

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 Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	4
Art der Prüfung / Assessment methods	Written Examination (1 hour) with Application practice (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<p>Knowledge & Understanding: Basic concepts of business, the political, economic, social, and cultural environment, legal forms, Organization, Marketing Strategy and Marketing Management</p> <p>Applying knowledge and understanding 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>Making judgements Students are encouraged to devise and sustain arguments about basic economic concepts.</p> <p>Moreover, the discussion of different organisational structures in assessing the consequences for the company (employers, employees, strategy,</p>

	<p>internationalisation etc.) and its 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
Besonderes / Special Features	-
Literatur / Literature	<p>Czinkota, M., Kotabe, Vrontis, Marketing Management: Past, Present and Future, Springer International, 2021</p> <p>Ebert, R.J. and Griffin, R.W. Business essentials, Prentice Hall, Upper Saddle River.</p> <p>Griffin, R.W. and Pustay, M.W. International Business: a managerial perspective, Addison Wesley, Reading.</p>

	<p>Kotler, Ph., Kartajaya, Setiawan, Marketing 5.0, John Wiley & Sons, 2021</p> <p>Noack, Axel, Business Essentials: Fachwörterbuch Deutsch – Englisch, Englisch – Deutsch, Oldenbourg, München.</p> <p>M. Porter, Competitive strategy, New York, NY [u.a.] : Free Press, 2004</p>
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