arguments independently in written and oral form.</p> <p><u>Learning skills</u> The module provides the necessary skills needed to study further with a high level of individual autonomy.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>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</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Lectures, case studies, class discussions, project work</p>
<p>Besonderes / Special features</p>	<p>-</p>
<p>Literatur / Literature</p>	<p>Hollensen, S. Global marketing – a market-responsive approach, Prentice-Hall Europe, London.</p> <p>Keegan, W.J., Global marketing management, Prentice-Hall, Upper Saddle River, NJ.</p> <p>Kotler, Ph., Armstrong, G., Saunders, J., Wong, V., Principles of marketing: the European edition, Prentice Hall, London.</p> <p>Noack, A., Business Essentials, Oldenbourg Verlag.</p> <p>Albaum, Gerald, Strandskov, J., Duerr, E., Dowd, L., International marketing and export management, Addison Wesley, Reading.</p> <p>de Mooij, M. Global marketing and advertising – understanding cultural paradoxes, Sage Publications, London.</p>

Modul-Nr./ Module-Code	BMSB3200
Modulbezeichnung / Module title	SAP Business Computing
Semester / Trimester	4 th Semester
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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 (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	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 Verborg
Name der/des Hochschullehrer/s / Name of the lecturer	WS24 / Prof. Dr. Knut Verborg
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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)	Project work with documentation plus written examination (K1)
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)

	<p>tools, understanding their potential and features.</p> <p><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 mainly SAP software.</p> <p><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.</p> <p><u>Communication</u> Students are expected to present and discuss the results of their SAP based case studies in class.</p> <p><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.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>Part ERP:</p> <ul style="list-style-type: none"> • Basics of standard Business Software • Introduction to the essential functions of an ERP system • Support of selected processes using SAP • Practical exercises using SAP S/4HANA • Complex and realistic case studies in different business areas (such as Sales, Controlling, HR, Materials Management, Production Planning and Execution)

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

	<p>Part Reporting and Visualization:</p> <ul style="list-style-type: none"> • Concepts and Architecture of Data Warehousing • Reporting (tables, charts, geographic maps) with state-of-the-art BI tools as (at the time of writing this) MS Excel, SAP Analytics Cloud • Rules and tricks for designing professional visualizations like the International Business Communication Standard (IBCS)
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Lectures, practical exercises in the PC lab, case studies, class discussions, group projects</p>
<p>Besonderes / Special features</p>	<p>-</p>
<p>Literatur / Literature</p>	<p>http://help.sap.com Additional literature will be provided in the course as needed.</p>

Modul-Nr./ Module Code	BMSB2700 / BMSB3300
Modulbezeichnung / Module title	2nd Foreign Language III (A2 / B1) 2nd Foreign Language IV (A2+ / B1+)
Semester / Trimester	3 rd & 4 th
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls (Pflicht, Wahl, etc.) / module type (Compulsory, Elective etc.)	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 (B1) BMSIB3310 German as a foreign language IV (B1+)
	BMSIB2720: Norwegian III (B1) BMSIB3320: Norwegian IV (B1+)
	BMSIB2730: Polish III (A2) BMSIB3330: Polish IV (A2+)
	BMSIB2740: Russian III (A2) BMSIB3340: Russian IV (A2+)
	BMSIB2750: Swedish III (B1) BMSIB3350: Swedish IV (B1+)
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 Zusammensetzung / 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 (A2 / B1) Written examination (2 hours) + oral examination (approx. 15 min)
	2nd Foreign Language IV (A2+ / B1+) Written examination (2 hours) + oral examination (approx. 15 min)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2nd Foreign Language III (A2 / B1): 2,5 %
	2nd Foreign Language IV (A2+ / B1+): 2,5 %

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 (A2 / B1) 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 (A2+ / B1+) 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 (B1), German as a Foreign Language IV (B1+)	
Modul-Nr. / Module code	BMSIB2710 BMSIB3310
Semester	3 rd / 4 th
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Compulsory optional subjects
Häufigkeit des Angebots der Module / The module is offered	Annually
Zugangsvoraussetzungen / Prerequisites for attending	BMSIB2710: German as a Foreign Language I (A1) BMSIB3310: German as a Foreign Language II (A2)
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 credits	3 rd semester 5 ECTS credits 4 th semester 5 ECTS credits

Gesamtworkload und ihre Zusammensetzung / 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 (B1): Written examination (2 hours) + oral examination (approx. 15 minutes) BMSIB3310 German as a Foreign Language IV (B1+): 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 (B1): 2,5 % BMSIB3310 German as a Foreign Language IV (B1+): 2,5 %
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 / Special feature	-
Literatur / Literature	Lehrwerke [alternativ; Änderung vorbehalten]: <ul style="list-style-type: none"> - Menschen (Hueber-Verlag) - Begegnungen (Schubert-Verlag) - Sicher B1+ (Hueber-Verlag) Grammatiken [alternativ; Änderung vorbehalten]: <ul style="list-style-type: none"> - Schritte (Hueber-Verlag) - em (Hueber-Verlag)

Bezeichnung der Module / Module title	
Norwegian III (B1) / Norwegian IV (B1+)	
Modul-Nr. / Module code	BMSIB2720 BMSIB3320
Semester	3 rd / 4 th
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Compulsory optional subjects
Häufigkeit des Angebots der Module / The module is offered	Annually
Zugangsvoraussetzungen / Prerequisites for attending	BMSIB2720: Norwegian I (A1) BMSIB3320: Norwegian II (A2)
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 credits	3 rd semester 5 ECTS credits 4 th semester 5 ECTS credits
Gesamtworkload und ihre Zusammensetzung / 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 (B1): Written examination (2 hours) and oral examination (approx. 15 min) BMSIB3320 Norwegian IV (B1+): Written examination (2 hours) and oral examination (approx. 15 min)

Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSIB2720 Norwegian III (B1): 2,5 % BMSIB3320 Norwegian IV (B1+): 2,5 %
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 / Special feature	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 (A2) / Polish IV (A2+)	
Modul-Nr. / Module code	BMSIB2730

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

	BMSIB3330
Semester	3 rd / 4 th
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Compulsory optional subjects
Häufigkeit des Angebots der Module / The module is offered	Annually
Zugangsvoraussetzungen / Prerequisites for attending	BMSIB1530: Polish I (A1) BMSIB2130: Polish II (A2)
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
Gesamtworkload und ihre Zusammensetzung / 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 (A2): Written examination (2 hours) and oral examination (approx.15 min) BMSIB3330 Polish IV (A2+): Written examination (2 hours) and oral examination (approx.15 min)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSIB2730: Polish III (A2): 2,5 % BMSIB3330: Polish IV (A2+) 2,5 %
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.

