

<b>Business Management</b>					
<b>Module Code</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Frequency of Module</b>	<b>Duration</b>
	90 hrs.	3	1	Only summer semester	1 Semester
<b>1</b>	<b>Module Components</b>	<b>Teaching Language</b>	<b>Contact Hours</b>	<b>Self Study</b>	<b>Class Size</b>
	a) Introduction to Business Management	a) English	a) 22,5 hrs.	a) 67,5 hrs.	a) 30
<b>2</b>	<p><b>Learning Outcomes</b></p> <p>After successful participation in the module the students</p> <p><b>Knowledge (1)</b> ... are able to describe the nature of business organizations and their stakeholders.</p> <p><b>Comprehension (2)</b> ... are able to understand management tools that are available within the different business functions.</p> <p><b>Application (3)</b> ... are able to apply some of the most important management tools that are available within the different business functions.</p> <p><b>Analysis (4)</b> ... are able to analyse the complex business environment and its impacts on business decisions.</p> <p><b>Synthesis (5)</b> ... are able to develop business strategies based on a thorough analysis of the business environment.</p> <p><b>Evaluation (6)</b> ... are able to evaluate common patterns in the business world against the background of sustainable development.</p>				
<b>3</b>	<p><b>Individual Component Content</b></p> <p>a) - Organizational Design - History of Management - Business organizations and their environment - Business functions throughout the business value chain: Strategic management, Supply chain management, Marketing, Finance, Investment, Management Accounting - Management tools within the different business functions to support decision making</p>				
<b>4</b>	<p><b>Teaching Methods</b></p> <p>a) Lecture / Practical</p>				

<b>5</b>	<b>Prerequisites</b> None
<b>6</b>	<b>Methods of Assessment</b> a) Graded Assessment 1K (Written Exam) (3 LP)
<b>7</b>	<b>Applicability of Module</b> Business Management and Psychology B.A. (BMP)
<b>8</b>	<b>Person Responsible for Module</b> Prof. Dr. Eva Kirner (Module Responsible) Prof. Dr. Frank Kramer (Module Responsible)
<b>9</b>	<b>Reading List (Core Texts and Recommended Texts)</b> a) Clegg, S. R., Kornberger, M., and Pitsis, T. S. (2015) Managing and Organizations: An Introduction to Theory and Practice, 4th edition, Sage. Hall, J. et al. (2008), Business Studies, 4th edition. Marcousé, I., Surridge, M., Gillespie, A. (2011) Business Studies for A Level, 4th edition. Nickels, M., Understanding Business 10th edition, 2012. Palmer, A., Hartley, B. (2012) The business environment, 7th edition.