Valid from 2024.HS

Module description: Introduction to Business Administration

Module Code	w.BA.XX.3BWL-BO-FLEX.XX
ECTS Credits	6
Language of Instruction/Examination	German
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.
Organizational Unit	ZID Ltg.
Module Coordinator	Daniel Steingruber
Deputy Module Coordinator	Andreas Butz
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	**Module Type** Compulsory **Program Phase** First Year-Studies
Prerequisite Knowledge	None
Contribution to Program Learning Objectives (by the concerned 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... • should answer central questions in the business administration sub-areas of corporate environment, strategy, finance, procurement & service provision, marketing, structure & culture, human resource management, leadership, and corporate social responsibility. • should describe basic business management interdependencies and the interaction of the various business management sub-areas. • should develop the willingness to deal with business management problems.

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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

This module is linked to the following modules:

- w.BA.XX.3Mathe1-FLEX.XX
- w.BA.XX.3OP-FLEX.XX
- w.BA.XX.3LU-FLEX.XX
- w.BA.XX.3HCM-FLEX.XX
- w.BA.XX.3Strat-FLEX.XX
- w.BA.XX.3FinAcc-FLEX.XX
- w.BA.XX.3Skill-FLEX.XX
- w.BA.XX.3Mark-FLEX.XX

Digital Learning Resources

- Reader
- Teaching Videos
- Practice and Application Exercises (with Key)
- Case Studies (with Key)
- Multiple Choice Tests

Methods of Instruction

- Application Tasks
- Interactive Instruction
- Case Studies
- Lecture
- Exercises
- Business simulation

Social Settings Used:

- Pair Work
- Group Work
- Individual Work

Type of Instruction

	Classroom Instruction	**Guided Self-Study**	**Autonomous Self-Study**
Large Class	-	-	
Small Class	24 h	116 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	**24 h**	**116 h**	**40 h**

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Performance Assessment

End-of-module exam	Form	Length (min.)	Weighting
Written exam	closed book	60	60.00
Permitted Resources	Spec. calculator acc. to leaflet "Utilities"	With dictionary	

Others	Assessment	Format	Length (min.)	Weighting
Reflection report and various hand-ins for the online business simulation (for further details, see "Remarks" below) (Performance Assessment 2)	Grade	Gruppenarbeit	0	30.00
Control questions to check learning based on advance assignments in various semester weeks (Performance Assessment 1)	Grade	Einzelarbeit	0	10.00

Classroom Attendance Requirement

Other

There is no official attendance requirement. However, participation in the small class events in semester weeks 1, 4, 7, and 10 forms the basis for Performance Assessment 2 "Reflection report and various submissions for the online company simulation" (group work). Absence that has not been agreed with the group can lead to exclusion from Performance Assessment 2.

Compulsory Reading

- 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 no later than Friday, September 27, 2024, at 18.00h..
- Butz, A. & Di Giusto, F. & Steingruber, D. & Fengler, R. & Küttel, T. & Scherler, P. & Yang Meier, D. (2023). Grundlagen BWL - Zusammenhänge verstehen. Pearson. ISBN 978-3-864-52656-5. --> This digital teaching aid 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: https://delivros-orellfuessli.ch/schulseite/bookshop-zhaw/.

Recommended Reading

- Additional materials, tasks, and learning videos on the electronic learning platform "Moodle."

Comments

For Performance Assessment 2, "Reflection report and various submissions for the online company simulation" (see "Performance Assessments" above): If one of the following applies, Performance Assessment 2 will be considered "not completed", corresponding to a **grade of 1.0 or 0 points**:

- **Failure to enroll in a group on Moodle by Friday, 27 September 2004 (6 pm).**
- **Non-payment of license fees to the provider of the business simulation by Friday, 27 September 2024 (6 pm).**
- Insufficient participation in the business simulation game rounds in semester weeks 1, 4, 7, and 10 and completion of individual assignments.