	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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 / Special feature	Gastvorträge, Online-Learning (soweit möglich), Online Korrespondenz mit Partnern aus Polen, Tagesexkursion nach Polen (soweit möglich)
Literatur / Literature	<p>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.</p>

Bezeichnung der Module / Module title	
Russian III (A2) / Russian IV (A2+)	
Modul-Nr. / Module code	BMSIB2740 BMSIB3340
Semester	3 rd & 4 th
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Compulsory optional subjects
Häufigkeit des Angebots der Module / The module is offered	Annually
Zugangsvoraussetzungen / Prerequisites for attending	BMSIB1540: Russian I (A1) BMSIB2140: Russian II (A1+)
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

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

	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
Gesamtworkload und ihre Zusammensetzung / 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 (A2): Written examination (2 hours) and oral examination (15 min) BMSIB3340 Russian IV (A2+): Written examination (2 hours) and oral examination (15 min)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSIB2740 Russian III (A2): 2,5 % BMSIB3340 Russian IV (A2+): 2,5 %
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 / Special feature	Online-Anteil, Zusatzmaterial auf der Lernplattform "ILIAS"
Literatur / Literature	Ясно! / Jasno! A1-A2. neu Russisch für Anfänger. Kursbuch mit zwei Audio-CDs ISBN 978-3-12-527678-9 Übungsbuch mit Audio-CD ISBN 978-3-12-527679-6; computergestütztes Zusatzmaterial auf der Lernplattform „ILIAS

Bezeichnung der Module / Module title	
Swedish III (B1) / Swedish IV (B1+)	
Modul-Nr. / Module code	BMSIB2750 BMSIB3350
Semester	3 rd & 4 th
Dauer des Moduls / Duration of the module	2 semesters
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Compulsory optional subjects
Häufigkeit des Angebots der Module / The module is offered	Annually
Zugangsvoraussetzungen / Prerequisites for attending	BMSIB1550 Swedish I (A1) BMSIB2150 Swedish II (A2)
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
Gesamtworkload und ihre Zusammensetzung / 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 (B1): Written examination (2 hours) and oral examination (approx. 15 min)

	BMSIB3350 Swedish IV (B1+): Written examination (2 hours) and oral examination (approx. 15 min)
Gewichtung der Note in der Gesamtnote / Weight in final grade	BMSIB2750 Swedish III (B1): 2,5 % BMSIB3350 Swedish IV (B1+): 2,5 %
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 / Special feature	- Niveaudifferenzierte Konversationskurse [Änderung vorbehalten] - lehrwerksspezifischer Input für verschiedene aktuelle Vokabellern- Apps (bspw. Vokabel, Cram) [Änderung vorbehalten]

Literatur / Literature	<ul style="list-style-type: none">- Tala svenska A2+ [Änderung vorbehalten]- Wörterbuch (Langenscheidt)- verschiedene Original- und Zusatzmaterialien
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Modul-Nr./ Module-Code	BMSB3400
Modulbezeichnung / Module title	Internship Semester
Semester / Trimester	7 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	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
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	840 hours
SWS / Contact hours per week	At least 21 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	<p><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.</p> <p><u>Applying Knowledge & Understanding</u> Knowledge of the studies are applied and deepened during the internship semester. (expertise, soft skills ...)</p> <p><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.</p> <p><u>Communication</u> The results of the internship semester are presented in a report.</p> <p><u>Learning skills</u></p>

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

	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 21-weeks
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Field study

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	BMSB3500
Modulbezeichnung / Module title	Internship Evaluation
Semester / Trimester	7 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	BMSB3400 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 Zusammensetzung / 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	<p><u>Knowledge & Understanding</u> Students having done their internship are encouraged to:</p> <ul style="list-style-type: none"> • 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 <p><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.</p> <p><u>Making judgments</u></p>

	<p>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.</p> <p><u>Communication</u> The results of the internship semester are presented in a report.</p> <p><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.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>Systematic analysis of the internship (written report): project / Strengths / Weaknesses conclusions for studying – conclusions for future career – intercultural aspects – social aspects</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Field study</p>

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	BMSB3600
Modulbezeichnung / Module title	Practical Insights into International Business (Excursion)
Semester / Trimester	8 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	Recommendable: 3 rd semester
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other module and degree courses	The students will significantly improve their international and cross-cultural competence. Furthermore, the students will deepen their theoretical knowledge 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	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (118 self-study; 32 contact time)
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Project work with a documentation (3.500 words) and a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	-
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><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.</p> <p><u>Applying Knowledge & Understanding</u> Under the guidance of the professor in charge, students prepare the excursion and contribute to the final report. Moreover, this Module is mainly designed to establish a strong link between theoretical knowledge and the requirements of day-to-day business processes.</p>

	<p><u>Making judgments</u> Students learn to notice and consider the differences between regions and institutions.</p> <p>Students learn to assess the validity of theoretical concepts in current business life.</p> <p><u>Communication</u> Results of (group) work are presented in oral and written form (reports, minutes, excursion reports)</p> <p><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.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>Specific topics depending on the academic profile of the professors in charge.</p> <p>General structure:</p> <ul style="list-style-type: none"> • 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 / institutions / university themselves and • the preparation of the written report.
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Project (individual data pooling, group work, group discussion, preparation of a field trip report, preparation of a video spot)</p>

Modul-Nr./ Module Code	BMSB3700
Modulbezeichnung / Module title	Applied Project Management
Semester / Trimester	8 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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	BMSB1900
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 essential 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 Zusammensetzung / 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	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><u>Knowledge & Understanding</u> Students gain essential insight into the purpose and nature of academic conferences.</p> <p><u>Applying Knowledge & Understanding</u> Students prepare and carry out each step in preparing for an academic conference (specifying the topic, devising workshops, choosing presenters, defining the target audience, inviting guests etc.)</p> <p><u>Making judgments</u> Students learn to understand the interplay of objectives and basic frameworks.</p> <p><u>Communication</u></p>

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

	<p>Results of (group) work are presented in oral and written form (reports, minutes, conference proceedings)</p> <p><u>Learning skills</u> This module prepares students for the organisation of different events. Students learn to interact with other stakeholders in event organisations within their university.</p>
<p>Inhalte des Moduls / Curriculum of the module</p>	<p>The topic changes from year to year depending on the academic profile of the professor in charge.</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching Methods of the module</p>	<p>Project (individual data collection, group work, group discussion, Conference proceedings)</p>

