

Valid for 2022.HS

Module Name: Introduction to Business Administration			
Module Code	w.BA.XX.2BWL-BO.XX		
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 and by means of an online business simulation. There are three ways for students to acquire the basic knowledge required, which allow flexibility in terms of location and time. Students are free to choose (also from week to week) which option they want to use: (a) self-study using customized digital learning resources; (b) participating in online lectures (large class, online) of two lessons: This is offered three times per week in identical format at the following times: Tuesday, 6.00 - 7.35 pm; Thursday, 4.00 - 5.35 pm; Saturday, 10.00 - 11.35 am. At least one of these dates is available within the previously communicated class times. Registration is not necessary. (c) Using the recording of the online lecture.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Specialization in Accounting, Controlling, Auditing § Business Administration - Specialization in Banking and Finance § Business Administration - Specialization in Behavioral Design § Business Administration - Specialization in Economics and Politics § Business Administration - Specialization in General Management § Business Administration - Specialization in Marketing § Business Administration - Specialization in Risk and Insurance 		
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	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Module Type: Compulsory</td> <td style="width: 50%;">Program Phase: First-Year Studies</td> </tr> </table>	Module Type: Compulsory	Program Phase: First-Year Studies
Module Type: Compulsory	Program Phase: First-Year Studies		
ECTS	6		
Organizational Unit	W Zentrum für innovative Didaktik Ltg.		
Module Coordinator	Daniel Steingruber (std)		
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 § Creativity & Innovation 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"> § can deal with key issues of business administration, including corporate environment, strategy, finance, procurement & service provision, marketing, structure & culture, human resource management, leadership, and corporate social responsibility. § can describe individual interdependencies in business administration and the interaction of various aspects of business administration. § develop a readiness to deal in more detail with business management problems. 		

Module Content	§ Business thinking § Corporate environment § Strategy § Finance § Procurement & provision of products and services § Marketing § Structure & culture § Human resource management (HRM) § Leadership § Corporate social responsibility (CSR) § Systemic management		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2FinAcc.XX w.BA.XX.2HCM.XX w.BA.XX.2LU.XX w.BA.XX.2Mark.XX w.BA.XX.2Mathe1.XX w.BA.XX.2OP.XX w.BA.XX.2Skill.XX w.BA.XX.2Strat.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § 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	24 h	60 h	
Small Class	28 h	40 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	52 h	100 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	60	60,00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"		With dictionary
Others			
Others		Assessment	Length (min.)
Control questions to check learning based on advance assignments in various semester weeks.		Grade	-
Reflective report and various online business information assignments (for details, see "Comments" below)		Grade	-
			10,00 %
			30,00 %
Classroom Attendance Requirement	Mandatory Attendance: None Participation in the small class events in Weeks 5 to 11 forms the basis for the performance assessment comprising the reflection report and various submissions on the online business simulation.		
Language of Instruction/Examination	German		
Compulsory Reading	§ Neues digitales BWL-Lehrmittel. ISBN keine. --> For the fall semester 2022, an advance copy will be provided. § Butz, A., Scherler, P., Seitz, J., Küttel, T. & Di Giusto, F. (2019). BWL Casebook. Zürich: Versus. ISBN 978-3-03909-147-8. --> Will be used from the first week of the semester and must be procured by the students themselves in advance. § Lizenz für Online-Unternehmenssimulation. ISBN keine. --> Exact details will follow in the first week of the semester; must be obtained by the students themselves.		
Recommended Reading	§ Additional materials, tasks, and exercises on the electronic learning platform 'Moodle'.		

Comments	Performance assessment "Reflective report and online business simulation assignments" (see "Performance Assessment"): Under the following conditions, the performance assessment will be considered a "fail", which will correspond to a grade of 1.0: Failure to enroll in a group on Moodle by the end of SW 2; failure to register with the provider of the business simulation by the end of SW 4; failure to actively participate in the game rounds of the business simulation and the completion of the individual assignments in SWs 5 to 12.
----------	---