

# Fundamentals of Business Administration (W3BW\_101)

## Principles of Business Administration

### FORMAL INFORMATION ON THE MODULE

MODULE NUMBER	LOCATION IN THE COURSE OF STUDY	MODULE DURATION (SEMESTER)	MODULE RESPONSIBILITY	LANGUAGE
W3BW_101	1st academic year	1	Prof Dr Simone Besemer	German/English

### FORMS OF TEACHING USED

Lecture

### FORMS OF EXAMINATION USED

EXAM PERFORMANCE	EXAM DURATION (IN MINUTES)	GRADING
Written exam	120	yes

### WORKLOAD AND ECTS CREDITS

TOTAL WORKLOAD (IN H)	OF WHICH ATTENDANCE TIME (IN H)	OF WHICH SELF-STUDY (IN H)	ECTS CREDIT POINTS
150	60	90	5

### QUALIFICATION OBJECTIVES AND COMPETENCES

#### PROFESSIONAL COMPETENCE

Students are able to understand the fundamental interrelationships of business management thinking and behaviour. Building on this, they will be able to describe and exemplify the essential framework-giving constitutive decision-making fields and be familiar with the subtasks in the entrepreneurial decision-making cycle. To the same extent, students are able to outline the basic steps of the economic performance process of a company.

This applies in particular to market-orientated processes. Students can explain the basic ideas, tasks and methods of marketing and explain the complexity of market processes. They will be able to explain why marketing processes should not be seen in isolation but embedded in the economic and social context. Students have gained an overview of the steps in the marketing planning process and are familiar with various marketing strategies. They will be able to comment the understanding of the term marketing planning from a scientific and practical perspective. They will also have gained an initial understanding of the interaction of marketing instruments for influencing consumer behaviour and controlling customer processes.

#### METHODOLOGICAL EXPERTISE

On the basis of decision-oriented, behavioural science and system-oriented thinking, students have a fundamental pattern of analysis with which they can analyse and interpret simple and complex problems in a goal-oriented manner in the further course of their studies. Students can independently analyse and structure given problems in the field of marketing on the basis of given information and lead them to a solution.

#### PERSONAL AND SOCIAL COMPETENCE

Students know the target dimensions of a company and are familiar with the divergent demands of different interest groups. They will have developed a basic understanding of the economic, political, social, ecological and ethical perspectives of a company by analysing alternative rationality principles of economic activity. As part of this module, students learn about the possibilities and limits of influencing people through information and have critically analysed the resulting economic, social and ethical areas of tension.

#### OVERARCHING COMPETENCE

Students know the objectives of business administration as a science as well as the different approaches of business administration research concepts. They can describe simple problems in the context of the performance and management process of a company using business management terminology. After completing this module, students will be able to independently analyse clearly defined decision-making problems using basic business management methods and formulate simple explanatory approaches. They will have developed an understanding of the marketing orientation of a company and the application of the instruments of the marketing mix. Students are able to apply their knowledge, skills and abilities to problems in marketing practice.

## LEARNING UNITS AND CONTENT

TEACHING AND LEARNING UNITS	PRESENCE TIME	SELF-STUDY
Introduction to business administration	40	60
<ul style="list-style-type: none"><li>- The company as an economic and social system</li><li>- Basic scientific theoretical positions in business administration</li><li>- Models and methods of business administration</li><li>- Corporate environment: goals and decisions</li><li>- Core functions of management: legal forms, rights of disposal and corporate constitution, concentration and co-operation</li><li>- Location decisions</li><li>- Dimensions of the value creation process at a glance</li></ul>		
Marketing	20	30
<ul style="list-style-type: none"><li>- Basics, goals and tasks of marketing</li><li>- Approaches and recent developments in marketing</li><li>- Marketing planning process</li><li>- Marketing strategies</li><li>- Instruments of the marketing mix</li><li>- Marketing organisation</li><li>- Recognising, analysing and understanding customer needs</li></ul>		

## SPECIAL FEATURES

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## PREREQUISITES

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## LITERATURE

- Bruhn, M.: Marketing : Grundlagen für Studium und Praxis, Wiesbaden: Springer - Gabler
- Esch, F.-R./Herrmann, A./Sattler, H.: Marketing. A management-orientated introduction, Munich: Vahlen
- Homburg, Chr.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, Wiesbaden: Springer - Gabler
- Jung, H.: Allgemeine Betriebswirtschaftslehre, Munich - Vienna: Oldenbourg
- Kirsch, J./Müllerschön, B.: Marketing kompakt, Sternenfels: Verl. Wiss. und Praxis
- Meffert, H./Burmahn, C./Kirchgeorg, M.: Marketing; Grundlagen marktorientierter Unternehmensführung; Konzepte - Instrumente - Praxisbeispiele, Wiesbaden: Gabler
- Thommen, J.-P. et al: Allgemeine Betriebswirtschaftslehre: Umfassende Einführung aus managementorientierter Sicht, Springer: Wiesbaden
- Vahs, D./Schäfer-Kunz, J.: Einführung in die Betriebswirtschaftslehre, Stuttgart: Schäffer-Poeschel
- Wöhe, G./Döring, U./Brösel, G.: Einführung in die Allgemeine Betriebswirtschaftslehre, Munich: Vahlen