Modul-Nr./ Module Code	BMSB3800
Modulbezeichnung / Module title	Scientific Circle for Bachelor Thesis
Semester / Trimester	8 th
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	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. BMSB3400 Internship and BMSB3500 Internship Evaluation
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
Gesamtworkload 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	BMSB3900	
Modulbezeichnung / Module title	Bachelor Thesis	
Semester / Trimester	8 th	
Dauer des Moduls / Duration of the module	1 semester	
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Compulsory subject	
Ggfs. Lehrveranstaltungen des Moduls / if applicable: sub-modules	BMSB3910 Written Bachelor Thesis	
	BMSB3920 Colloquium	
Häufigkeit des Angebots des Moduls / The module is offered	Each semester	
Zugangsvoraussetzungen / Prerequisites for attending	BMSB3910 Written Bachelor Thesis: 210 ECTS-Credits incl. BMSB3400 Internship; BMSB3500 Internship Evaluation; BMSB3800 Scientific Circle for Bachelor-Thesis	
	BMSB3920 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 Zusammensetzung / Workload and its composition	450 hours (386 self-study; 64 h contact time)	
Art der Prüfung / Assessment methods	Written Bachelor-Thesis with subsequently 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)	

Modul-Nr./ Module Code	BMSB4000
Modulbezeichnung / Module title	Lean Management
Semester / Trimester	5 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-module	-
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	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.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Eileen Murphy
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Eileen Murphy
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (86 h self-study, 64 h contact time)
SWS / Contact hours 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	<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.

	<p><u>Applying knowledge & understanding</u> Students learn to evaluate approaches of customer focus and develop a questionnaire.</p> <p><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.</p> <p><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.</p> <p><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.</p>
Inhalte des Moduls / Syllabus	<p>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</p>
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Lecture – Seminar Form, Group work with presentation, Case study
Besonderes / Special features	-
Literatur / Literature	<p>Compulsory Literature</p> <p>Materials distributed with lecture notes.</p> <p>Recommended Literature</p>

	<p>Akao, Y. (1990), Quality Function Deployment - Integrating Customer Requirements into Product Design, Portland</p> <p>Boxwell, R.J. (1994), Benchmarking for Competitive Advantage, McGraw-Hill</p> <p>Buzell, R., Gale, B. (1989), Das PIMS Programm, Wiesbaden</p> <p>Deming, E. (1986), The Deming Management Method, Michigan</p> <p>George, M.L. (2002), Lean Six Sigma: Combining Six Sigma Quality with Lean Production Speed, New York</p> <p>Imai, M. (1997), Gemba Kaizen: A Commonsense, Low-Cost Approach to Management, McGraw Hill Professional</p> <p>Kaplan, R.S., Norton, D.P. (1992), The Balanced Scorecard: Measures that Drive Performance, Harvard Business Review 70, no. 1, pp. 71-79</p> <p>Liker, J. (2004), The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer, New York</p> <p>Ohno, T. (1988), Toyota Production System: Beyond Large-scale Production, Portland</p> <p>Smith, G.D., Arnold, D.R., Bizzell, B.G. (1988), Business strategy and policy, 2nd Ed., Boston</p> <p>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</p>
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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	BMSB4100	
Modulbezeichnung / Module title	Innovation Management	
Semester / Trimester	BMSB4110: 5 th	
	BMSB4120: 6 th	
Dauer des Moduls / Duration of the module	2 semesters	
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Major (Elective)	
Ggfs. Lehrveranstaltungen des Moduls / if applicable: sub-modules	BMSB4110: Innovation Management	
	BMSB4120: Idea Generation & Assessment	
Häufigkeit des Angebots des Moduls / The module is offered	BMSB4110: Annually (winter semester)	
	BMSB4120: 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	Globalization and the related shorter life cycles require a more strategic approach to innovation management. Aspects of innovation management are vital for every organization and every student. The module helps the student to identify, analyze and implement product and service innovations in organizations. That is support by an understanding of creativity and business models in the context of innovation management.	
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Björn P. Jacobsen	
Name der/des Hochschullehrer/s / Name of lecturer	Prof. Dr. Björn P. Jacobsen	
Lehrsprache / Language of instruction	English	
Zahl der zugeteilten ECTS-Credits / Number of ECTS credits	2	5
	3	
Gesamtworkload 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)	
	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>	

	<p>Students will be required to identify and analyze product and service innovations in selected markets.</p> <p><u>Making judgments</u> Students learn to assess the relevance of innovations and their contribution to the success of the company.</p> <p><u>Communication</u> The results of the innovation identification and analysis are presented in written form.</p> <p><u>Learning skills</u> This module prepares students for a well-judged approach to all questions that are related to innovation. Also, they know how to initiate and handle innovations and can apply methods of innovation management in any given company</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>BMSB4110: Definition and characteristics of innovation Triggers of innovation Objects of innovation Types and pace of innovation History of innovation Design Thinking (DT) background - Rationale, history, DT in practice DT elements: Basics, understand, observe, point of view, ideate, prototype, test DT tools - Tools in phases understand, observe, point of view, ideate, prototype, test</p> <p>BMSB4120: Creativity management: Background, routine of innovation and creativity, curiosity, creativity, risk-taking, collaboration</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Seminar elements, Slidcasts, Exercise, Quiz, Group Work, Presentation</p>
<p>Besonderes / Special features</p>	<p>This course is offered in the blending learning format.</p>
<p>Literatur / Literature</p>	<p>Compulsory Literature:</p> <p>Materials distributed with the syllabus.</p> <p>Recommended Literature:</p> <p>Christensen, C.M. (2003), The Innovator's Dilemma: When New</p>

	<p>Technologies Cause Great Firms to Fail, 3rd Ed., HBS Press, Cambridge, MA</p> <p>Hamel, G, Prahalad, C.K. (1994), Competing for the Future, Boston</p> <p>Jacobsen, B.P. (2021), Introduction to Design Thinking, NMC Education</p> <p>Trott, P. (2011), Innovation Management and New Product Development, 5th Ed., Harlow</p> <p>Vahs, D., Brem, A. (2013), Innovationsmanagement; Von der Idee zur erfolgreichen Vermarktung, 4th Ed., Stuttgart: Schäffer-Poeschel.</p> <p>All titles in the current edition.</p> <p>For updated bibliographies, see the course syllabus</p>
	<p>Compulsory Literature:</p> <p>Materials distributed with the syllabus.</p> <p>Recommended Literature:</p> <p>Jacobsen, B.P. (2021), Introduction to Design Thinking, NMC Education</p> <p>All titles in the current edition.</p> <p>For updated bibliographies, see the course syllabus</p>

Modul-Nr./ Module Code	BMSB4200
Modulbezeichnung / Module title	Intercultural Management & Psychology
Semester / 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	BMSB4210 Intercultural Management (Advanced) BMSB4220 Introduction to Psychology
Häufigkeit des Angebots des Moduls / The module is offered	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommended: 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	Prof. Dr. Björn P. Jacobsen N.N.
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 (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written exam (2 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 concept of effective leadership in an international context and its application and relevance to managing daily business. Also, they are capable of being a valuable team player in a multicultural team. Furthermore, students acquire a basic understanding of the science of psychology, the different approaches developed throughout history, the interplay between reason and emotion, consciousness and subconsciousness,

