

2019.HS

<b>Module Name: Introduction to Business Administration</b>	
Module Code	w.BA.XX.2BWL-WIN.XX
Module Description	The module "Introduction to Business Administration" provides students with an advanced understanding of key economic issues and how they are connected. It enables students to train their ability of integrated thinking. The new St. Gallen Management model is employed to discuss the different aspects of business administration. The focus of the module is also on becoming familiar with and applying the key instruments, models, and concepts of strategic, financial, market, process, and employee-oriented corporate management. Finally, the module also covers entrepreneurship and corporate responsibility.
Program and Specialization	Business Information Technology
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	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> First-Year Studies
ECTS	6
Organizational Unit	W Zentrum für innovative Didaktik Ltg.
Module Coordinator	Andreas Butz (butz)
Deputy Module Coordinator	Flavio Di Giusto (digi)
Prerequisite Knowledge	none
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § 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 § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § can process the key issues of financial business administration, human resources, processes, strategy, and marketing. § explain how companies and their core processes operate. § design possible solutions to issues at the point of interaction between companies and their environmental spheres. § develop a readiness to explore issues of business administration further. § recognize ethical and social problems and take them into account in a business context. § are able to present the knowledge they have acquired and give a talk.
Module Content	§ The St. Gallen Management Model as an approach of business administration § Business management tools, models and concepts in the areas of strategy, marketing, processes, finance, and HR § Normative management and ethical responsibility § Systemic management § Entrepreneurship
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2FinAcc-WIN.XX w.BA.XX.2HCM.XX

	w.BA.XX.2LU.XX			
	w.BA.XX.2Mark-WIN.XX			
	w.BA.XX.2Mathe1-WIN.XX			
	w.BA.XX.2OP.XX			
	w.BA.XX.2StratM-WIN.XX			
	w.BA.XX.2WMWI.XX			
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises	<b>Social Settings Used:</b> § Individual Work § Pair Work § Group Work		
Digital Resources	§ Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests			
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>	
Large Class	56 h	72 h		
Small Class	-	-		
Group Instruction	-	-		
Practical Work	-	-		
Seminar	-	-		
<b>Total</b>	<b>56 h</b>	<b>72 h</b>	<b>52 h</b>	
Performance Assessment				
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>	
Written exam	Specified documentation	90	100,00 %	
<b>Permitted Resources</b>	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>	
Talk/oral presentation	Pass/Fail	10	-	
Written Assignment	Pass/Fail	-	-	
Classroom Attendance Requirement	None			
Language of Instruction/Examination	German			
Compulsory Reading	§ Waibel, R. & Käppeli, M. (2015). Betriebswirtschaft für Führungskräfte: Die Erfolgslogik des unternehmerischen Denkens und Handelns. 5th edition. Zürich: Versus. ISBN 978-3-03909-191-1. § Schüz, M. (2013). Grundlagen ethischer Unternehmensverantwortung. 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	§ Rüegg-Sturm, J. (2003). Das neue St. Galler Management-Modell, 2. Auflage, Bern: Haupt, 978-3-258-06629-5. § Waibel, R. & Käppeli, M. (2015). Betriebswirtschaft für Führungskräfte. Fallstudien und Übungen. Zürich: Versus. ISBN 978-3-03909-189-8.			
Comments	-			