

Zweite Satzung zur Änderung der Studienordnung für den Bachelor-Studiengang International Management Studies in the Baltic Sea Region (BMS) der Hochschule Stralsund

vom 19. November 2025

Aufgrund von § 2 Absatz 1 in Verbindung mit § 39 Absatz 1 des Gesetzes über die Hochschulen des Landes Mecklenburg-Vorpommern (Landeshochschulgesetz – LHG M-V) in der Fassung der Bekanntmachung vom 25. Januar 2011 (GVOBl. M-V S. 18), zuletzt geändert durch Artikel 1 des Gesetzes vom 21. Juni 2021 (GVOBl. M-V S. 1018), erlässt die Hochschule Stralsund die folgende Änderungssatzung:

Artikel 1

§ 8 Absatz 1 (Modulübersicht) der Studienordnung des Bachelor-Studienganges International Management Studies in the Baltic Sea Region (BMS) der Hochschule Stralsund vom 09. Mai 2022 (veröffentlicht auf der Homepage der Hochschule Stralsund) wird wie folgt geändert:

1. a.) Die Modulbeschreibungen der Module mit den Modulnummern BMSB1000, BMSB1100, BMSB1200, BMSB1800, BMSB1900, BMSB2000, BMSB2300, BMSB2400, BMSB2500, BMSB2800, BMSB2900, BMSB3100, BMSB3600, BMSB3700 und BMSB3800 aus dem Bereich der Pflichtfächer werden wie folgt neu gefasst:

Modul-Nr./ Module Code	BMSB1000
Modulbezeichnung / Module title	Introduction to Business 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	The module 'Introduction to Business Management' lays the foundations for all other modules, of both for the basic studies and for the main studies. Special emphasis is placed on theories practices in Europe and in the Baltic Sea region.
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 zugewiesenen ECTS-Punkte / Number of ECTS credits	5

Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	4
Art der Prüfung / Assessment methods	Written Examination (1 hour) with Application practice (45 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> Basic concepts of business, the political, economic, social, and cultural environment, legal forms, Organization, Marketing Strategy and Marketing Management</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. Moreover, the discussion of different organisational structures in assessing the consequences for the company (employers, employees, strategy, internationalisation etc.) and it's environment.</p> <p><u>Communication</u> Students are expected to present their arguments independently in written and oral form. In addition, the results obtained are discussed in class and are carried out in connection with group-exercises.</p> <p><u>Learning skills</u> The module provides the necessary skills needed to study further with a high level of individual autonomy. Furthermore, the work carried out in this module prepares students for the more far-ranging and complex discussion of organisational issues in business firms and encourages them to individually pursue further analysis of organisations with a global focus.</p>
Inhalte des Moduls / Syllabus	The course seeks to familiarize students with the environment of international business, introduce the main concepts of business management 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 – organisation theory – legal forms of businesses – marketing strategy – marketing management.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, case studies, class discussions, group projects, project work

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 Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	4
Art der Prüfung / Assessment methods	Written Examination (1,5 hours) with Application practice (22,5 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 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>

	<u>Learning skills:</u> This module enables students to interact interculturally and behave correctly in an international team setting.
Inhalte des Moduls / Syllabus	Management - Definition, Roles, Skills Culture - Cultural Concepts, Cultural Models, Cultural Dimensions in Intercultural Management Intercultural Management - Basics of Cross-/Intercultural Management, Company Culture, Organisational Cultures, Mission, Vision Interpersonal and Intercultural Communication - Modes of Communication Intercultural Management and Leadership - Management: Definitions, Roles & Skills, Leadership: Definitions, Leadership: Philosophical Groundings, Leadership: Approaches Leadership Foundations - Leadership Styles
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Lecture - seminar form; Student group work with a focus on intercultural group management and self-organisation; Presentation

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 Zusammen-setzung / 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 (3.000 words) with presentation (ca. 10 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %

<p>Qualifikationsziele des Moduls / Learning outcomes of the module</p>	<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> 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> 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: <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

	<ul style="list-style-type: none"> • 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 • 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>
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Lectures, seminars, videos, practical exercises (including presentations), and supervision are the cornerstones of the teaching method during this course.