	<p>group and individual(s), human typology, psychological aspects of leadership, and the road and obstacles to peak performance.</p> <p><u>Applying Knowledge & Understanding</u> The students learn how to address challenging situations, both from leadership and team member. Selected examples from different cultural backgrounds confront the students with specific intercultural thinking that enables them to react accordingly. They will form teams and provide them with a clear vision, mission, values and strategic goals.</p> <p><u>Making judgments</u> Students will identify and analyse leadership styles and reflect on the strengths 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 can give recommendations.</p> <p>Moreover, the experiments carried out in class will ensure that students can obtain a first evaluation of the validity & usefulness of the theories discussed</p> <p><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.</p> <p>Also, the results obtained are communicated in both oral presentations and readers</p> <p><u>Learning skills</u> This module enables students to successfully lead intercultural teams as well as be valuable team members</p> <p>The module also prepares the students to understand themselves and others better, communicate more effectively, enhance their leadership skills, and achieve peak performance even in complex settings.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>BMSB4210: Management and Leadership - Management: Definitions, Philosophical Groundings, Behaviours and Styles </p>

	<p>Leadership Foundations - Leadership Styles, Successful Leadership, International Leadership Leadership in an International Context GLOBE Study, Insights from the GLOBE Study Teamwork - Definition, Team Building, Intercultural Challenges, Intercultural Team Building Motivation - Nature of Motivation, Content Theories, Process Theories, Motivation Applied</p>
	<p>BMSB4220:</p> <ol style="list-style-type: none"> 1) The reasons for 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 <p>Achieving peak performance</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Seminars, Slidcasts, Exercise, Quiz, Group Work</p>
<p>Besonderes / Special features</p>	
<p>Literatur / Literature</p>	<p>BMSB4210: Hodgetts, R.M., Luthans, F. (2014), <i>International Management: Culture, Strategy, and Behavior</i>, 9th Ed., NY. Kreitner, R. (2008), <i>Management</i>, 11th ed., Boston Mead, R., Andrews, T.G. (2009), <i>International Management</i>, 4th ed., Chichester.</p> <p>BMSB4220: Gross, R.: <i>Psychology: The Science of Mind and Behaviour</i>. Duhigg, C.: <i>The Power of Habit. Why we do what we do and how to change</i>.</p>

Modul-Nr./ Module Code	BMSB4300
Modulbezeichnung / Module title	Future Management
Semester / 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	Recommended: Successful completion of BMS foundation courses.
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other module and degree courses	Above all, future management identifies and assesses early signals, trends and megatrends are vital for every organization - regardless of its size or industry focus. This module helps students to identify, analyze and assess relevant future developments. In addition, globalization and the related shorter life cycles require a more strategic approach to future Management, which this module meets.
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 Zusammensetzung / 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 (2 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p>Knowledge & Understanding Students understand the importance of identifying and analyzing future developments to compete in a business environment characterized by ever shorter product life cycles. They acquire the competencies to identify, assess and apply trends in developing the service and/or product portfolio.</p> <p>Applying Knowledge & Understanding Students will be required to identify and analyze future developments in various</p>

	<p>industries. Results will be applied to a selected future management tool.</p> <p><u>Making judgments</u> Students learn to assess the (ir)relevance of future developments and their potential contribution to the organisation's success.</p> <p><u>Communication</u> The results of the trend identification and analysis are presented in written form.</p> <p><u>Learning skills</u> This module prepares students for a well-judged approach to all questions related to future trends. In addition, they know how to identify and assess trends can apply methods of trend analysis in any given company</p>
Inhalte des Moduls / Syllabus	Background to Foresight - What and Why? The Foresight Process and Framework Foresight Methods and Tools: Overview, SWOT and Roadmapping Roadmapping: Standard Roadmap - Market, Product, Technology and Roadmapping
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Seminar; Slidecast, Exercise; Quiz, Group work; Presentation
Besonderes / Special features	This course is offered in the blending learning format.
Literatur / Literature	<p>Compulsory Literature</p> <p>Materials distributed with lecture notes.</p> <p>Recommended Literature</p> <p>Chan Kim, W., Mauborgne, R. (2005), Blue Ocean Strategy</p> <p>Christensen, C.M., Anthony, S.D., Roth, E.A. (2004), Seeing What's Next, Boston</p> <p>Hamel, G, Prahalad, C.K. (1994), Competing for the Future, Boston</p> <p>All titles are in the current edition.</p> <p>For updated bibliographies, see the course syllabus.</p>

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	BMSB4400
Modulbezeichnung / Module title	International Management
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	Recommended: 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. Björn P. Jacobsen
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	Depending 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 Management.</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> <p><u>Learning skills</u> The module prepares students for the more advanced work of further study.</p>

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

Inhalte des Moduls / Syllabus	Depending on the module at the university abroad
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Depending on the module at the university abroad

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	BMSB5000
Modulbezeichnung / Module title	Valuation
Semester / Trimester	5 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-module	-
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	This module consist of two parts: Wealth Management and Mergers & Acquisitions and its valuation approaches. It provides an introduction of the M&A process and the pros and cons for companies doing M&A while also offering an in-depth understanding of the Discounted Cash Flow Analysis as a tool to value companies. Furthermore, it enables students to understand how wealth is managed and what techniques can be used for investment decisions. Therefore the module offers is a solid basis for a master in finance or asset management
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. M. Scheibel
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. M. Scheibel
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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	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	<p><u>Knowledge & Understanding</u> The students learn how to structure an M&A process and how to value companies. They also get an understanding of international capital markets, their chances and risks as place for financial investments, fundamental knowledge on portfolio theory and asset management.</p> <p><u>Applying Knowledge & Understanding</u></p>

	<p>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.</p> <p>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</p> <p><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.</p> <p>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</p> <p><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</p> <p><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</p> <p>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</p>
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<p>Inhalte des Moduls / Syllabus</p>	<p>Introduction to Mergers & Acquisitions, the M&A process, business forecasting, valuation techniques – Discounted Cash Flow analysis, synergies</p> <p>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</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Combination of lectures and seminars (case studies)</p>
<p>Besonderes / Special features</p>	<p>Stock market game</p>
<p>Literatur / Literature</p>	<ul style="list-style-type: none"> • 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. • 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.

