

Module: Basics of Business Administration

Level	Master	Short Name	BBA
Responsible Lecturers	Opresnik, Marc, Prof. Dr. Dipl.-Kfm.		
Department, Facility	Applied Natural Sciences		
Course of Studies	Regulatory Affairs, Master		
Compulsory/elective	Compulsory elective	ECTS Credit Points	2,5
Semester of Studies	3	Semester Hours per Week	2
Length (semesters)	1	Workload (hours)	75
Frequency	WiSe	Presence Hours	
Teaching Language	English	Self-Study Hours	75

The following section is filled only if there is **exactly one** module-concluding exam.

Exam Type	Written Exam	Exam Language	English
Exam Length (minutes)	60	Exam Grading System	One-third Grades

Learning Outcomes	In this module, students acquire fundamental knowledge of general business administration in the areas listed under "Course Content." They learn and practice the ability to handle business-related tasks and complex issues, and to solve, analyze, and discuss them in a nuanced manner. Students are able to: • explain key business administration concepts and apply them to practical and theoretical problems, • describe business functions as well as their content and tasks, • discuss and describe fundamental, overarching issues in business administration and within specific functional areas, • research concepts and methods in the literature in a targeted manner, • apply basic problem-solving methods—specifically, by adapting the general problem-solving process to specific problems, • analyze and independently solve basic (simple) problems in business administration and within functional areas, • recognize and articulate fundamental interrelationships within business administration.		
Participation Prerequisites			

The previous section is filled only if there is **exactly one** module-concluding exam.

Consideration of Gender and Diversity Issues	✓ Use of gender-neutral language (THL standard) ✓ Target group specific adjustment of didactic methods		
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	✓ Making subject diversity visible (female researchers, cultures etc.)
Applicability	Due to its orientation, the module can be used in all degree programs(see remarks).
Remarks	Knowledge of business administration is essential for all students who intend to assume leadership responsibilities in their future careers or as entrepreneurs.

Module Course: Basics of Business Administration

(of Module: Basics of Business Administration)

Course Type	Online Course	Form of Learning	Online supported
Mandatory Attendance	no	ECTS Credit Points	2,5
Participation Limit		Semester Hours per Week	2
Group Size		Workload (hours)	75
Teaching Language	English	Presence Hours	0
Study Achievements ("Studienleistung", SL)		Self-Study Hours	75
SL Length (minutes)		SL Grading System	

The following section is filled only if there is a course-specific exam.

Exam Type		Exam Language	
Exam Length (minutes)		Exam Grading System	
Learning Outcomes			
Participation Prerequisites			

The previous section is filled only if there is a course-specific exam.

Contents	Students gain an overview of business processes and issues. In addition to presenting and explaining fundamental business concepts and interrelationships, the course adopts a decision- and management-oriented perspective on business administration. Particular emphasis is placed on identifying and describing fundamental strategic and operational planning and decision-making problems, as well as outlining key elements of market-oriented corporate management and marketing. 1 Classification and development of business administration • 1.1 Business administration as a discipline • 1.2 Development of the field 2 Objectives, key performance indicators, and types of business entities • 2.1 The objective-setting process • 2.2 Corporate objectives • 2.3 The economic principle 3 Personnel and organization • 3.1 Fundamental objectives and tasks • 3.2 Classical organizational structures 4 Finance and accounting • 4.1 Overview
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	• 4.2 Finance 5 Operational value creation process 3 09.08.2021 • 5.1 Overview of the operational value creation process • 5.2 Production management and manufacturing • 5.3 Sales policy instruments and the marketing mix
Literature	• Opresnik, M. / Rennhak, C.: Fundamentals of General Business Administration, 2nd ed., Wiesbaden, 2014 • Schierenbeck, H. / Wöhle, C. B.: Principles of Business Administration, 17th ed., Munich, 2008 • Wöhe, G.: Introduction to General Business Administration, 25th ed., Munich, 2013
Remarks	