

2019.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 new 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 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	Andreas Butz (butz)
Deputy Module Coordinator	-
Prerequisite Knowledge	-
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 ethical and social issues and consider these effectively in a business administration context. § are able to communicate acquired knowledge and give a presentation.
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 § Normative management and ethical responsibility § Systemic management § Entrepreneurship
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	§ 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	-	-
Talk/oral presentation	Pass/Fail	10	-
Classroom Attendance Requirement	None		
Language of Instruction/Examination	German		
Compulsory Reading	§ Waibel, R. & Käppeli, M. (2015). Betriebswirtschaftslehre für Führungskräfte – Die Erfolgslogik unternehmerischen Denken und Handelns. 5th edition. Zürich: Versus. ISBN 978-3-03909-191-1. § Schüz, M. (2013). Grundlagen ethischer Unternehmensverantwortung. SML essentials, Band 1. Zürich: vdf. ISBN 978-3-7281-3570-4. § Butz, A. & Scherler, P. (2019). BWL Casebook. Zürich: Versus. ISBN 978-3-03909-147-8.		
Recommended Reading	§ Waibel, R. & Käppeli, M. (2015). Betriebswirtschaft für Führungskräfte. Fallstudien und Übungen. Zürich: Versus. ISBN 978-3-03909-189-8. § Rüegg-Stürm, J. (2004). Das neue St. Galler Management-Modell. 2nd edition. Bern: Haupt. ISBN 978-3-258-06629-5.		
Comments	-		