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

	<ul style="list-style-type: none">• 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
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Modul-Nr./ Module Code	BMSB5100
Modulbezeichnung / Module title	Economic Integration and MNEs
Semester / Trimester	5 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-module	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	
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 strategic decisions and its economic rationales. Furthermore, this module provides necessary theoretical, methodological and practical skills needed for later studies in international business.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Dirk Engel
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Dirk Engel
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 h (118 h self-study; 32 h contact time)
SWS / Contact hours 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	<p><u>Knowledge and understanding</u> The students will get knowledge in and able to deal with theories of foreign direct investment of multinational enterprises and its practical applications working on cases and empirical studies based on micro databases.</p> <p><u>Applying knowledge and understanding</u> Students will learn how to apply taught knowledge through gathering and processing information, comprehending management decisions in international business and articulating what they have discovered.</p> <p><u>Making judgments</u> Students learn to analyze management decision situations and are encouraged</p>

	<p>to devise and sustain arguments about certain investment decisions.</p> <p><u>Communication</u> Case studies as well as academic papers illustrating determinants and effects of investments abroad are discussed in the class.</p> <p><u>Learning skills</u> The module equip students with knowledge and practical skills for the demands of the international workplace in a MNE or for further study.</p>
Inhalte des Moduls / Syllabus	<p>The main purpose of this module is to provide students with a framework for making decisions related to investments abroad. Main topics are: Economic rationales for economic integration; Theories to foreign direct investment; MNEs' geographic scope; Parent company-subsidiary relationship; Economic effects of FDI</p>
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Lecture, seminaristic (discussion of scientific papers), presentation by students, control questions
Besonderes / Special features	
Literatur / Literature	<p>Charles W. Hill : International Business (current edition)</p> <ul style="list-style-type: none"> Selected articles from international peer-reviewed journals (online available)

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	BMSB5200
Modulbezeichnung / Module title	Managing Value
Semester / 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-module	-
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	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-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / 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	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	<p><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.</p> <p><u>Applying knowledge and understanding</u> Students have to come to terms with situations where they have to make decisions with limited resources and</p>

	<p>information but still plan a future path that leads to sound business development.</p> <p><u>Making judgements</u> Lectures, case studies, class discussions, projects</p> <p><u>Communication</u> Presenting and defending a business plan is an indispensable skill to be acquired in the course</p> <p><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.</p>
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	<ul style="list-style-type: none"> • 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 • Damodaran: Investment Valuation, 3rd ed. Wiley • Palepu, Bernhard and Healy: Business Analysis & Valuation, South Western

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	BMSB5300
Modulbezeichnung / Module title	International Commercial Law and Dispute Resolution
Semester / 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-module	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommended: Successful completion of BMSB1400 Basics of Business Law BMSB2000 International Law
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Other internationally orientated business, law or finance related degree programs
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. iur. Christian Piroutek, LL.M.
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. iur. Christian Piroutek, LL.M.
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 h (118 h self-study; 32 h contact time)
SWS / Contact hours per week	2
Art der Prüfung / Assessment methods	Written examination (2 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p>Knowledge and understanding Students gain essential knowledge and understanding of the law and practice relating to conducting cross-border business in general and sales contracts in particular. In addition, students learn how to avoid and solve commercial disputes that may arise in this regard.</p> <p>After completing the course, students are in particular familiar with the basics of international private law (e.g. determining the applicable law to the contract), the United Nations Convention on Contracts for the International Sale of Goods ("CISG") and the UNIDROIT principles for commercial contracts.</p> <p>Furthermore, students obtain a strong conceptual understanding of the distinct systems of dispute resolution in the</p>

	<p>context of international commercial business activities, in particular mediation, arbitration or court litigation, with a focus on international commercial arbitration.</p> <p><u>Applying knowledge and understanding</u> Students are capable of applying their knowledge and understanding of commercial law and dispute resolution in case studies and group discussions on specific legal issues.</p> <p><u>Making judgments</u> Students are capable of using comparative legal materials and identifying, analysing and form their own opinions on legal implications in the context of cross border business and the main legal authorities that apply in this regard</p> <p><u>Communication</u> Students are enabled to communicate arguments and conclusions using basic legal methodology and core legal concepts by being actively involved in Q&A's, group exercises and discussions.</p> <p><u>Learning skills</u> Students are enabled to understand and apply basic legal concepts and authorities by using legal methodology in the context of international commercial law and dispute resolution. To this end, they get acquainted with (digital) tools for legal research and are able to independently identify and use the primary and secondary legal sources that apply in this regard.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>Nature and sources of international commercial law – Distinction between common law and civil law jurisdictions – Key risks associated with international trade and the challenges for international commercial law – Determination of the applicable law — Background, application and scope of the UNIDROIT principles and the CISG – Key provisions of the CISG including a comparison to national laws and regulations</p>

	<p>Comparison of different dispute resolution methods in the context of international commercial contracts, i.e. mediation, arbitration and litigation – Nature and sources of international commercial arbitration – The arbitration agreement – Powers and duties of the arbitral tribunal – Conduct of the arbitration – UNCITRAL and ICC Arbitration Rules – recognition and enforcement of arbitral awards – Key provisions of the New York Convention</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>The module is taught by a mixture of lectures and interactive sessions focusing on case studies including Q&A's, group exercises (e.g. mock trials) and discussions.</p>
<p>Besonderes / Special features</p>	
<p>Literatur / Literature</p>	<p><i>Schwenzer, Fountoulakis, Dimsey</i>, International Sales Law: A Guide to the CISG, 3rd edn, Hart (2019)</p> <p><i>Twigg-Flesner</i>, Foundations of International Commercial Law, Routledge (2021)</p> <p><i>Blackaby, Partasides, Redfern, Redfern and Hunter</i> on International Arbitration, 6th edn, OUP (2015)</p> <p><i>Born</i>, International Arbitration: Law and Practice, 3rd edn, Kluwer (2021)</p> <p>As well as academic papers, and other relevant articles</p>

Modul-Nr./ Module Code	BMSB5400
Modulbezeichnung / Module title	International Finance and Trade
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. Marcus Scheibel
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 Finance and Trade.</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> <p><u>Learning skills</u> The module prepares students for the more advanced work of further study.</p>

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

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

Modul-Nr./ Module Code	BMSB6000
Modulbezeichnung / Module title	Marketing - Business Plan
Semester / Trimester	5 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-module	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually (winter 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	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 Zusammensetzung / 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	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	<p><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.</p> <p><u>Applying knowledge and understanding</u> Students have to come to terms with situations where they have to make</p>

