

Valid for 2023.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 by means of an online business simulation and case studies. Students acquire the foundations needed by means of self-study using a digital learning tool developed for this module.	
Program and Specialization	Business Law	
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
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 business management issues.	
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 § Business simulation		Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests § Online business simulation			
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Large Class	-	-		
Small Class	28 h	112 h		
Group Instruction	-	-		
Practical Work	-	-		
Seminar	-	-		
Total	28 h	112 h	40 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	
Learning quizzes on advance assignments in various semester weeks.	Grade	-	10,00 %	
Reflection report and various hand-ins for the online business simulation (for further details, see "Comments" below)	Grade	-	30,00 %	
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). BWL Casebook. 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 (e-book oder print edition), e.g., here: https://delivros-orellfuessli.ch/schulseite/bookshop-zhaw/ . § 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 textbook (to be published at the end of August 2023) will be used from Week 1. Students must procure this themselves from the Pearson web store; details to follow one week before the start of the semester on Moodle. § Lizenz für Online-Unternehmenssimulation. ISBN keine. --> exact details will follow in Week 1 on Moodle; to be obtained by the students themselves by the end of Week 1.			
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 or 0 points: Non-enrollment in a group on Moodle by the end of Week 1; failure to pay the licensing fee to the provider of the business simulation by the end of Week 1 ; non-participation in the game rounds of the business simulation and the delivery of the individual assignments Weeks 5-12.			