

Course	
Course Number	1010
Exam Number	1010
Course Frequency	Winter Semester
Duration	1 Semester
Contact Hours per Week	2
Teaching and Learning Forms	Seminar
ECTS Credit Points	2,5
Workload	62,5 hours <ul style="list-style-type: none"> - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Course Responsibility	Prof. Dr. Jens Cordes
Prerequisites for Participation	None
Content	<p>The course is usually divided into two blocks.</p> <p>First, the students receive a condensed overview of selected business management issues such as: Operational longitudinal and cross-sectional functions, strategic management, operational ratios, etc.</p> <p>This is usually followed by a business game. This consists of a realistic simulation of the overall processes and conflicts of objectives in a company. The students "produce", sell and account for products and services and then determine their success.</p>
Target Competencies	<p>Students are familiar with business terminology and the way managers think. They are also able to interpret business processes and work in a team in a goal-oriented manner.</p> <p>In addition to the specialist knowledge gained in the lecture block, the students acquire above all an overview of business management interrelationships in the company.</p> <p>This course thus lays the foundations for the later understanding of many individual approaches and methods.</p> <p>This course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas:</p>

Course	Introduction to Business Administration
	<ul style="list-style-type: none">- Knowledge and understanding- Use, application and creation of knowledge- Communication and cooperation
Examination and Course Achievement	The primary form of examination is the project work in form of a business simulation.
Basic Literature	Jean-Paul Thommen; et al. (2017): Allgemeine Betriebswirtschaftslehre. Umfassende Einführung aus managementorientierter Sicht (8th Edition). Springer Verlag.