

Module description: Business Processes 2			
Module Code	t.BA.WI.BWP2.19HS		
ECTS Credits	4		
Language of Instruction/Examination	German		
Organizational Unit	INE		
Module Coordinator	Anton Sentic		
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 2a 4 consecutive lecture lessons per semester week and class		
Module Description	The BWP2 module expands the participants' business management skills, building on the content of the BWP1 module, with a particular focus on the topics of innovation and entrepreneurship, financial planning and valuation as well as selected topics in economics. All participants should know and understand elementary business contexts and be able to apply them in the specific examples dealt with. In addition, they should acquire the ability to independently combine individual business contexts and summarise them with their own additions (synthesis) and to independently assess certain business information and facts according to appropriate criteria (evaluation). The module teaches the three competence levels of professional competence, social competence and self-competence, whereby the focus is on teaching professional business competence. Social competence and self-competence are also developed in the course of group work exercises.		
Module Content	<ul style="list-style-type: none"> • Recapitulation BWP1, practical example - guest lecture, introduction to the course • Innovation management, hype cycle, technologies, megatrends • Introduction to company founding, Startup-Guide, PESTEL, Strategy, Marketing • Business models and model types, identifying business model patterns • Legal basis (OR), company - organisation and structure, interaction between committees • Supply chain management, logistics, discussion of resilience and sustainability • Financial plan fundamentals, market size, growth • Investments, fundraising • Valuation, financing, liquidity, burn rate • Market failure: monopolies, asymmetric information 		
Prerequisite Knowledge	<p>Students should have basic knowledge of business administration, which was taught in the module BWP1 (https://eventoweb.zhaw.ch/Evt_Pages/Brn_ModulDetailAZ.aspx?node=2901247e-aa27-4f84-a5d6-d6b33b234dbd&IDAnlass=614175&clearcache=true&date=66224822400000000).</p> <p>For lateral entrants: Basic knowledge of strategy, marketing, bookkeeping and accounting, cost accounting, costing, materials management, personnel management and organisation, investment appraisal, service provision, sustainability and environmental management systems.</p>		
Learning Objectives (Competences)	Students...	Competencies	Taxonomies
	Be able to analyse, evaluate and explain business contexts in context (K4).	F, M	K4
	Know and understand business management topics for understanding and founding a company	F	K1, K2
	Know the basics of economics and apply them in the context of a company.	F	K1, K3
	Apply the learned material by creating a business and financial plan for your own company.	SO, SE	K5

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Performance Assessment	End-of-module exam	Assessment	Length (min.)	Weighting	Form	
	written exam	Grade	60	100	acc. to module agreement	
	Performance assessment during the semester		Assessment	Length (min.)	Weighting	Form
	-		-	-	-	-
Classroom Attendance Requirement	None					
Learning material	<ul style="list-style-type: none"> Capaul, R. & Steingruber, D. (2020). Betriebswirtschaft verstehen - Das St. Galler Management-Modell. 4. Edition. Cornelsen Verlag. ISBN 978-3-06-451401-0. The 3rd edition can also be used as a textbook, as the changes are minimal.. 					
Comments						