

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

vom 13. Dezember 2023

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 für die Fachprüfungsordnung des Bachelorstudienganges International Management in the Baltic Sea Region (BMS):

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, BMSB1700, BMSB1800, BMSB2300, BMSB2400, BMSB2500, BMSB2900, BMSB3100 und BMSB3200 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 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 (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<p><u>Knowledge & Understanding:</u> 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	<p>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:</p> <p>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.</p>
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, case studies, class discussions, group projects, project work

Modul-Nr./ Module-Code	BMSB1700
Modulbezeichnung / Module title	Introduction to Logistics & Supply Chain Management
Semester or Trimester	2 nd
Dauer des Moduls / Duration	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	This module is a prerequisite for the courses Comparative Country Studies in the Baltic Sea Region and Majors relating to Logistics and Supply Chain Management
Modulverantwortliche/r / Lecturer in charge of the module	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 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 (2 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p>Knowledge and Understanding Students draw on key logistics and supply chain management concepts and theories to inform a variety of business situations.</p> <p>Applying knowledge and understanding Students apply logistics and supply chain management strategies to assist other functional areas of a business organisation.</p>

	<p><u>Making judgements</u> Students are encouraged to demise and sustain arguments about logistics & supply chain management issues.</p> <p><u>Communication</u> Students interact and communicate effectively in team settings to solve problems in supply chain management.</p> <p><u>Learning skills</u> The Module provides the necessary skills needed to study further with a high level of individual autonomy.</p>
Inhalte des Moduls / Syllabus	<p>In this introductory module students will explore the elements of integrated business logistics and the role and application of logistics principles to supply/demand/value chain management. Students will appreciate how logistics and the closely related concept of supply chain management (SCM) underpin business or corporate strategy. Examples and references will be made from the Baltic Sea Region.</p> <p>The subject also covers key activities related to logistics and supply chain management, including transportation, warehousing, inventory management, customer service. The module will be grounded on principals of green supply chains and sustainability in operations.</p>
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Class discussions, Individual and group presentations, Use of audio material and video clips and practical exercises.

Modul-Nr./ Module-Code	BMSB1800
Modulbezeichnung / Module title	Mathematics and Data Literacy
Semester or 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-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	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	Prof. Dr. Jan Henrik Wosnitza
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Jan Henrik Wosnitza
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 certificate for exercises
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 into 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 jobs. 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	BMSB2300
Modulbezeichnung / Module title	International Financial Markets and Institutions
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: 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	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 of the module	Prof. Dr. Marcus Scheibel
Name der/des Hochschullehrer/s 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 Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (1 hour) with Application practice (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><u>Knowledge & Understanding:</u> Students learn the complex world of international finance and the use of financial markets mainly for the use of financing international activities of non-bank corporates – to a limited extent also for investing access cash.</p> <p><u>Applying knowledge & understanding:</u> The gained theoretical knowledge is being applied in tasks close to reality and case studies.</p> <p><u>Making judgments:</u> By the mix of theory and reality, students learn to analyze real situations by using and validating theoretical concepts in different business situations.</p> <p><u>Communication:</u> This basic subject is a mix of ex cathedra lecturing where the students are actively involved by questions and discussions as well as by seminars presenting and defending the results of their homework.</p> <p><u>Learning skills:</u> Students will be able to understand the financial environment and financial decisions in a company.</p>

Inhalte des Moduls / Syllabus	Overview of the financial environment, the Fed & the ECB and monetary policy, debt security markets, equity markets, commercial banking and other financial institutions 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 Zusammensetzung / 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 (30 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<p><u>Knowledge & Understanding</u> Students understand 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</p>

	<p>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>
<p>Inhalte des Moduls / Syllabus</p>	<p>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</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module</p>	<p>Lecture – Seminar Form; Case studies</p>

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 Verberg
Name der/des Hochschullehrer/s / Name of the lecturer	WS24 / Prof. Dr. Knut Verberg
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwockload 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)	Project work with documentation (6.000 words) and presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><u>Knowledge & Understanding:</u> Students 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.</p> <p><u>Applying knowledge & understanding</u> Furthermore, they gain essential insights about the objectives and the functionality of ERP systems and tools. The theory acquired has to be applied in complex case studies using mainly SAP software.</p> <p><u>Making judgements</u></p>