Modul-Nr./ Module Code	BMSB1800
Modulbezeichnung / Module title	Mathematics and 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. In particular, this course provides the students with the fundamental mathematical and programming skills for Analytical Statistics.
Modulverantwortliche/r / Lecturer in charge	N.N.
Name der/des Hochschullehrer/s / Name of the lecturer	N.N.
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	4
Art der Prüfung / Assessment methods	Written examination (1 hour) with certificate for exercises (45 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. Furthermore, the students learn the fundamentals of mathematical analysis.</p> <p><u>Applying knowledge and understanding</u> The course addresses methodology by means of real-world examples and offers students the chance of applying the methodologies to 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>

Inhalte des Moduls / Syllabus	Data representation, data quality, computer-based exploratory data analysis, dependence between variables, confounder variables and causality; Mathematical analysis.
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	2 h/week lecture (seminar form) + 2 h/week exercises; accompanying tutorial

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 Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	4
Art der Prüfung / Assessment methods	Written Examination (1,5 hour) with Application practice (22,5 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> The objective of the course is to understand and be able to apply the basic concepts of</p>

	<p>international project management and apply these concepts in a real-life environment/project.</p> <p><u>Making judgements</u></p> <p>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></p> <p>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></p> <p>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
Inhalte des Moduls / Syllabus	<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; Slidcast, Exercise, Quiz, Group work; Presentation

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 Zusammen-setzung / Workload and its composition	150 hours (86 h self study; 64 h contact time)
SWS / Contact hours per week	4
Art der Prüfung / Assessment methods	Written examination (1 hour) with Application practice (45 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>
Inhalte des Moduls / Syllabus	It is not possible to regard merely law as a purely national matter. Most aspects of law are influenced by and interacting with International and European sources of law. The international

	<p>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>
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Lectures; group and project work; 2 small assignments and presentations

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 Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	4
Art der Prüfung / Assessment methods	Written examination (2 hours)

Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<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 with a special focus on the Baltic Sea Region.
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Combination of lectures and seminars.

Modul-Nr./ Module Code	BMSB2400
Module title	Sustainability Management
Semester or 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: Submodules	-
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 module and degree courses	Questions related to economic, environmental and social sustainability are vital for every company and for every student, regardless of the course being enrolled. The module helps the student to identify the guiding ethical principles in companies, to apply sustainability guidelines and standards

	and to implement sustainability as a cross-functional concept. In addition, the internationalization of companies requires a different understanding with a specific focus on how to behave sustainably in a globalised world.
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-Credits / Number of ECTS-Credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (118 h self-study; 32 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written Examination (1,5 hours) with Application practice (22,5 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 that aspects related to economic, environmental, and social sustainability are an essential part of every business. Furthermore, they learn how sustainability approaches determine / influence the success of a company.</p> <p><u>Applying Knowledge & Understanding</u> Students develop an audit questionnaire based upon one sustainability guideline (e.g. UN Global Compact, GRI, ISO) and perform a sample audit in a company.</p> <p><u>Making judgments</u> By evaluating the sample audit, the students learn in which way sustainability standards are applied on a worldwide level. Moreover, they learn about best practices in this context.</p> <p><u>Communication</u> Results of the audit are presented in oral and written form.</p> <p><u>Learning skills</u> This module prepares students to a sensitive approach to all questions that are related to sustainability. Moreover, they will learn how to manage sustainability guidelines and standards and can apply them in any given company.</p>
Inhalte des Moduls / Syllabus	Introduction, Development of Sustainability in corporations, Concepts, Conflicting interests Corporate culture Business, Cases Corporate Social Responsibility - Definition, Relevance & Drivers, Benefits & Drawbacks, Strategic Approach – introduction to new circular business models: Implementation, Guidelines, Management Systems,

	Communication Governance & Leadership - Corporate Governance,
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lecture – Seminar Form; Case studies

