

2019.HS

| Module Name: Introduction to Business Studies | |
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| Module Code | w.BA.XX.2IBS-en.XX |
| Module Description | This module introduces students to business administration and management. Topics include business functions, processes, corporate responsibility, selected economic sectors, and concepts, models, and tools useful in managerial decision-making. Students are encouraged to examine business-related issues from different perspectives, reflect on the complex nature of the interconnected global business environment, and integrate different areas of knowledge. |
| Program and Specialization | Business Administration - Banking and Finance (PiE) |
| 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 | Reinhild Fengler (feng) |
| 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 describe key areas of business administration as a discipline. § are able to explain the operation of enterprises as well as their core processes. § are able to apply the acquired knowledge and models in the analysis of the cases presented. § are able to generate an approach for tackling business-related problems and to devise and evaluate possible solutions. § develop a willingness to engage autonomously with issues related to business and management. § are able to recognize and analyze issues related to business ethics and corporate responsibility. § are able to communicate acquired knowledge. |
| Module Content | <ul style="list-style-type: none"> § The study of business administration and management § Models of management § Organizational structure and organizational culture § Strategy, marketing, financial management, and human resource management § Processes: Operations and supply chain management § Change and innovation § Internationalization § Selected economic sectors |

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| Links to other modules | The content of this module is linked to the following modules: | | |
| | w.BA.XX.2Mark-en.XX | | |
| | w.BA.XX.2Skill-en.XX | | |
| | w.BA.XX.2Strat-en.XX | | |
| Methods of Instruction | § Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Discussion | Social Settings Used: § Individual Work § Pair Work § Group Work | |
| Digital Resources | § Reader § 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 | 75.00 % |
| Permitted Resources | Approved calculator according to "Guidelines on Supplementary Materials" | With dictionary | |
| Others | | | |
| | Assessment | Length (min.) | Weighting |
| Written Assignment | Grade | - | 25.00 % |
| Classroom Attendance Requirement | - | | |
| Language of Instruction/Examination | English | | |
| Compulsory Reading | Boddy, D. (2016). Management: An Introduction. 7th edition. New York: Pearson. ISBN 978-1-292-08859-4. | | |
| Recommended Reading | Schüz, M. (2017). Foundations of Ethical Corporate Responsibility: SML essentials 01. Winterthur: Züricher Hochschule für Angewandte Wissenschaften. ISBN 978-3-03870-003-6. | | |
| Comments | Additional materials will be uploaded to Moodle. | | |