	<p>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></p> <p>Students are expected to present and discuss the results of their SAP based case studies in class.</p> <p><u>Learning skills</u></p> <p>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	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 Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (1 hour) with Application practice (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><u>Knowledge & Understanding:</u> Students learn the complex world of international 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 zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Project work with a documentation (6.000 words) and a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	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></p>

	<p>Students are expected to present their arguments independently in written and oral form.</p> <p><u>Learning skills</u></p> <p>The module provides the necessary skills needed to study further with a high level of individual autonomy.</p>
Inhalte des Moduls / Syllabus	<p>Conceptual Overview – The International Marketing Environment – Market Research and Market Selection – Market Access Modes - Strategy – The Market - Strategy – The Competition – The International Marketing Mix – Managing and Controlling International Marketing Operations – Current Trends</p>
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	<p>Lectures, case studies, class discussions, project work</p>

Modul-Nr./ Module Code	BMSB3200
Modulbezeichnung / Module title	Introduction to Trade
Semester / Trimester	4 th semester
Dauer des Moduls / Duration of the module	1 semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Sub-module	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The module is a prerequisite for Majors related to Trade.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Eileen Murphy
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Eileen Murphy
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods (Requirements for awarding credit points)	Written examination (2 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<p><u>Knowledge and understanding</u></p> <p>Students will be able to understand alternative theories of international trade and analyze international trade models. They will evaluate the impact of tariffs and non-tariff barriers as</p>

	<p>well as preferential trade arrangements on intensity of international trade.</p> <p><u>Applying knowledge and understanding</u> The module provides students with an ability to predict movements in the value of international trade in the economies with different development level. The students will be able to compare and critically evaluate the policy options. They will learn how to apply taught knowledge in analyzing current international trade issues.</p> <p><u>Making judgments</u> Students are encouraged to devise and sustain arguments about international marketing issues.</p> <p><u>Communication</u> Results obtained are discussed and presented in class and in the assignment.</p> <p><u>Learning skills</u> The module provides the necessary skills needed to study further with a high level of individual autonomy.</p>
Inhalte des Moduls / Syllabus	<p>This introductory module focuses on the core concepts of international trade. The module is aimed at models and theories which provide insights of and explain the trade patterns, the effect of trade on various economies, as well as understanding of different trade policies and their impact and consequences. The module also introduces the role and relevance of trade related institutions.</p> <p>The module considers the basic models of free trade and protectionism, applying them to help foster understanding of factor mobility, economies of scale and imperfect competition and the impact of tariffs and quotas. Specific examples will be taken both from the international arena as well as the Baltic Sea Region.</p>
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	<p>Lectures with discussions, case studies, presentations. Throughout the semester, students will work in teams or independently to develop the final project. The intermediate results of research should be presented in class.</p>

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

Studienschwerpunkt: Markets and Communciation

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 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 & 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</p>

	basis of limited information, making sound decisions and implementing those in a competitive setting.
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 (6.000 words) and a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding:</u> Students are supplied with the necessary theoretical background to understand the processes involved in media decisions, with a particular emphasis on how practical decisions

	<p>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

Gesamtworload und ihre Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Project work with a documentation (6.000 words) and a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><u>Knowledge & Understanding:</u> The module is designed to provide students with the necessary knowledge and skills in the field of electronic marketing to understand the current trends thoroughly and work effectively with them. Particular attention is paid to the practice of usability of internet portals and online advertising.</p> <p><u>Applying knowledge & understanding</u> Lectures, case studies, class discussions, projects</p> <p><u>Making judgements</u> Students are encouraged to devise and sustain arguments about e marketing issues.</p> <p><u>Communication</u> Students are expected to present their arguments independently in written and oral form.</p> <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 zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtwockload und ihre Zusammensetzung / Workload and its composition	150 hours (118 h self-study; 32 h contact time)
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Project work with documentation (6.000 Words) and a presentation (20 Minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<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> <p><u>Communication</u> Students are expected to present their arguments independently in written and oral form.</p> <p><u>Learning skills</u> The module provides essential skills for pursuing further studies in the field with a high level of confidence and autonomy.</p>
Inhalte des Moduls / Syllabus	Social media networks, technological background, social media strategies, social media marketing, social media relations, networking, recruitment, social media monitoring
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, case studies, class discussions, project work

Artikel 2

Die Anlage IV der Studienordnung (Studienplan ab WS24/25) enthält die aus dem Anhang zu dieser Änderungssatzung ersichtlichen Fassung.

