

t.BWAV2 - Business Administration for Aviation 2

Person responsible for the course: Roland Steiner, stnr

Credits: 3

Valid for: 2009/2010

Last saved: 23.08.2010 17:21

Learning objectives:

The students

- are able to distinguish the different branches of business economics,
- understand the function and purpose of accounting and controlling in corporations and can explain the key terms,
- can evaluate the advantages of different organisational structures and explain the key terms,
- distinguish various marketing elements and apply these insights to simple examples,
- can explain the content, use and purpose of a business plan,
- recognise the importance of human resource and can apply the fundamentals of human resource management,
- apply the main features of organisation management, staff management and accounting to simple examples,
- understand the importance of change management.

Course content:

- accounting, controlling
- organisation theory
- business reengineering
- marketing
- strategy/business plan
- human resource
- change management

Previous knowledge:

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Teaching method:

Type of lesson:	Number of lessons per week:
Lecture	14*4L
Tutorial/Practicum	
Group teaching	
Block instruction	
Seminar	

Assessment:

According to the table or as specified in writing by the lecture at the beginning of the semester!

Number	Type	Weighting
	End of term exam	
	Exam during the semester	
	Further assessments	

Language of instruction:

German

Instruction material:

- handout

- scientific journals

- Jean-Paul Thommen: Managementorientierte Betriebswirtschaftslehre, 8. Auflage; Versus; 2008. ISBN-10: 3-03909-118-2 (7. edition)

- Organisation - Einführung in die Organisationstheorie und -praxis, Vahs, Schäffer-Poeschel, 6. Auflage, 2007

Comments:

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