

Valid for 2023.HS

Module Name: Introd	duction to Business Administration					
Module Code	w.BA.XX.3BWL-BO-FLEX.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 by means of an online business simulation and case studies. Students acquire the basic knowledge required exclusively in self-study with the help of a digital teaching aid, which was created for this module.					
Program and Specialization						
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	Module Type:Program Phase:CompulsoryFirst-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)	 Professional Competence Methodological Competence Social Competence Self-Competence 					
Contribution to Program	Professional Competence					
Learning Objectives	 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 Creativity & Innovation 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 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 me	odule	e is linked to the fo	llowing modul	es:		
Liiiii	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.2Mathc1.XX						
		w.BA.XX.2OP.XX						
		w.BA.XX.2Skill.XX						
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		§ Application Tasks § Case Studies			§ Group W			
		§ Exercises			3 Gloup W	OIK		
		§ Business simulation	οn					
Digita	al Resources	§ Reader	011		1			
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		§ Practice and Appl	icatio	on Exercises (with	Kev)			
		§ Case Studies (wit						
		§ Multiple Choice To		,,				
Type	of Instruction	Classroom Instructi		Guided Self-Stu	dy	Autono	mous Self-Study	
	Large Class		-		-			
	Small Class		24 h		116 h			
	Group Instruction				-			
	Practical Work				_			
	Seminar							
	Total		24 h		116 h		40	
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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 or 0 points: Failure to enroll in a group on Moodle by the end of SW 1; failure to pay the license fee for the business simulation to the provider by the end of SW 1;
	and failure to actively participate in the game rounds of the business simulation and complete the individual assignments.