Artikel 3

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

2. Die Änderungen der Modulbeschreibungen im Artikel 1 a.) für die Modulnummern BMSB1000, BMSB1700, BMSB1800, BMSB2300, BMSB2400, BMSB2500, BMSB2900, BMSB3100, BMSB3200 sowie im Artikel 1. b) für die Modulnummern BMSB6000, BMSB6100, BMSB6200, BMSB6300 gelten erstmalig für die Studierenden, die ab dem Wintersemester 2024/2025 ihr Studium im Bachelor-Studiengang International Management Studies in the Baltic Sea Region (BMS) aufgenommen haben.

Ausgefertigt aufgrund des Beschlusses des Senats der Hochschule Stralsund vom 24. Oktober 2023 und der Genehmigung des Rektors vom 13. Dezember 2023.

Stralsund, den 13. Dezember 2023

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

Veröffentlichungsvermerk:

Diese Satzung wurde am 13.12.2023 auf der Homepage der Hochschule Stralsund veröffentlicht.

Anhang zu Artikel 2

Anlage IV Studienplan

Curriculum International Management Studies in the Baltic Sea Region (BMS) - Bachelor of Arts valid as of WS2024/2025												
Module-Code	Subjects	Semester	Lecturer	Exam	1	2	3	4	5	6	7	8
					SWS/CP	SWS/CP	SWS/CP	SWS/CP	SWS/CP	SWS/CP	SWS/CP	SWS/CP
BMSB1000	Introduction to Business Management		Noack	K1+EA	4 / 5							
BMSB1100	Introduction to Intercultural Management		Jacobsen	K1,5+EA	4 / 5							
BMSB1200	Academic Core Competencies		Loebnitz	Dok.+Präs.	4 / 5							
BMSB1300	Accounting		Scheibel	K2	4 / 5							
BMSB1400	Basics of Business Law		Piroutek	K2	4 / 5							
BMSB1500	2nd Foreign Language I (A1 of CEFR)			K2	4 / 5							
BMSB1510	German as a Foreign Language I (A1)											
BMSB1520	Norwegian I (A1)											
BMSB1530	Polish I (A1)											
BMSB1540	Russian I (A1)											
BMSB1550	Swedish I (A1)											
BMSB1600	Principles of Economics		Murphy	K2		4 / 5						
BMSB1700	Introduction to Logistics & Supply Chain Management		Murphy	K2		4 / 5						
BMSB1800	Mathematics and Data Literacy		Wosnitza	K1+ÜS		4 / 5						
BMSB1900	Project Management		Jacobsen	K1,5+EA		4 / 5						
BMSB2000	International Law		LA Burke / Danker	K1+EA		4 / 5						
BMSB2100	2nd Foreign Language II (A1+ / A2 of CEFR)			K2		4 / 5						
BMSB2110	German as a Foreign Language II (A2)											
BMSB2120	Norwegian II (A2)											
BMSB2130	Polish II (A2)											
BMSB2140	Russian II (A1+)											
BMSB2150	Swedish II (A2)											
BMSB2200	Corporate Finance		Scheibel	K2			4 / 5					
BMSB2300	International Financial Markets and Institutions		Scheibel	K1+EA			4 / 5					
BMSB2400	Sustainability Management		Murphy	K1,5+EA			4 / 5					
BMSB2500	SAP Business Computing		Verbarg	PA			4 / 5					
BMSB2600	Analytical Statistics		Szepannek	K2			4 / 5					
BMSB2700	2nd Foreign Language III (A2 / B1 of CEFR)			K2+MP			4 / 5					
BMSB2710	German as a Foreign Language III (B1)											
BMSB2720	Norwegian III (B1)											
BMSB2730	Polish III (A2)											
BMSB2740	Russian III (A2)											
BMSB2750	Swedish III (B1)											
BMSB2800	Comparative Country Studies in the Baltic Sea Region		Murphy	K1+EA				4 / 5				
BMSB2900	International Risk Management		Scheibel	K1+EA				4 / 5				
BMSB3000	Human Resources Management		N.N.	K2				4 / 5				
BMSB3100	Principles of International Marketing		Noack	PA				4 / 5				
BMSB3200	Introduction to Trade		Murphy	K2				4 / 5				
BMSB3300	2nd Foreign Language IV (A2+ / B1+ of CEFR)			K2+MP				4 / 5				
BMSB3310	German as a Foreign Language IV (B1+)											
BMSB3320	Norwegian IV (B1+)											
BMSB3330	Polish IV (A2+)											
BMSB3340	Russian IV (A2+)											
BMSB3350	Swedish IV (B1+)											
	Majors in semester 5								30			
	Majors in semester 6									30		
BMSB3500	Internship Evaluation			Report							2 / 2	
BMSB3600	Practical Insights into International Business (Excursion)		All BMS's lecturer	PA								2 / 5
BMSB3700	Applied Project Management		All BMS's lecturer	PA								2 / 5
BMSB3800	Scientific Circle for Bachelor Thesis			Dok.								5
BMSB3900	Bachelor Thesis											
BMSB3910	Written Bachelor Thesis											12
BMSB3920	Colloquium											3
	ECTS per semester				30	30	30	30	30	30	30	30
	Contact hours per week				24	24	24	24				
Majors (electives) to choose in semesters 5 or 6												

