

t.BWP1 - Betriebswirtschaftliche Prozesse 1

Person responsible for the course: Ruth Franziska Vogt Gehri, vogf

Credits: 4

Valid for: 2010/2011

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Learning objectives:

The students

- Gain an overview on the manifold problems Business Administration is dealing with
- Recognize the versatile interconnections between the operational functions
- Acquire basic tools for problem solving in general and for specific business functions

Course content:

- Business Administration as a science
- Using a systematic approach for solving business specific issues
- Basic principles of Business Administration (Objectives, costs, organisational forms, legal forms,)
- The new St. Gallen Management Model as one management example
- Management functions (Basic principles of Marketing, Supply Chain Management, Organisation Theory, Human Resource Management, Leadership)

Previous knowledge:

none

Teaching method:

Type of lesson:	Number of lessons per week:
Lecture	14x4L
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	70 %
1	Exam during the semester	30 %
	Further assessments	

Language of instruction:

Deutsch

Instruction material:

- lecture slides
- Article from scientific journals

-Alfred Krummenacher, Jean-Paul Thommen: Einführung in die Betriebswirtschaft, 3. Auflage; Versus; 2006.

Additional material:

-Johannes Rüegg-Stürm: Das neue St. Galler Management-Modell - Grundkategorien einer integrierten Managementlehre, der HSG Ansatz; 2. Auflage; Haupt; 2003.

Comments:

We expect students to acquire specific knowledge independently in order to discuss it during class sessions.