

Valid from 2024.HS

Module description: Introduction to Business Administration		
Module Code	w.BA.XX.2BWL-BO.XX	
ECTS Credits	6	
Language of Instruction/Examination	German	
Module Description	This module examines various aspects of business administration (see "Module Content" below). The aim of the module is to promote a deeper understanding of overall economic contexts and the ability to think holistically and in an integrated way. This is done in particular in small group classes by means of an online business simulation and case studies. Students acquire the basic knowledge required exclusively in self-study with the help of a digital teaching aid, which was created for this module, as well as other digital teaching resources.	
Organizational Unit	ZID Ltg.	
Module Coordinator	Daniel Steingruber	
Deputy Module Coordinator	Andreas Butz	
Program and Specialization	<ul style="list-style-type: none"> <li>• Business Administration - Specialization in Accounting, Controlling, Auditing</li> <li>• Business Administration - Specialization in Banking and Finance</li> <li>• Business Administration - Specialization in Behavioral Design</li> <li>• Business Administration - Specialization in Economics and Politics</li> <li>• Business Administration - Specialization in Financial Management</li> <li>• Business Administration - Specialization in General Management</li> <li>• Business Administration - Specialization in Marketing</li> <li>• Business Administration - Specialization in Risk and Insurance</li> </ul>	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type Compulsory	Program Phase First Year-Studies
Prerequisite Knowledge	None	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> <li>• Professional Competence</li> <li>• Methodological Competence</li> <li>• Social Competence</li> <li>• Self-Competence</li> </ul>	
Contribution to Program Learning Objectives	<p><b>Professional Competence</b></p> <ul style="list-style-type: none"> <li>• Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>• Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>• Evaluate Content of Theoretical and Practical Relevance</li> </ul> <p><b>Methodological Competence</b></p> <ul style="list-style-type: none"> <li>• Problem-Solving &amp; Critical Thinking</li> <li>• Scientific Methodology</li> <li>• Work Methods, Techniques, and Procedures</li> <li>• Information Literacy</li> <li>• Creativity &amp; Innovation</li> </ul> <p><b>Social Competence</b></p> <ul style="list-style-type: none"> <li>• Written Communication</li> <li>• Oral Communication</li> <li>• Teamwork &amp; Conflict Management</li> <li>• Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>• Self-Management &amp; Self-Reflection</li> <li>• Ethical &amp; Social Responsibility</li> <li>• Learning &amp; Change</li> </ul>	