BMSB3400 INTERNSHIP SEMESTER - 28 ECTS-Points

BACHELOR-THESIS (9 WEEKS)

Semester					5.	6.	
Management and Innovation					SWS/CP	SWS/CP	
BMSB4000	Lean Management	Murphy	K1,5+EA		2 / 5		
BMSB4100	Innovation Management	Jacobsen	K1		2 / 2		
BMSB4110	Innovation Management		K1				
BMSB4120	Idea Generation & Assessment		MP + Dok.			2 / 3	
BMSB4200	Intercultural Management & Psychology	Jacobsen	K2				4 / 5
BMSB4210	Intercultural Management (Advanced)	WS3 / LA					
BMSB4220	Introduction to Psychology						
BMSB4300	Future Management	Jacobsen	K1+EA				2 / 5
BMSB4400	International Management	worldwide ¹			5	5	
International Finance and Trade							
BMSB5000	Valuation	Scheibel	PA		4 / 5		
BMSB5100	Economic Integration and MNEs	Engel	K1,5+EA		2 / 5		
BMSB5200	Managing Value	Scheibel	PA			4 / 5	
BMSB5300	International Commercial Law and Dispute Resolution	Piroutek	K2				2 / 5
BMSB5400	International Finance and Trade	worldwide ¹			5	5	
Markets and Communication							
BMSB6000	Marketing - Business Plan	Noack	PA		4 / 5		
BMSB6100	Intercultural Media Analysis	Noack	PA		2 / 5		
BMSB6200	E-Marketing	Noack	PA			4 / 5	
BMSB6300	Social Media Marketing	Noack	PA			2 / 5	
BMSB6400	International Markets and Communications	worldwide ¹			5	5	
German Business							
BMSB7000	Betriebswirtschaftliche Steuerlehre I	Niehus/Sieven	K2		4 / 5		
BMSB7100	Betriebswirtschaftliche Steuerlehre II	Sieven	K2			4 / 5	
BMSB7200	Wirtschaftsrecht I (mit WINFB3100)	Danker	K2		4 / 5		
BMSB7300	Wirtschaftsrecht II (mit BWLB4610)	Danker/Piroutek	K2			4 / 5	
BMSB7400	International German Business	worldwide ¹			5	5	

Methods of examination: K2 - Written Examination 2 hours; K1 - Written Examination 1 hour; K1 + EA - Written Examination 1 hour with an application practice (60 hours); K1,5 + EA - Written Examination 1.5 hours with an application practice (30 hours); K1 + ÜS - Written examination 1 hour with certificate for exercises; Dok.+Präs. - a documentation with a presentation; PA - Project work with a documentation and presentation; Dok. - Documentation; MP+Dok. - oral examination with a documentation

¹ This module can only be taken abroad. The content of the module, lecturer and assessment depends on the university abroad.

¹ This module can only be taken abroad. The content of the module, lecturer and assessment depends on the university abroad.