



Module Description International Project Study

Identifier	Category	Details / Content
General Information		
1.1	Module name	International Project Study
1.2	Contained courses	International Project Study
1.3	Module code	MSB.2.0057.0.M
Timing		
2.1	Frequency of offer	Summer and Winter semester
2.2	Attend in which semester	3rd semester
Link to study programs		
3.1	Offered in study program	Master International Marketing and Sales
3.2	Mandatory courses in module or Electives	Mandatory (but upon special application)
Workload		
4.1	Lecture form	Supervision
4.2	Contact time	10-15 h (0,4 semester weekly hours)
4.3	Self-study time / Project Study	900
4.4	Total workload	910
4.5	Workload in credits	30 ECTS
Intended learning outcomes & learning content		
Intended learning outcomes		
General Information	The internationally oriented project study is an alternative exceptional option replacing the mandatory study abroad at one of our partner universities during the third semester of study.	
	<p>The exception is only possible after prior consultation with the Examination Board (the examination office has for this exceptional case a formal document for notarization of this process, which is completed by the student and signed by a supervising professor). The International Project must be supervised and coordinated by a full-time teaching person. It concludes with a project report and a presentation. As a project study the following combinations are possible:</p>	<p>Project study abroad at an international active company with an international project (for national students (German nationality or German Bachelor degree))</p> <p>Project study in Germany with an international active companies with an international project (for foreign students (Non-German nationals with qualifying study degree outside of Germany))</p>
	ILO IP 1	Graduates can critically reflect on their professional advances, which comprise the improvement of problem solving competences and language skills, in addition to the acquisition of geographical, cultural and historical knowledge.
	ILO IP 2	Graduates can demonstrate advanced knowledge in their topical area of interest and in the industry of the practical partner.

Contribution of module ILOs to study programme ILOs	
(only most relevant contribution is highlighted)	
 K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
 K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.

5.1

ILO IP 3	Graduates can demonstrate intercultural sensitivity and they are able to discuss the appropriateness of certain behaviours and the successful application of intercultural competences in a range of experienced situations. Self-aware they can develop flexible and creative solutions to international and intercultural sensitive issues.
ILO IP 4	Graduates can reflect on how to develop and plan personal goals as well as on their satisfaction of the fulfilment of personal goals in the semester abroad.
ILO IP 5	Graduates can reflect on professional benefits, which include contacts students make and their abilities to know more about the direction of their careers after studying abroad.
ILO IP 6	Graduates will be able of acting independently in an international project work, write and present in this context a practical and scientific report on the project carried out.
ILO IP 7	After their professional and private stay abroad graduates are able to review in how far their knowledge and understanding of their discipline has been enhanced by the mobility experience.
ILO IP 8	Graduates are able to analyze critically in what way their mobility experience has prepared them to work successfully in new situations and to take into consideration different social and cultural contexts.
ILO IP 9	Graduates are able to analyze, evaluate and create difficult texts in a foreign language (English, Spanish, French, German whatever is applicable) in authentic speaking situations on general or specific issues, speak fluently in discussions and formulate precisely and clearly in a natural-looking way their own points of view and convictions, argue convincingly and question critically other complex arguments correspondingly.
Learning content	
Learning content 1	Having a professional experience abroad contributes to students' personal and academic development by helping them to grow in global and cultural awareness, which is increasingly an institutional goal of particular importance in the 21st century (Gaia, 2015, p. 21)



S1	Graduates can effectively communicate in English or in the teaching language of their study abroad country on advanced academic and professional level , oral and in writing, in person and using a range of media and communication systems, which are widely used in business. They can precisely represent their own views and convictions in discussions in a natural - looking manner and act and react in socially adequate ways in intercultural, negotiation and ethically demanding situations
A2	Graduates can identify, structure, analyse and finally solve international real-world business problems in conditions of limited knowledge or uncertainty by creating and evaluating a range of options with the help of quantitative and qualitative methods, applying project management skills, managing themselves as well as team members, coordinating tasks, delivering target group oriented results and reflecting critically on project success.
K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
S1	Graduates can effectively communicate in English or in the teaching language of their study abroad country on advanced academic and professional level , oral and in writing, in person and using a range of media and communication systems, which are widely used in business. They can precisely represent their own views and convictions in discussions in a natural - looking manner and act and react in socially adequate ways in intercultural, negotiation and ethically demanding situations
K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
A1	Graduates can apply theoretical knowledge of the international marketing & sales discipline enabling them to take decisions on the development of appropriate strategies and measures solving business problems within a changing multicultural environment, to meet stakeholder interests in for example: marketing conception, sales management, international management, and business innovation.
S1	Graduates can effectively communicate in English or in the teaching language of their study abroad country on advanced academic and professional level , oral and in writing, in person and using a range of media and communication systems, which are widely used in business. They can precisely represent their own views and convictions in discussions in a natural - looking manner and act and react in socially adequate ways in intercultural, negotiation and ethically demanding situations

5.2	Learning content 2	The student chooses the international project partner company. The student will develop subjective and specific goals concerning their international project study and will aim to achieve them. Such activities require reflection, establishing identity, social constructions, flexibility, creativity, and developing a sense of personal agency.
	Learning content 3	After having business professors at the Münster school of business laid out the significance of international strategies, operating guidelines, analytical tools and methods and cultural competences, it is value adding when the students experience first-hand in countries abroad the application, repetition or deepening of such insights in a professional context. Going abroad validates what the student is learning at the home institution.
	Learning content 4	Cross-cultural immersion usually brings about personal challenges and while abroad, "students are faced with tensions and ambiguities that challenge previously held conceptions of self and the world" (Mather et al., 2012, p. 4). Students grow the most when challenged by international experiences (McKeown, 2009). Intercultural sensitivity is not limited to understanding the other culture, as students also have the goal to understand more about themselves within various contexts. Students can develop or improve language skills through such means as daily work, conversation partners, opportunities for formal and informal presentations in the target language, and community involvement.
Requirements & examination		
6	Participation requirement	Master IMS student, professional partner accepted (upon application)
7.1	Requirements for the award of credit points	Pass evaluation (min 50%) in work certificate, presentation and written academic report
7.2	Assessment method	30-40 minutes of presentation to supervising professor; work certificate evaluation; written report on international project on at least academic level of a Bachelor thesis
7.3	Requirements for admission to the examination	Approved application by examination office chair
7.4	Importance of the mark for total mark	25% (30 ECTS out of 120 ECTS)
8.1	Lecture language	German (for non-German Natives without German bachelor degree), English, solely depending on the supervisors
8.2	Module supervisor	Prof. Dr. Bert Kiel

8.3	Lecturers	Depends on student selection
8.4	Maximum number of participants	1
8.5	Supplementary information	
Recommended reading		
"A Student Guide to Study Abroad" by Stacie Nevadomski Berdan		
"How to Win Friends and Influence People" by Dale Carnegie		