Modul-Nr./ Module-Code	BMSB2500
Modulbezeichnung / Module title	SAP Business Computing
Semester or Trimester	3 rd Semester
Dauer des Moduls / Duration of the module	1 Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.) / Type of module (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 (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	As the students gain basic knowledge about standard software for supporting business processes, the ERP sub-module is a good supplement for all other modules providing knowledge about business functions in Controlling, Sales, Production Planning and Human Resources Management. Practical reporting and visualization knowledge is useful and applicable in all other modules as well as for the own thesis.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Knut Verbarg
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Knut Verbarg
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 h (86 h self-study + 64 h contact time)
SWS / Contact hours per week	4 (2+2)
Art der Prüfung / Assessment methods)	Application practice (90 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	Knowledge & Understanding: Students gain basic knowledge about standard software for supporting business processes in the area of Enterprise Resource Planning. The goal of the course is the students are able to evaluate the functionality of ERP systems and support in the selection and introduction of a suitable application. They become acquainted with modern BI (business intelligence) tools, understanding their potential and features. Applying knowledge & understanding Furthermore, they gain essential insights about the objectives and the functionality of ERP systems and tools. The theory acquired

	<p>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>
Inhalte des Moduls / Syllabus	<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) <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)
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, practical exercises in the PC lab, case studies, class discussions, group projects

Modul-Nr./ Module-Code	BMSB2800
Modulbezeichnung / Module title	Comparative Country Studies in the Baltic Sea Region
Semester or Trimester	4 th
Dauer des Moduls / Duration of the Module	1 Semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Compulsory subject

Ggfs. Lehrveranstaltungen des Moduls / If applicable: Submodules	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	This module teaches background knowledge on which the special modules of later semesters build
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Eileen Murphy
Name der/des Hochschullehrer/s / Name of lecturer	Prof. Dr. Eileen Murphy
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
Gesamtworkload und ihre Zusammen- setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (1 hour) with Application practice (45 hours)
Gewichtung der Note in der Gesamtnote / Share of grade in overall 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> 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>

Inhalte des Moduls / Syllabus	<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>
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, group work, student presentations

Modul-Nr./ Module-Code	BMSB2900
Modulbezeichnung / Module title	International Risk Management
Semester or 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-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	To succeed in today's world, corporations need to manage their business risks. In this module students learn to identify, assess, and measure risks. And with the help of advanced financial tools develop countermeasures to mitigate different international business risks
Modulverantwortliche/r / Lecturer in charge of the module	Prof. Dr. Marcus Scheibel
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Marcus Scheibel
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5

Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (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 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> 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>
Inhalte des Moduls / Syllabus	Overview of risk management, project risk, using options to mitigate risk (understanding and valuing options, real options), hedging with forwards, futures & swaps, credit risk and the value of corporate debt, managing international risk (exchange rates, multinational capital budgeting, country risk analysis). The case studies and examples focus on the Baltic Sea Region
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Combination of lectures and seminars

Modul-Nr./ Module-Code	BMSB3100
Modulbezeichnung / Module title	Principles of International Marketing
Semester or 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-modules	-

Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The module is a prerequisite for the course 'Applied International Marketing'. The module is designed to provide students with a sound foundation in the field of international marketing which shall serve as a basis for further business studies. Special emphasis is placed on theories practices in Europe and in the Baltic Sea region.
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 zugewiesenen ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Project work with a documentation (3.000 words) and a 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 & 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> 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>
Inhalte des Moduls / Syllabus	Conceptual Overview – The International Marketing Environment – Market Research and Market Selection – Market Access Modes - Strategy – The Market - Strategy – The Competition – The International Marketing Mix – Managing and Controlling International Marketing Operations – Current Trends

Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, case studies, class discussions, project work
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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 Zusammen-setzung / 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 (3.000 words) and a presentation (ca. 10 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. 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>
Inhalte des Moduls / Syllabus	<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.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Project (individual data pooling, group work, group discussion, preparation of a field trip report, preparation of a video spot)

