

t.BWAV2 - Business administrations for aviation 2

Person responsible for the course: Roland Steiner, stnr

Credits: 3

Valid for: 2010/2011

Last saved: 23.09.2010 21:11

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 organisation 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.
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Course content:

- Accounting, Controlling
 - Organisation theory
 - Business reengineering
 - Marketing
 - Strategy/Business plan
 - Human resource
 - Change Management
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Previous knowledge:

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 |
|--------|--------------------------|-----------|
| 1 | End of term exam | 1.5 |
| 1 | Exam during the semester | 1.5 |
| | 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:

Lecturers:

- M. Mölleney, industry
- R. Eigenmann, industry
- D. Bietenhader, SoM