

Course		Introduction to Business Administration
Course Number		7013
Exam Number		7013
Course Frequency		Winter Semester and Summer 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"> <li>- Attendance time in courses: 28 hours</li> <li>- Self-study: 34,5 hours</li> </ul>
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"><li>- Knowledge and understanding</li><li>- Use, application and creation of knowledge</li><li>- Communication and cooperation</li></ul>
<b>Examination and Course Achievement</b>	The primary form of examination is the project work in form of a business simulation.
<b>Basic Literature</b>	Jean-Paul Thommen; et al. (2017): Allgemeine Betriebswirtschaftslehre. Umfassende Einführung aus managementorientierter Sicht (8th Edition). Springer Verlag.