

Valid for 2021.HS

Module Name: BA Fundamentals & Strategy	
Module Code	w.BA.XX.2BWL-BL.XX
Module Description	In Business Administration - Basic Principles and Strategy, students acquire a deeper understanding of key economic global connections and the skill of holistic, networked thinking. Based on the St. Gallen management model, the many problems areas of business administration are discussed. One focus of the module is on the key tools, models, and concepts of strategic, financial, market, process, and employee-oriented corporate management and on their application. Additional module content involves the subject areas of entrepreneurship and corporate social responsibility.
Program and Specialization	Business Law
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory
	Program Phase: First-Year Studies
ECTS	6
Organizational Unit	W Zentrum für innovative Didaktik Ltg.
Module Coordinator	Daniel Steingruber (stid)
Deputy Module Coordinator	Andreas Butz (butz)
Prerequisite Knowledge	None
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § are able to work on key business issues in the areas of finance, HR, processes, strategy, and marketing. § explain the operation of enterprises and their core processes. § devise possible solutions to interaction topics between companies and their surroundings. § develop an ongoing willingness to engage autonomously with business administration problem areas. § recognize ecological and social issues and consider these effectively in a business administration context. § are able to search for, evaluate, and process corporate information effectively
Module Content	<ul style="list-style-type: none"> § The St. Gallen management model as a business management approach § Instruments, models, and concepts of business strategy, marketing, processes, and human resources § Systemic management § Entrepreneurship § Corporate social responsibility
Links to other modules	<p>The content of this module is linked to the following modules:</p> <ul style="list-style-type: none"> w.BA.XX.2FinAcc-BL.XX w.BA.XX.2IBusE-BL.XX

	w.BA.XX.2MHCM-BL.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	56 h	72 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	56 h	72 h	52 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Specified documentation	90	100,00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
Others			
	Assessment	Length (min.)	Weighting
Written Assignment	Pass/Fail	-	-
Classroom Attendance Requirement	Mandatory Attendance: None None		
Language of Instruction/Examination	German		
Compulsory Reading	§ Waibel, R., Käppeli, M., Hauser, M., Metzger, T., Minder Hochreutener, S., Tietz, R. & Willi, D. (2019). Betriebswirtschaft für Führungspersonen – Die Erfolgslogik unternehmerischen Denken und Handelns. 6th edition. Zürich: Versus. ISBN 978-3-03909-292-5. § Butz, A., Scherler, P., Seitz, J., Küttel, T. & Di Giusto, F. (2019). BWL Casebook. Zürich: Versus. ISBN 978-3-03909-147-8. § Schüz, M. (2021). Grundlagen ethischer Unternehmensverantwortung. SML essentials. 2nd edition. Zürich: vdf. ISBN 978-3-7281-3570-4.		
Recommended Reading	§ Capaul, R. & Steingruber, D. (2016). Betriebswirtschaft verstehen – Das St. Galler Management-Modell. 3rd edition. Berlin: Cornelsen. ISBN 978-3-06-451395-2. (only Chapter A1 (model overview) & Chapter D6 (environmental management) & Chapter D20.4 (sustainability report)). § Schreyögg, G. (2012). Grundlagen der Organisation. Wiesbaden: Gabler. ISBN 978-3-834-96947-7. (only Chapter 10 (organizational culture)). § Wien, A. & Franzke, N. (2014). Unternehmenskultur – Zielorientierte Unternehmensethik als entscheidender Erfolgsfaktor. Wiesbaden: Springer Gabler. ISBN 978-3-658-05992-7. (only Chapter 2.1 (model according to Schein), Chapter 2.5 (model according to Handy) and Chapter 2.8 (iceberg model according to Hall)). § Additional training documents, tasks, and exercises on the electronic learning platform Moodle		
Comments	The module description is based on the assumption that in the fall semester 2021 classes and exams will both take place on campus. Changes affecting the module or type of performance assessment are however possible at short notice if the situation changes due to the pandemic. Students are required to acquire compulsory reading materials themselves. Supplementary reading materials will be provided.		