

Modul-Nr./ Code	BMSIB6400
Modulbezeichnung / Module title	International Market Access Approaches (Markets and Communication)
Semester or Trimester	5 th
Dauer des Moduls / Duration of the Module	1 Semester
Art des Moduls (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	This module provides students with an understanding of the complexity and dynamics of accessing and developing international markets for products and services. Both the strategic approach as well as the necessary tools could be transferred to all international market development programs, irrespective of the country of origin of country of destination.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Björn P. Jacobsen
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Björn P. Jacobsen
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
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 (1,5 hour) with Application practice (30 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<p><u>Knowledge & Understanding</u> Students understand why and how to develop international markets. They are aware of the different market entry modes, required market access data as well as the opportunities and threats associated with the internationalization strategy. They gain an in-depth knowledge about the focus markets in Scandinavia, the Baltic States and Russia.</p> <p><u>Applying Knowledge & Understanding</u></p>

	<p>The students will be required to conduct a market research project as a pre-condition to develop a marketing plan for a FMCG manufacturer entering one of the focus markets in Scandinavia, the Baltic States and Russia.</p> <p><u>Making judgments</u> Students will be able to identify and analyse the potential of international markets from a company perspective. By evaluating the opportunities and threats they will be encouraged to make well judged decision for a market entry strategy. The competence is gained through project work.</p> <p><u>Communication</u> Results of group work are presented in oral and written form. The students get prepared to answer relevant questions related to their case.</p> <p><u>Learning skills</u> This module enables students to successfully run an international market development project.</p>
Inhalte des Moduls / Syllabus	Introduction - Extent of International Business, Motives for International Business, History of International Business, The MNE Politics - International Politics, Political Risks Entry Strategies of MNEs - Product and Target Market, Entry Mode (Export, Licensing, Investment), Marketing Strategy, International Marketing Plan, Entry Strategies across Cultural Differences Entering Scandinavian Markets - Profiles, Applied Market Research, Market Access Entering Baltic Markets - Profiles, Applied Market Research, Market Access Entering the Russian Market - Profiles, Applied Market Research, Market Access Future Challenges
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lecture – Seminar Form; Group work; Presentation
Besonderes / Special Features	-
Literatur / Literature	Compulsory Literature

Materials distributed with lecture notes.

Recommended Literature

Dunning, J.H., Lundan, S.M. (2008),
Multinational Enterprises and the
Global Economy, 2nd Ed., Cheltenham

Root, F.R., (1998), Entry Strategies for
International Markets, 2nd Ed., San
Francisco

Rugman, A.N., Collinson, S. (2012),
International Business, 6th Ed., Harlow

All titles in the current edition.
For updated bibliographies, see the
course syllabus.