

<b>Modul-Nr./ Module-Code</b>	<b>BMSB6000</b>
<b>Modulbezeichnung / Module title</b>	<b>Marketing - Business Plan</b>
Semester or Trimester	5 <sup>th</sup>
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 Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Project work with a documentation (6.000 words) with a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><u>Knowledge &amp; Understanding:</u> By writing, and modelling a professional business plan in a real-life scenario and presenting and defending it to a critical audience, previous theoretical knowledge should be transferred firmly to practical skills.</p> <p><u>Applying knowledge and understanding</u> Students have to come to terms with situations where they have to make decisions with limited resources and</p>

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