	<p>decisions with limited resources and information but still plan a future path that leads to sound business development.</p> <p><u>Making judgements</u> Lectures, case studies, class discussions, projects</p> <p><u>Communication</u> Presenting and defending a business plan is an indispensable skill to be acquired in the course</p> <p><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.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>Products and Services - Sustainable Competitive Advantage - Creating Customer Value - Market Analysis - Distribution Management – Communication Management - Pricing and Revenues – Cost accounting – Financing - Organization and Management.</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Combination of lectures & seminars, (case studies, class discussions, projects.)</p>
<p>Besonderes / Special features</p>	<p>-</p>
<p>Literatur / Literature</p>	<p>Baron, R. A., Hmieleski, K. M., <i>Essentials of entrepreneurship</i>, Edward Elgar Publishing, Cheltenham.</p> <p>Gassmann, O., Frankenberger, K., Csik, M., <i>The business model navigator</i>, FT Prentice-Hall, London.</p> <p>Kawasaki, G., <i>The art of the start 2.0</i>, Portfolio, Los Angeles.</p> <p>Moyer, M., <i>Slicing pie: perfect equity-splits for bootstrapped startups</i>, Lake Shark Ventures, Lake Shark.</p> <p>Scarborough, N. M., Cornwall, J. R., <i>Essentials of Entrepreneurship and</i></p>

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

	<i>Small Business Management</i> , Pearson, London.
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Modul-Nr./ Module Code	BMSB6100
Modulbezeichnung / Module title	Intercultural Media Analysis
Semester / Trimester	5 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-module	-
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	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-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (118 h self-study; 32 h contact time)
SWS / Contact hours 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

	<p>thorough understanding of how these challenges can be dealt with in practice.</p> <p><u>Applying knowledge and understanding</u> Lectures, case studies, class discussions</p> <p><u>Making judgements</u> Students are encouraged to devise and sustain arguments about issues related to international communication management.</p> <p><u>Communication</u> Students are expected to present their arguments independently in written and oral form</p> <p><u>Learning skills</u> The module provides essential skills needed to pursue further studies with a high level of confidence and autonomy</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>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.</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Lectures, case studies, class discussions, project work</p>
<p>Besonderes / Special features</p>	<p>-</p>
<p>Literatur / Literature</p>	<p>Hollensen, S., <i>Global marketing – a market-responsive approach</i>, Prentice-Hall Europe, London.</p> <p>Moriarty, Mitchell, Wood, Welles, <i>Advertising and IMC – Principles and Practice</i>, Pearson, London</p> <p>de Mooij, M. <i>Global marketing and advertising – understanding cultural paradoxes</i>, Sage Publications, London.</p>

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	BMSB6200
Modulbezeichnung / Module title	e-Marketing
Semester / 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 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 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	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	<p><u>Knowledge & Understanding:</u> The module is designed to provide students with the necessary knowledge and skills in the field of electronic marketing to understand the current trends thoroughly and work effectively with them. Particular attention is paid to the practice of usability of internet portals and online advertising.</p> <p><u>Applying knowledge & understanding</u> Lectures, case studies, class discussions, projects</p> <p><u>Making judgements</u> Students are encouraged to devise and sustain arguments about e marketing issues.</p> <p><u>Communication</u> Students are expected to present their arguments independently in written and oral form.</p>

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

	<p><u>Learning skills</u> The module provides the necessary skills needed to study further with a high level of individual autonomy.</p>
Inhalte des Moduls / Syllabus	Basic forms of e-marketing – technological 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	<p>Hollensen, S. , <i>Global marketing – a market-responsive approach</i>, Prentice-Hall Europe, London.</p> <p>Hanlon, A., <i>Digital marketing: strategic planning and integration</i>, Sage Publication, London.</p> <p>Moriarty, Mitchell, Wood, Welles, <i>Advertising and IMC – Principles and Practice</i>, Pearson, London.</p> <p>Simon, H., <i>Hidden champions of the 21st century</i>, HBS Press, Boston, MA.</p> <p>Voshmgir, S., <i>Token Economy: how blockchain and smart contracts revolutionize the economy</i>, Blockhainhub, Berlin.</p>

Modul-Nr./ Module Code	BMSB6300
Modulbezeichnung / Module title	Social Media Marketing
Semester / 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-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	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
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (118 h self-study; 32 h contact time)
SWS / Contact hours per week	2
Art der Prüfung / Assessment methods	Project work with 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	Knowledge & Understanding: 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.

	<p><u>Applying knowledge and understanding</u> In lectures, case studies, class discussions and group project work, students learn to apply the introduced concepts, methods and instruments to problems from practice.</p> <p><u>Making judgements</u> Students are encouraged to devise and sustain arguments about issues related to social media strategies and their effective implementation.</p> <p><u>Communication</u> Students are expected to present their arguments independently in written and oral form.</p> <p><u>Learning skills</u> The module provides essential skills for pursuing further studies in the field with a high level of confidence and autonomy.</p>
Inhalte des Moduls / Syllabus	Social media networks, technological background, social media strategies, social media marketing, social media relations, networking, recruitment, social media monitoring
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Lectures, case studies, class discussions, project work
Besonderes / Special features	
Literatur / Literature	<p>Grabs, A., Bannour, K., Vogl, E., <i>Follow Me!</i>, Rheinwerk Verlag, Köln.</p> <p>Lanier, Jaron, <i>Ten arguments for deleting your social media account right now</i>, Bodeley Head.</p> <p>MacCarthy, A., <i>500 Social Media Marketing Tips</i>, Independent.</p> <p>Schink, N., <i>Unfollow! Wie Instagram unser Leben zerstört</i>, Eden Books.</p> <p>Tuten, T., Solomon, M., <i>Social Media Marketing</i>, Prentice-Hall Europe, London.</p> <p>Worth, N., Frankland, D., Bernoff, J., <i>Marketing to the Entitled Consumer: how to turn unreasonable expectations into lasting relationships</i>, Mascot Books</p>

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
Gesamtwoad 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

Modul-Nr./ Module Code	BMSB7000
Modulbezeichnung / Module title	Betriebswirtschaftliche Steuerlehre I
Semester / Trimester	5.
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-module	-
Häufigkeit des Angebots des Moduls / The module is offered	Jährlich (Wintersemester)
Zugangsvoraussetzungen / Prerequisites for attending	Keine (Das Modul ist grundlegend und kann daher ohne spezielle Zugangsvoraussetzungen besucht werden)
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Dieses Modul befähigt die Studierenden zum Verständnis des steuerrechtlichen Rahmens im Unternehmensbereich
Modulverantwortliche/r / Lecturer in charge	Deutsch
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Beate Sieven
Lehrsprache / Language of instruction	Prof. Dr. Ulrich Niehus Prof. Dr. Beate Sieven
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 Stunden (86 h Selbststudium; 64 h Kontaktzeit)
SWS / Contact hours 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	<p><u>Wissen und Verstehen:</u> Vermittlung von Wissen auf dem Gebiet der Unternehmensbesteuerung, insb. zur Einkommen-, Gewerbe- und Umsatzsteuer. Erkennen von Interdependenzen zwischen der Unternehmensbesteuerung und weiteren betriebswirtschaftlichen Fächern, insb. der Bilanzierung und der Finanzierung, aber auch zur Rechtswissenschaft, hier insb. zum Gesellschaftsrecht.</p> <p><u>Anwenden von Wissen und Verstehen:</u> Die Studierenden wenden alle steuerlichen Themen in Übungsaufgaben an und beweisen ihr Verständnis an realen Fallstudien.</p> <p><u>Beurteilungen abgeben:</u></p>

