

t.MIN - Management Instrumente

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

Credits: 2

Valid for: 2010/2011

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Learning objectives:

The students

- Know the importance and impact of performance measurement systems and performance figures and can critically analyse their application and implementation
 - are able to understand the different application areas of a holistic Performance Management
 - apply management models and tools of performance management in case studies
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Course content:

- Basic principles of performance figures (Types, definition, benefits,)
 - Basic principles of performance measurement systems (Classification, opportunities and threads)
 - Overview on selected performance measurement systems (selective performance management systems, hierarchy of value drivers, Du-Pont-System,)
 - holistic Performance Management Model
 - Application of specific management tools:
 - Value Chain
 - ABC Analysis
 - SWOT Analysis
 - Balanced Scorecard
 - Benchmarking
 - Quality management (e.g. EFQM)
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Previous knowledge:

BWP 1, BWP 2, Controlling:

Basic Principles of Business Administration

Teaching method:

Type of lesson:	Number of lessons per week:
Lecture	14x2L
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%
	Exam during the semester	
	Further assessments	30%: Presentation of a case study or a management tool

Language of instruction:

Deutsch

Instruction material:

Script

Reader for specific topics

Case studies

Additional literature:

- Thommen, J.P. (2008), Managementorientierte Betriebswirtschaftslehre. 8. Aufl. Zürich: Versus

- Kerth, K., Asum, H., Stich, V. (2009), Die besten Strategietools in der Praxis. 4. Aufl. München: Carl Hanser Verlag

- Weiland, A., Meuche, T. (2009), BWL in Fallstudien. Stuttgart: Scheffer-Poeschel Verlag

Comments:

The students are expected to participate actively during class sessions. Case studies build an important part of knowledge transfer.