Modul-Nr./ Module-Code	BMSB3700
Modulbezeichnung / Module title	Applied Project Management
Semester or 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-modulese	-
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	<p>The course provides students with the opportunity to broaden their expertise across a wide range of essential business disciplines and therefore allows students to deepen their knowledge within the scope of their desired specialisation.</p> <p>An opportunity is the 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.</p>
Lehrsprache / Language of Instruction	English or German (Depending on the topic and target audience)

Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworload und ihre Zusammen-setzung / Workload and its composition	150 hours (118 h self-study; 32 h contact hour)
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Documentation (4.000 words) or depending on the choice of module
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 can improve their knowledge in relevant core areas of Business Studies, which significantly improves their career opportunities in areas such as finance, management or consulting. In addition, students gain essential insight into the purpose and nature of academic conferences.</p> <p><u>Applying Knowledge & Understanding</u> Students demonstrate their ability to apply this expertise through projects that require integrated business planning, strategic decision-making in simulations, and the analysis of real-world business cases. Furthermore, 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>This allows them to develop critical judgment skills by evaluating complex business scenarios, integrating diverse data, and justifying strategic decisions with sound reasoning.</p> <p><u>Communication</u> Results of (group) work are presented in oral and written form (reports, minutes, conference proceedings) as well as in another form depending on the core area.</p> <p><u>Learning skills</u> The course provides students with the opportunity to broaden their expertise across a wide range of essential business disciplines, which enhances their ability to utilize and combine project management, financial, communication and analytical learning skills in a collaborative environment.</p> <p>Moreover, this module prepares students for the organisation of different events. Students learn to interact with other stakeholders in event organisations within their university.</p>

Inhalte des Moduls / Curriculum of the Module	<p>The topic changes from year to year depending on the academic profile of the professor in charge.</p> <p>This course offers a dynamic and current exploration of a specific subject area that varies annually. The thematic focus is determined by the academic profile of the responsible lectures, ensuring a unique and interdisciplinary learning experience.</p>
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	<p>Project (individual data collection, group work, group discussion, Conference proceedings)</p> <p>Further, this can depend on the choice of module.</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 zugewiesenen ECTS credits / Number of ECTS credits	5
Gesamtwirkung und ihre Zusammensetzung / Workload and its composition	150 hours (118 h self-study; 32 h contact time)
Art der Prüfung / Assessment methods	Application practice (45 hours) with documentation (2.000 words)
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

1. b.) Die Modulbeschreibungen der Module mit den Modulnummern BMSB4000, BMSB4100, BMSB4200, BMSB5000, BMSB5100, BMSB5200, BMSB6000, BMSB6100, BMSB6200, BMSB6300 aus dem Majorbereich (Wahlpflichtfächer) werden wie folgt neu gefasst:

Modul-Nr./ Module Code	BMSB4000
Modulbezeichnung / Module title	Lean Management
Semester or 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: Submodules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other module and degree courses	Lean management is a comprehensive approach to all major questions a manager has to deal with. Regardless if employee motivation, customer focus or supplier integration is concerned or the focus is on benchmarking or implementation of a balanced scorecard. The ability to understand and apply those techniques is essential for every successful manager, regardless if he/she works as an engineer or as a marketing assistant.
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Eileen Murphy
Lehrsprache / Language of Instruction	Prof. Dr. Eileen Murphy
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study, 64 h contact time)
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Written Examination (1,5 hours) with Application practice (22,5 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	Introduction - Drivers, Opportunities & threats Plotting the course of the enterprise - Values / mission / vision / goals Success criteria - Profit Impact of Market Strategies, Role of quality Quality Management - Quality, time and costs, Quality: Deming, Juran, Crosby Focus area "Customers" - Customer satisfaction, Complaint management, Quality Function deployment Focus Area „Employees“ Focus Area „Suppliers“ Total Quality Management - "CIP", Kaizen Lean (Toyota Production System): "JiT", Jidoka Six Sigma: DMAIC Cycle
Lehr- und Lernmethoden des Moduls	Lecture – Seminar Form, Group work with presentation, Case study

