

Module description: Business Administration																													
Module Code	t.BA.AV.BADM-EN.19HS																												
ECTS Credits	4																												
Language of Instruction/Examination	English																												
Organizational Unit	INE																												
Module Coordinator	Jörg Musiolik																												
Legal Framework	The module description is part of the legal basis in addition to the general academic regulations. It is binding. During the first week of the semester a written and communicated supplement can specify the module description in more detail.																												
Module Characteristic	Type 3c***  2 lecture lessons per semester week each yearly starting-class + 2 lab lessons per semester week and class																												
Module Description	The module teaches the basics of business administration. It enables students to treat key business problems analytically, graphically, and verbally by building on established theories and models. Concrete examples establish the link to current realities. The focus is on providing generalist knowledge while selected aspects are discussed in more detail.																												
Module Content	<p><b>Given the heterogeneity of participants' backgrounds and the character of the course, the learning objectives a) and b) are pursued with special emphasis on the following contents:</b></p> <ul style="list-style-type: none"> <li>• Introduction to the St. Galler Management Model Corporate strategy (development of a strategy, macroeconomic environment, industry analysis, core competencies) Organisation and culture (fundamental challenge of cooperation, cooperation between companies, formal organisation) Marketing (marketing plan, 4Ps, consumer behaviour and demand, elasticities, cost, market structure and pricing, asymmetric information) Market failure, externalities, regulation, and taxation (regulatory environment) Finance (interpretation of balance sheets, income, and cash flow statements, financial analysis, risk, and investment appraisal)</li> </ul>																												
Prerequisite Knowledge																													
Learning Objectives (Competences)	<b>Students...</b>		<b>Competencies</b>	<b>Taxonomies</b>																									
	a) Students are able to denote, understand and apply selected concepts of business administration.		F, M, SE	K1, K2, K3																									
	b) Students are able to analyse, explain and evaluate selected concepts of corporate strategy, organisation, marketing, finance as well as the economic and regulatory environment of companies.		SE, M, F	K4, K5, K6																									
Performance Assessment	<table border="1"> <thead> <tr> <th>End-of-module exam</th> <th>Assessment</th> <th>Length (min.)</th> <th>Weighting</th> <th colspan="2">Form</th> </tr> </thead> <tbody> <tr> <td>written exam</td> <td>Grade</td> <td>90</td> <td>100</td> <td colspan="2">acc. to module agreement</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th>Performance assessment during the semester</th> <th>Assessment</th> <th>Length (min.)</th> <th>Weighting</th> <th colspan="2">Form</th> </tr> </thead> <tbody> <tr> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td colspan="2">-</td> </tr> </tbody> </table>					End-of-module exam	Assessment	Length (min.)	Weighting	Form		written exam	Grade	90	100	acc. to module agreement		Performance assessment during the semester	Assessment	Length (min.)	Weighting	Form		-	-	-	-	-	
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-	-	-	-	-																									
Classroom Attendance Requirement	None																												
Learning material																													
Comments	Includes the material covered in the lectures as well as the tutorials.																												