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Module Learning Objectives	Students... <ul style="list-style-type: none"><li>• should answer central questions in the business administration sub-areas of corporate environment, strategy, finance, procurement &amp; service provision, marketing, structure &amp; culture, human resource management, leadership and corporate social responsibility.</li><li>• should describe basic business management interdependencies and the interaction of the various business management sub-areas.</li><li>• should develop the willingness to deal with business management problems.</li></ul>																															
Module Content	<ul style="list-style-type: none"><li>• Business thinking</li><li>• Corporate environment</li><li>• Strategy</li><li>• Finance</li><li>• Procurement &amp; provision of products and services</li><li>• Marketing</li><li>• Structure &amp; culture</li><li>• Human resource management (HRM)</li><li>• Leadership</li><li>• Corporate social responsibility (CSR)</li><li>• Systemic management</li></ul>																															
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none"><li>• w.BA.XX.2OP.XX</li><li>• w.BA.XX.2LU.XX</li><li>• w.BA.XX.2HCM.XX</li><li>• w.BA.XX.2Strat.XX</li><li>• w.BA.XX.2FinAcc.XX</li><li>• w.BA.XX.2Skill.XX</li><li>• w.BA.XX.2Mark.XX</li><li>• w.BA.XX.2Mathe1.XX</li></ul>																															
Digital Learning Resources	<ul style="list-style-type: none"><li>• Reader</li><li>• Teaching Videos</li><li>• Practice and Application Exercises (with Key)</li><li>• Case Studies (with Key)</li><li>• Multiple Choice Tests</li></ul>																															
Methods of Instruction	<ul style="list-style-type: none"><li>• Case Studies</li><li>• Interactive Instruction</li><li>• Application Tasks</li><li>• Lecture</li><li>• Exercises</li><li>• Simulation</li></ul>	Social Settings Used: <ul style="list-style-type: none"><li>• Individual Work</li><li>• Group Work</li><li>• Pair Work</li></ul>																														
Type of Instruction	<table><tr><th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th>Autonomous Self-Study</th></tr><tr><td>Large Class</td><td>-</td><td>-</td><td></td></tr><tr><td>Small Class</td><td>28 h</td><td>112 h</td><td></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>28 h</td><td>112 h</td><td>40 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	-	-		Small Class	28 h	112 h		Group Instruction	-	-		Practical Work	-	-		Seminar	-	-		Total	28 h	112 h	40 h
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Performance Assessment	End-of-module exam	Form	Length (min.)	Weighting
	Written exam	closed book	60	60
	Permitted Resources	Spec. calculator acc. to leaflet "Utilities"	With dictionary	
	Others	Assessment	Length (min.)	Weighting
	Control questions to check learning based on advance assignments in various semester weeks. (Performance Assessment 1).	Grade	0	10
	Reflective report and various online business information assignments (for details, see "Comments" below) (Performance Assessment 2).	Grade	0	30
Classroom Attendance Requirement	Other  There is no official attendance requirement. However, participation in the small class events in semester weeks 5 to 11 forms the basis of Performance Assessment 2 "Reflection report and various submissions for the online business simulation" (group work). Absence that has not been agreed with the group can lead to exclusion from Performance Assessment 2.			
Compulsory Reading	<ul style="list-style-type: none"><li>• Di Giusto, F. &amp; Butz, A. &amp; Küttel, T. &amp; Seitz, J. &amp; Scherler, P. (2019). <i>BWL Casebook</i>. Zürich: Versus. ISBN 978-3-03909-147-8. --&gt; Will be used from the first week of the semester and must be acquired by the students themselves in advance (as e-book or printed edition), e.g., here: <a href="https://delivros-orellfuessli.ch/schulseite/bookshop-zhaw/">https://delivros-orellfuessli.ch/schulseite/bookshop-zhaw/</a>.</li><li>• Lizenz für Online-Unternehmenssimulation. ISBN keine. --&gt; Exact details will follow in the first week of the semester on Moodle; must be acquired by the students themselves no later than Friday, 27 September 2024 (6 pm) .</li><li>• Butz, A. &amp; Scherler, P. &amp; Yang Meier, D. &amp; Küttel, T. &amp; Steingruber, D. &amp; Fengler, R. &amp; Di Giusto, F. (2023). <i>Grundlagen BWL - Zusammenhänge verstehen</i>. Pearson. ISBN 978-3-864-52656-5. --&gt;This digital teaching aid will be used from the first week of the semester and has to be acquired by the students themselves via the Pearson webshop; the exact details will follow one week before the start of the semester via Moodle announcement.</li></ul>			
Recommended Reading	<ul style="list-style-type: none"><li>• Additional materials, tasks, and learning videos on the electronic learning platform 'Moodle'.</li></ul>			
Comments	For Performance Assessment 2, "Reflection report and various submissions for the online company simulation" (see "Performance Assessments" above): If one of the following applies, Performance Assessment 2 will be considered "not completed", which corresponds to a <b>grade of 1.0 or 0 points</b> : <ul style="list-style-type: none"><li>• <b>Failure to enroll in a group on Moodle by Friday, 27 September 2024 (6 pm).</b></li><li>• <b>Non-payment of license fees to the provider of the business simulation by Friday, 27 September 2024 (6 pm).</b></li><li>• Insufficient participation in the business simulation game rounds and completion of individual assignments in semester weeks 5-12.</li></ul>			