

Introduction to Business 1								
<b>Department code:</b> IBM1.3		<b>Module name in German:</b> Einführung in die Betriebswirtschaftslehre 1						
<b>Workload:</b> 150 hours, made up of: 72 contact hours 78 self-study hours		<b>ECTS credits:</b> 5 ECTS	<b>Semester:</b> 1st semester	<b>Frequency of module:</b> Winter semester				
<b>Module type:</b> Compulsory module		<b>Academic level:</b> Bachelor's degree	<b>Suitability of module:</b> Recommended pre-requisite for Introduction to Business 2, Digital Business, International Strategic Management, Bachelor's Thesis; study programmes in the fields of business and economics					
1	<b>Learning outcomes:</b> Students shall understand essential business management processes and functions, operational decision-making processes and practice-oriented approaches to solutions as well as functional divisions and tasks. Students can identify the key terms, origins, objectives and connections of modern business administration as well as their institutional and legal framework. In addition, they are able to assess target-oriented decisions of companies in an international context and discuss the interaction of companies with their environment. Students also use the theoretical principles and elementary business administration models in the functional divisions of marketing, materials management, production, accounting and financing, all of which are involved in the management of traded goods.							
2	<b>Module content:</b> <ul style="list-style-type: none"><li>– Historical development and nature of business administration</li><li>– Micro-, macro- and global environment of companies</li><li>– Influence of global trends on the tasks and responsibilities of a manager</li><li>– Fundamentals of marketing</li><li>– Fundamentals of materials management</li><li>– Fundamentals of production</li><li>– Fundamentals of corporate accounting, financial planning, financial control and key financial figures</li></ul>							
3	<b>Teaching and learning methods:</b> 3 SWS seminar-type tuition 1 SWS practical tutorial							
4	<b>Module language:</b> English							
5	<b>Pre-requisites for studying this module:</b> <table><tr><td>required:</td><td>none</td></tr><tr><td>recommended:</td><td>none</td></tr></table>				required:	none	recommended:	none
required:	none							
recommended:	none							
6	<b>Type of examination:</b> Written examination or term paper							
7	<b>Assessment methods:</b> Graded							
8	<b>Requirements for awarding ECTS credits:</b> Student must pass module examination							
9	<b>Other remarks:</b> None							