	<p>Die Studierenden lernen, steuerliche Situationen zu analysieren, und entwickeln ihre Fähigkeiten und Kenntnisse in der Unternehmensbesteuerung.</p> <p><u>Kommunikation</u> Die Ergebnisse der Fallbeispiele werden in der Vorlesung analysiert und diskutiert. Ferner schreiben die Studierenden eine schriftliche Prüfung am Ende des Semesters.</p> <p><u>Lernstrategien:</u> Studierende können steuerliche Rechtsquellen sowie die Fachliteratur lesen und verstehen. Ferner kennen sie die Methoden, um steuerliche Sachverhalte zu subsumieren.</p>
Inhalte des Moduls / Syllabus	Grundlagen der Steuerarten Einkommensteuer, Gewerbesteuer und Umsatzsteuer
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Vorlesungen mit Gruppenarbeit, Fallstudien und Übungen
Besonderes / Special features	-
Literatur / Literature	Grefe, Cord: Unternehmenssteuern, akt. Aufl., Verlag NWB/Kiehl

Modul-Nr./ Module Code	BMSB7100
Modulbezeichnung / Module title	Betriebswirtschaftliche Steuerlehre II
Semester / Trimester	6.
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-module	-
Häufigkeit des Angebots des Moduls / The module is offered	Jährlich (Sommersemester)
Zugangsvoraussetzungen / Prerequisites for attending	Keine
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Dieses Modul befähigt die Studierenden zum Verständnis internationaler Steuerlehre und zur Besteuerung der Kapitalgesellschaften. Es vertieft die Kenntnisse und Fähigkeiten der Studierenden aus weiteren Kursen und wirtschaftswissenschaftlichen Studiengängen
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Dr. Beate Sieven
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Beate Sieven
Lehrsprache / Language of instruction	Deutsch
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 Stunden (86 h Selbststudium; 64 h Kontaktzeit)
SWS / Contact hours 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	<p><u>Wissen und Verstehen:</u> Die Studierenden bekommen einen Einblick in Mechanismen der internationalen Unternehmensbesteuerung grenzüberschreitender Aktivitäten sowie der laufenden Körperschaftsbesteuerung.</p> <p><u>Anwenden von Wissen und Verstehen:</u> Die Studierenden wenden alle steuerlichen Themen in Übungsaufgaben an und beweisen ihr Verständnis an realen Fallstudien.</p> <p><u>Beurteilungen abgeben:</u> Die Studierenden lernen, steuerliche Situationen zu analysieren und</p>

	<p>vertiefen ihre bisherigen Fähigkeiten und Kenntnisse in der Steuerlehre.</p> <p><u>Kommunikation</u> Die Ergebnisse der Fallbeispiele werden in der Vorlesung analysiert und diskutiert. Ferner schreiben die Studierenden eine schriftliche Prüfung am Ende des Semesters.</p> <p><u>Lernstrategien:</u> Studierende können steuerliche Rechtsquellen sowie die diesbezügliche Fachliteratur lesen und auswerten. Darüber hinaus erkennen sie die systemtragenden Grundsätze und sind in der Lage, die gegenwärtige Rechtslage vor diesem Hintergrund einer kritischen Würdigung zu unterziehen.</p>
<p>Inhalte des Moduls / Syllabus</p>	<p>Internationales Steuerrecht: unilaterale Maßnahmen zur Vermeidung der Doppelbesteuerung, Behandlung ausländischer Einkünfte im EStG und KStG, Doppelbesteuerungsabkommen, Einkünfteabgrenzung bei grenzüberschreitenden Sachverhalten Besteuerung von Kapitalgesellschaften I: periodische, laufende Besteuerungssachverhalte von Kapitalgesellschaften, Behandlung und Vertiefung der Körperschaftsbesteuerung, insbesondere verdeckte Gewinnausschüttungen/Einlagen, abziehbare/nicht abziehbare Aufwendungen sowie Besonderheiten bei Verlusten</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Vorlesungen mit Gruppenarbeit, aktuelle Fallstudien</p>
<p>Besonderes / Special features</p>	<p>Regelmäßige Gastvorträge mit Referenten aus Steuerberatung und -verwaltung</p>
<p>Literatur / Literature</p>	<p>Wilke, Lehrbuch Internationales Steuerrecht, akt. Aufl., Verlag NWB, Grefe, Cord: Unternehmenssteuern, akt. Aufl., Verlag Kiehl. In den Veranstaltungen werden regelmäßig, an die aktuelle Steuergesetzgebung angepasste, Literaturhinweise gegeben</p>

Modul-Nr./ Module Code	BMSB7200
Modulbezeichnung / Module title	Wirtschaftsrecht I
Semester / Trimester	5.
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-module	-
Häufigkeit des Angebots des Moduls / The module is offered	Jährlich (Wintersemester)
Zugangsvoraussetzungen / Prerequisites for attending	Keine
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules 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-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 Stunden (86 h Selbststudium; 64 h Kontaktzeit)
SWS / Contact hours 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	<p>Zusammen mit WINFB3100</p> <p><u>Wissen und Verstehen:</u> Vermittlung von Grundlagenwissen über das Wirtschaftsrecht und über das Funktionieren des Rechtssystems in Deutschland und in der EU; Studenten entwickeln die Fähigkeit, einfach gestaltete Sachverhalte einer der juristischen Methodenlehre entsprechenden Lösung zuzuführen.</p> <p><u>Anwendung von Wissen und Verstehen:</u> Lernen und Anwenden juristischer Methodik bei ausgewählten, einfach gestalteten Sachverhalten auf den Gebieten des Wirtschaftsrechts</p> <p><u>Beurteilungen abgeben:</u> Studenten lernen Sachverhalte des Wirtschaftslebens detailgenau zu analysieren und hierauf aufbauend</p>