Modul-Nr./ Module-Code	BMSB4100
Modulbezeichnung / Module title	Innovation Management
Semester or 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(s)	Prof. Dr. Björn P. Jacobsen	
Lehrsprache / Language of Instruction	English	
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	2 3	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)	
SWS / Semester periods per week	4	
Art der Prüfung / Assessment methods	Witten examination (1 hour)	
	Documentation (2.000 words)	
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %	
Qualifikationsziele des Moduls / Learning outcomes of the Module	<p><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.</p> <p><u>Applying Knowledge & Understanding</u> 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>	
Inhalte des Moduls / Syllabus	<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>	

	BMSB4120: Creativity management: Background, routine of innovation and creativity, curiosity, creativity, risk-taking, collaboration
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Seminar elements, Slidecasts, Exercise, Quiz, Group Work, Presentation

Modul-Nr./ Module-Code	BMSB4200
Modulbezeichnung / Module title	Intercultural Management & Psychology
Semester or Trimester	6 th
Dauer des Moduls / Duration of the Module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-Modules	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 in an international environment. Both the strategic thinking and the necessary tools, including communication and knowledge of the correct and corresponding motivational strategies to operate in an international environment as a successful leader, are transferable to all other functional teachings.
Modulverantwortliche/r / Lecturer in charge:	Prof. Dr. Björn P. Jacobsen
Name der/des Hochschullehrer/s / Name of lecturer(s)	Prof. Dr. Björn P. Jacobsen N.N.
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (1 hour) with Application practice (45 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Modul	<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

	<p>throughout history, the interplay between reason and emotion, consciousness and subconsciousness, group and individual(s), human typology, psychological aspects of leadership, and the road and obstacles to peak performance.</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 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 -</p>

	Nature of Motivation, Content Theories, Process Theories, Motivation Applied
	<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 6) Achieving peak performance
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Seminars, Slidecasts, Exercise, Quiz, Group Work

Modul-Nr./ Module-Code	BMSB5000
Modulbezeichnung / Module title	Valuation
Semester or 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-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Studiengänge / Applicability of the module for other modules and degree courses	This module consists 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 of the module:	Prof. Dr. M. Scheibel
Name der/des Hochschullehrer/s / Name of lecturer	Prof. Dr. M. Scheibel
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and their 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 (3.000 words) and a presentation (ca. 10 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> 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. 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. 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</p>

	companies as part of the strategy of companies This module enables the students to use the international capital markets either for financial investing in a non-financial company, a bank, fund manager or insurance company as well as for their private wealth management and retirement provision
Inhalte des Moduls / Syllabus	Introduction to Mergers & Acquisitions, the M&A process, business forecasting, valuation techniques – Discounted Cash Flow analysis, synergies Overview of capital markets, introduction to asset management, overview of company valuation based on comparable companies' analysis using multiples, earnings multiples, book value multiples, revenue multiples and sector-specific multiples
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Combination of lectures and seminars (case studies)

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 Zusammen-setzung / Workload and its composition	150 h (118 h self-study; 32 h contact time)
SWS / Semester per week	2
Art der Prüfung / Assessment methods	Written Examination (1,5 hours) with Application practice (22,5 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %

<p>Qualifikationsziele des Moduls / Learning outcomes of the Module</p>	<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 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>
<p>Inhalte des Moduls / Syllabus</p>	<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-subsidary relationship; Economic effects of FDI</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module</p>	<p>Lecture, seminaristic (discussion of scientific papers), presentation by students, control questions</p>

Modul-Nr./ Module-Code	BMSB5200
Modulbezeichnung / Module title	Managing Value
Semester or Trimester	6 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The Module "Managing Value - Business Plan" builds on the knowledge acquired in previous studies in all relevant fields, ranging from

	research, planning, marketing, personnel, management, organization, to cost accounting and financing. By applying the acquired skills to a practical example, students are encouraged to see the interrelatedness and the interdependencies between all the subjects.
Modulverantwortliche/r / Lecturer in charge of the module	Prof. Dr. Marcus Scheibel
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Marcus Scheibel
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Project work with a documentation (3.000 words) and a presentation (ca. 10 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 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

