

| Module: G5 General Business | | |
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| Exam: G5 General Business | LV.-No.: | ECTS-Points: 5 CP |
| Recommended Semester: 1st Semester | Module: Mandatory | Language: German |
| Responsible lecturer: Prof. Dr. Frank Lattuch | Cycle: Winter Term | Registration information: LSF |
| Lecturer in charge: Prof. Dr. Frank Lattuch | | |
| Learning outcomes | <p>Students are able</p> <ul style="list-style-type: none"> • to name and dedicate the business sub-areas and the local problems and the used tools • to deduce decisions of company coordination and discuss action recommendations for complex systems under uncertainty and scarcity of resources. • critically deal with essential value-added activities and their processes. • deduce, analyze and discuss the global context of strategic, market-oriented and sustainable management. | |
| Form of exam | Written Exam | |
| Form of teaching | <ul style="list-style-type: none"> • Lecture • Training | |
| Course contents | <p>Operational foundations</p> <ul style="list-style-type: none"> • Basics of management and value chain • Constitutions, typology and objectives of companies <p>Operational services</p> <ul style="list-style-type: none"> • Research and Development • Purchase and materials • Production and sales <p>Business planning and control</p> <ul style="list-style-type: none"> • External accounting and cost accounting • Organization and personnel management • Company strategy and project management | |
| Workload | Presence (2 SWS): Case Study (2 SWS): Preparation and Follow-up: Sum: | 30 h 30 h 90 h 150 h |
| Requirements | None | |
| Literature | <ul style="list-style-type: none"> • Lynch, R., Strategic Management, Person, aktuelle Auflage. • Straub, T., Einführung in die Allgemeine Betriebswirtschaftslehre, Pearson, aktuelle Auflage. • Thommen, J.-P., Achleitner, A.-K., Allgemeine Betriebswirtschaftslehre, Springer, aktuelle Auflage. | |