



Master Programme

Course Unit: Advanced International Studies

Semester	2 or 3
Hours/week	2
Contact hours (total)	32
Individual study (total)	28

Language of tuition	English
Number of participants (max.)	12
ECTS credits	2
Lecturer	Borgmann

Description: What are the effects of internationalisation on regional companies, institutions, and citizens? How can employees and active citizens be prepared to act globally but not lose their regional advantages? How can intercultural differences be bridged successfully by internationally trained employees and citizens? How can students plan their own international career during their studies?

Objectives The aim is to put theoretical knowledge about Internationalisation into strategic practice and evaluate the results. On the basis of textbook knowledge of international communication students will test their insights and awareness in the context of real life business experience and international active citizenship. The course will improve the students' cross-cultural awareness and communicative abilities. The course also facilitates the development of international key competencies such as logistics skills, IT skills, presentation skills, active citizenships and team work ability. Students will carry out, present and document their own international project.

Contents: Internationalisation is no longer a phenomenon reserved to the big multinationals. Small and Medium Sized Companies and Institutions need to reach out to international markets in order to remain competitive in their regional networks. On this course students will learn about the communicative strategies of companies, institutions and individuals as well as practice dealing with international institutions in a near-realistic situation. Students will develop strategies for their own active internationalisation

Methods: Learning is achieved through natural communication, pre-teaching of business communication situations and feedback from the teacher. Students will gain learner independence by planning and organising their own project and learning in a portfolio.

Prerequisites: Students must be able to function in an English-speaking environment.

Assessment: Continuous assessment is effected throughout the semester on the basis of active participation and the documentation of personal work and progress in a "Hausarbeit" in the format of a student portfolio. This portfolio will be presented at the end of the semester.