

<b>Grundlagen der Betriebswirtschaftslehre</b> <b>Fundamentals in Business</b>	
Code: IM1GBWL	
<b>Lecturers</b> Prof. Dr. Frank Danzinger	<b>Module Coordinator</b> Prof. Dr. Georg Erdmann
<b>Intended Learning Outcomes</b> Students will have knowledge of the philosophy of science and the fundamentals of business. On completion of the course, participants will be able to <ul style="list-style-type: none"><li>• define the basic terms, subject areas and tasks pertaining to business studies and make a distinction between them,</li><li>• name the legal structures for companies and to assess them based on their advantages and disadvantages,</li><li>• understand fundamental strategic, organisational and personnel-related decision-making within a company,</li><li>• name financial processes and discuss different viewpoints relating to the financial success of a company,</li><li>• discuss the key steps in the operational supply of goods and services and analyse interrelationships in the supply chain of a company.</li></ul> Moreover, the participants will be able to bring together content from other modules in the degree program for the purposes of gaining an overall picture of the business activities. The students will be able to discuss and apply the material they have learned using up-to-date, practical cases.	
<b>Content</b> <b>Courses in the Module</b> Fundamentals in Business  <b>Detailed Course Description</b> <ul style="list-style-type: none"><li>• Introduction to business studies</li><li>• Basic terms in business studies</li><li>• Corporate objectives, stakeholder management and corporate affiliations</li><li>• Legal structures in Germany, Europe and the world</li><li>• Strategy, human resources and organisation</li><li>• Fundamentals of finance and controlling</li><li>• Provision of goods and services with procurement, production and sales</li></ul>	
<b>Teaching and Learning Methods</b> <ul style="list-style-type: none"><li>• Lectures with exercises and case studies</li></ul>	
<b>Media</b> Presentations with projector	
<b>Relation/Interface to Other Modules</b> Being a set of lectures on the fundamentals of business, this module provides an overview of all of the essential content relating to business studies and the interaction between the modules to be completed over the course of the degree program.	
<b>Additional Information</b> Discussions on current case studies from the basic literature	

**Literature**

- Georg Erdmann; Michael Krupp: Betriebswirtschaftslehre, Pearson publishing house, Munich, 2018.
- Helmut Schmalen; Hans Pechtl: Grundlagen und Probleme der Betriebswirtschaftslehre, 15<sup>th</sup> edition, Stuttgart, Schäffer-Poeschel publishing house, 2013.
- Dietmar Vahs; Jan Schäfer-Kunz: Einführung in die Betriebswirtschaftslehre, 7<sup>th</sup> edition, Stuttgart, Schäffer-Poeschel publishing house, 2015.

**Organisation**

<b>ECTS Credits</b> 5	<b>Contact Hours</b> 4	<b>Language of Instruction</b> English
<b>Module Type</b> Compulsory module	<b>Offered</b> Winter semester	<b>Duration</b> 1 semester
<b>Semester of Study:</b> 1 <sup>st</sup> year of study, 1 <sup>st</sup> semester		
<b>Prerequisite for Participation</b> See §6 Study- and Examination Regulations		
<b>Recommended Requirements:</b> none		
<b>Total Workload and Breakdown of Credits</b> 5 ECTS x 30 hours = 150 hours, made up as follows:		
<b>Course Attendance</b>  45 hours	<b>Preparation / Homework / Self-Study</b>  40 hours	<b>Time for Exercises and Group Work</b>  25 hours
<b>Preparation of Term Papers, Seminar Papers, Course Assignments</b>  ---	<b>Exam Preparation</b>  40 hours	<b>Exam Time</b>  90 minutes
<b>Prerequisite for Award of Credit Points</b> Passing the written examination at the end of the semester		
<b>Type of Examination</b> Written examination	<b>Weighting of Final Grade</b> Written examination: 100%	