
t.BWVS1 - Betriebswirtschaft 1

Person responsible for the course:	Urs Hohl, hour
Credits:	4
Valid for:	2010/2011
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Learning objectives:

The students learn the basics of management in a global and legal context.

This will be achieved using models such as the St. Gallen Management Model. Individual aspects are treated in greater detail in form of stakeholder analyses.

By the end of the lecture, the students should be able to
describe, analyse, explain and evaluate the economic context of a company,
develop integral concepts for companies in the sectors of mobility and related services
present constructive solutions for innovative corporate approaches

Course content:

St. Gallen Management-Model:

Introduction

Ecological and social environment

Technological and economic environment

Structural aspects (Strategy)

What is strategy

Functional strategies

Structures - Organisation

Cultures and their significance

Processes (Management processes)

Planning

Decision making (Business- and support processes)

Supply Chain

Quality

Development modes

Significance of innovation

Knowledge management

Change spectrum

Globalisation of innovations

Open Innovation

Future

Methods of future monitoring

Futures in aviation

Stakeholders and Issue-Management

What is a stakeholder?

Why are stakeholders important for a company?

What are the most important stakeholders?

Target-oriented relationship management?

How do issues emerge and elapse?

Early identification

Issues-identification

Approaches to strategic development

Impact of issues on company value

Evaluation

Indicators

Communication

Credibility

Previous knowledge:

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Teaching method:

Type of lesson:	Number of lessons per week:
Lecture	
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	
	Exam during the semester	
	Further assessments	

Language of instruction:

German

Instruction material:

- Jean-Paul Thommen: Managementorientierte Betriebswirtschaftslehre (aktuellste Auflage) oder

- Rüegg-Stürm, J. (2002): Das neue St. Galler Management-Modell, Grundkategorien einer integrierten Managementlehre, der HSG-Ansatz, Bern usw. (Paul Haupt), 103 S., ISBN 3-258-06534-9; 2., durchges. Aufl. 2003

Comments:

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