

Valid for 2022.HS

Module Name: BA Fundamentals & Strategy	
Module Code	w.BA.XX.3BWL-BL.XX
Module Description	This module examines various aspects of business administration (see "Module Content" below). The aim is to promote a deeper understanding of overarching economic contexts and the ability to think holistically and employ networked thinking. This is done, in particular, in small class lessons and by means of an online business simulation. There are three options for acquiring the basic knowledge required for this, which allow flexibility in terms of location and time. Students are free to choose (also from one week to the next) between the following options: (a) self-study using customized digital learning resources; (b) participating in digital lectures (large class format, online) consisting of two lessons: This is offered three times a week in identical format on the following dates: Tuesday, 6.00 - 7.35 pm; Thursday, 4.00 - 5.35 pm; and Saturday, 10.00 - 11.35 am. At least one of these classes can be attended within the previously communicated class times. Registration is not necessary; (c) use of the recordings of the digital lectures.
Program and Specialization	Business Law
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, Business Law and Applied 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	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: 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 immerse themselves in issues of business management.

Module Content	§ Business thinking § Corporate environment § Strategy § Finance § Procurement & provision of services § Marketing § Structure & culture § Human resource management § Leadership § Corporate social responsibility § Systemic management		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § 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	24 h	60 h	
Small Class	28 h	40 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	52 h	100 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	60	60,00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
Others	Assessment	Length (min.)	Weighting
Reflection report and various hand-ins for the online business simulation (for further details, see "Comments" below)	Grade	-	30,00 %
Learning quizzes on advance assignments in various semester weeks.	Grade	-	10,00 %
Classroom Attendance Requirement	Mandatory Attendance: None Participation in the small class events in Weeks 5 to 11 forms the basis for the performance assessment comprising the reflection report and various submissions on the online business simulation.		
Language of Instruction/Examination	German		
Compulsory Reading	§ Butz, A., Scherler, P., Seitz, J., Küttel, T. & Di Giusto, F. (2019). <i>BWL Casebook</i> . Zürich: Versus. ISBN 978-3-03909-147-8. --> to be used from Week 1. Students must procure this prior to the start of the module. § Neues digitales BWL-Lehrmittel. ISBN keine. --> for the 2022 fall semester, a free preprint version will be provided. § Lizenz für Online-Unternehmenssimulation. ISBN keine. --> exact details will follow in Week 1; to be obtained by the students themselves.		
Recommended Reading	§ Additional teaching materials, tasks, and exercises available on the electronic learning platform 'Moodle'		
Comments	For the performance assessment comprising the reflection report and various submissions for the online business simulation (see above "Performance Assessments"): In the following situations, the performance assessment will be considered as "not passed", which corresponds to a grade of 1.0: non-enrollment in a group on Moodle by the end of Week 2; non-registration with the provider of the business simulation by the end of Week 4; non-participation in the game rounds of the business simulation and the delivery of the individual assignments Weeks 5-12.		