Modul-Nr./ Module-Code	BMSB6000
Modulbezeichnung / Module title	Marketing - Business Plan
Semester or 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-modules	-
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. Special emphasis is placed on theories practices in Europe and in the Baltic Sea region.
Modulverantwortliche/r / Lecturer in charge of the module	Prof. Dr. Axel Noack
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Axel Noack
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Project work with a documentation (3.000 words) with a presentation (ca. 10 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 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	Products and Services - Sustainable Competitive Advantage - Creating Customer Value - Market Analysis - Distribution Management – Communication Management - Pricing and Revenues – Cost accounting – Financing - Organization and Management.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Combination of lectures & seminars, (case studies, class discussions, projects.)

Modul-Nr./ Module-Code	BMSB6100
Modulbezeichnung / Module title	Intercultural Media Analysis
Semester or 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-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	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. Special emphasis is placed on theories practices in Europe and in the Baltic Sea region.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Axel Noack
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Axel Noack
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (118 h self-study; 32 h contact time)
SWS / Semester periods per week	2

Art der Prüfung / Assessment methods	Project work with a documentation (3.000 words) and a presentation (ca. 10 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> Students are supplied with the necessary theoretical background to understand the processes involved in media decisions, with a particular emphasis on how practical decisions are reached. On this basis, the influence of culture on company communications is analyzed. A suitable culture model is offered in order to reach a structured understanding of the challenges involved. By analyzing a particular country and writing a structured analysis, students gain a thorough understanding of how these challenges can be dealt with in practice.</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>
Inhalte des Moduls / Syllabus	The media landscape in different countries – communication processes - political, economic, social, technological and legal influences - appealing to consumers - cultural influences - culture models - efficiency and effectiveness - global and local communication - strategic choices.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, case studies, class discussions, project work

Modul-Nr./ Module-Code	BMSB6200
Modulbezeichnung / Module title	e-Marketing
Semester or Trimester	6 th
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses

Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The module 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). Special emphasis is placed on theories practices in Europe and in the Baltic Sea region.
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Project work with a documentation (3.000 words) and a presentation (ca. 10 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> <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.

Modul-Nr./ Module-Code	BMSB6300
Modulbezeichnung / Module	Social Media Marketing
Semester or Trimester	6 th
Dauer des Moduls / Duration of the Module	1 Semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Submodules	-

Häufigkeit des Angebots des Moduls / The Module is offered	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	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. Special emphasis is placed on theories practices in Europe and in the Baltic Sea region.
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 zugewiesenen ECTS credits / Number of ECTS credits	5
Gesamtwirkung 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 (Voraussetzung für die Vergabe von Leistungspunkten) / Assessment methods (Requirements for awarding credit points)	Project work with documentation (3.000 Words) and a presentation (ca. 10 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> 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> <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>

	<u>Communication</u> Students are expected to present their arguments independently in written and oral form. <u>Learning skills</u> The module provides essential skills for pursuing further studies in the field with a high level of confidence and autonomy.
Inhalte des Moduls / Syllabus	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

Artikel 2

1. Diese Änderungssatzung tritt am Tag nach ihrer Veröffentlichung auf der Homepage der Hochschule Stralsund in Kraft.

2. Diese Änderungssatzung gilt ab Sommersemester 2026 für alle Studierende des Bachelor-Studiengang International Management Studies in the Baltic Sea Region (BMS) an der Hochschule Stralsund.

Ausgefertigt aufgrund des Beschlusses des Senats der Hochschule Stralsund vom 28. Oktober 2025 und der Genehmigung des Rektors vom 19. November 2025.

Stralsund, den 19. November 2025

**Der Rektor
der Hochschule Stralsund,
University of Applied Sciences,
Prof. Dr. Ralph Sonntag**

Veröffentlichungsvermerk:
Diese Satzung wurde am 19. November 2025 auf der Homepage der Hochschule Stralsund veröffentlicht.