

Valid for 2023.HS

<b>Module Name: Introduction to Business Administration</b>	
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	§ Business Administration - Specialization in Banking and Finance (FLEX) § Business Administration - Specialization in General Management (Flex)
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	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> First-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 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 § 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 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 § Business simulation	<b>Social Settings Used:</b> § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § 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	-	-	
Small Class	24 h	116 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>24 h</b>	<b>116 h</b>	
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written exam	Closed book	60	60.00 %
<b>Permitted Resources</b>	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
<b>Others</b>			
<b>Others</b>		<b>Assessment</b>	<b>Length (min.)</b>
Control questions to check learning based on advance assignments in various semester weeks.		Grade	-
Reflection report and various hand-ins for the online business simulation (for further details, see "Remarks" below)		Grade	-
			10.00 %
			30.00 %
Classroom Attendance Requirement	Mandatory Attendance: None  There is no attendance requirement per se. Participation in the small class events in Weeks 1, 4, 7, and 10 forms the basis for the performance assessment comprising the reflection report and various submissions related to the online business simulation.		
Language of Instruction/Examination	German		
Compulsory Reading	§ Steingruber, D., Butz, A., Di Giusto, F., Fengler, R., Küttel, T., Yang Meier, D. & Scherler, P. (2023). Grundlagen BWL - Zusammenhänge verstehen. Pearson. ISBN 978-3-864-52656-5. --> This digital teaching aid (publication date end of August 2023) will be used from the first week of the semester and has to be purchased by the students themselves via the Pearson webshop; the exact details will follow one week before the start of the semester via Moodle announcement. § 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 (as an e-book or print edition), e.g., here: <a href="https://delivros-orellfuessli.ch/schulseite/bookshop-zhaw/">https://delivros-orellfuessli.ch/schulseite/bookshop-zhaw/</a> . § Lizenz für Online-Unternehmenssimulation. ISBN keine. --> Exact details will follow in the first week of the semester on Moodle; must be obtained by the students themselves by the end of Week 1.		
Recommended Reading	§ Additional materials, tasks, and learning videos 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 <b>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;</b> and failure to actively participate in the game rounds of the business simulation and complete the individual assignments.
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