	<p>verschiedene juristische Sichtweisen auf Basis des geltenden Rechts zu entwickeln</p> <p><u>Kommunikation:</u> Fälle und Lösungsansätze werden unter Anleitung diskutiert und schließlich auch formuliert. Dabei werden oftmals verschiedene vertretbare Lösungswege aufgezeigt.</p> <p><u>Lernstrategien:</u> Studenten lernen mit Gesetzessammlungen und Nachschlagewerken umzugehen. Sie erwerben die Erfordernisse und juristische Herangehensweise für spätere juristische Lehrveranstaltungen</p>
Inhalte des Moduls / Syllabus	<p>Methoden der Rechtsanwendung – Verfassungs- und europarechtliche Grundlagen – Wirtschaftsverwaltungsrecht mit den Grundlagen des Verwaltungsrechts, insb. Gewerberecht – Subventions- und europäisches Beihilferecht</p>
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Vorlesung und Übung
Besonderes / Special features	Gastvorträge von Praktikern
Literatur / Literature	<p>Detterbeck, Öffentliches Recht für Wirtschaftswissenschaftler Sodan/Ziekow, Grundkurs Öffentliches Recht, Jan Ziekow, Öffentliches Wirtschaftsrecht, Rolf Stober/Sven Eisenmenger, Besonderes Wirtschaftsverwaltungsrecht</p>

Modul-Nr./ Module Code	BMSB7300
Modulbezeichnung / Module title	Wirtschaftsrecht II
Semester / Trimester	6.
Dauer des Moduls / Duration of the module	1 Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.) / Type of module (Compulsory, Elective etc.)	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / if applicable: sub-modules	-
Häufigkeit des Angebots des Moduls: / The module is offerd	Jährlich (Sommersemester)
Zugangsvoraussetzungen / Prerequisites for attending	-
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other module and degree courses	Verwendbar für alle Studiengänge mit VWL- und BWL-Basisveranstaltungen
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Claudia Danker
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Claudia Danker Prof. Dr. Christian Piroutek, LL.M.
Lehrsprache / Language of instruction	Deutsch
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwockload 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	<p>Zusammen mit BWLB4610</p> <p>Generelles Qualifikationsziel ist es, die Studierenden 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 und privaten Wirtschaftsrechts zu finden und praxisorientiert nach Vor- und Nachteilen zu bewerten.</p> <p>Nach dem Besuch der Lehrveranstaltungen verfügen die Studierenden über folgende Fähigkeiten:</p> <p><u>Wissen und Verstehen:</u> Wirtschaftsverwaltungsrecht mit den Grundlagen des Verwaltungsrechts, Einstieg in das</p>

	<p>Wirtschaftsverwaltungsrecht, insb. Gewerberecht.</p> <p>Darüber hinaus wird Grundlagenwissen zu den wirtschaftlich relevanten Vertragstypen, insbesondere Kauf-, Miet-, Dienst- und Werkverträge, und deren Gestaltung in der Praxis vermittelt.</p> <p><u>Anwenden von Wissen und Verstehen:</u> Lernen und Anwenden juristischer Methodik anhand ausgewählter praxisnaher Fallbeispiele. Die Studierenden wenden hierbei die erworbenen Kenntnisse und Fähigkeiten unter Entwicklung eigener rechtlicher Einordnungen und Beurteilungen an.</p> <p><u>Beurteilungen abgeben:</u> Wissenschaftliche Auseinandersetzung mit ausgewählten Problembereichen der Rechtswissenschaft. Die Studierenden bewerten verschiedene tatsächliche Konstellationen auf juristischen Grundlagen.</p> <p><u>Kommunikation:</u> Studierende lernen in theoretischen und praktischen Übungen, Ergebnisse in rechtsgutachterlicher Weise darzustellen, zu kommunizieren und zu verteidigen.</p> <p><u>Lernstrategien:</u> Die Studierenden erwerben ein vertieftes Verständnis des juristischen Denkens bei der Beurteilung wirtschaftsrechtlicher Fragestellungen. Sie sind fähig, ihr erworbenes rechtswissenschaftliches Grundlagen- und Spezialwissen auf konkrete Fallgestaltungen anzuwenden und gutachterlich aufzubereiten. Die Erarbeitung von juristischen Lösungen erfolgt eigenständig und im Team. Dies ermöglicht eine vertiefte argumentative Auseinandersetzung mit juristischen Fallkonstellationen.</p> <p>Darüber hinaus werden die Studierenden befähigt, eigenständig spezifische juristische Recherchertools zu nutzen.</p>
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<p>Inhalte des Moduls / Syllabus</p>	<p>Öffentliches Wirtschaftsrecht II</p> <p>Wirtschaftsverwaltungsrecht mit den Grundlagen des Verwaltungsrechts, Einstieg in das Wirtschaftsverwaltungsrecht, insb. Gewerberecht.</p> <p>Wirtschaftsprivatrecht II</p> <p>Vertiefung des Rechts vertraglicher Schuldverhältnisse, insbesondere zu Kauf-, Miet-, Dienst- und Werkverträgen sowie Grundlagen zum Verbrauchsgüterkauf und zu Allgemeinen Geschäftsbedingungen (AGB); Einführung in die Praxis der Vertragsgestaltung</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Vorlesung mit Fallstudien und Übungen</p>
<p>Besonderes / Special feature</p>	<p>Gastvorträge von Praktikern</p>
<p>Literatur / Literature</p>	<p><i>Detterbeck</i>, Öffentliches Recht, Ein Basislehrbuch zum Staatsrecht, Verwaltungsrecht und Europarecht mit Übungsfällen, 11. Aufl. 2018, ISBN 978-3-8006-5718-6</p> <p><i>Sodan/Ziekow</i>, Grundkurs Öffentliches Recht, 9. Aufl. 2020, ISBN 978-3-406-75784-6</p> <p><i>Ziekow</i>, Öffentliches Wirtschaftsrecht, 5. Auflage. 2020, ISBN 978-3-406-75740-2</p> <p><i>Stober/Eisenmenger</i>, Besonderes Wirtschaftsverwaltungsrecht, 17., überarbeitete Auflage. 2019, Kohlhammer. ISBN 978-3-17-033955-2</p> <p>Wirtschaftsprivatrecht II:</p> <ul style="list-style-type: none"> – <i>Müssig</i>, Wirtschaftsprivatrecht – Rechtliche Grundlagen wirtschaftlichen Handelns – <i>Janda/Pfeiffer</i>, Wirtschaftsprivatrecht mit Fällen und Lösungen – <i>Tonner/Brömmelmeyer</i>, Schuldrecht: Besonderer Teil – Vertragliche Schuldverhältnisse <p>(in jeweils aktueller Auflage)</p>

Modul-Nr./ Module Code	BMSB7400
Modulbezeichnung / Module title	International German Business
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. Claudia Danker
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 German Business.</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 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> <p><u>Learning skills</u> The module prepares students for the more advanced work of further study.</p>

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

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