

Business Studies and Personal Skills

1	Module Number 0983	Study Programme TBB	Semester 1	Offered in xWS xSS	Duration 1 Semester	Module Type Mandatory	Workload (h) 120	ECTS Points 2
2	Courses		Teaching and Learning Forms		Contact Time		Self-Study Time	Language
	a) Business Studies and Personal Skills		Lecture with exercises		(SWS) 2	(h) 30	(h) 30	english
3	<p>Learning Outcomes and Competences</p> <p>Once the module has been successfully completed, the students are able to reflect relevant management skills in a situational manner appropriately recognized and communicated in English (B2 level). The module covers basics taken from some of the key areas of Business Management: Marketing, Finance, Human Resources Management and Operations Management.</p> <p>Knowledge and Understanding</p> <ul style="list-style-type: none"> ...The students are familiar e.g. with identifying business opportunities, protecting business ideas, and developing a straightforward business plan <p>Use, Application and Generation of Knowledge</p> <ul style="list-style-type: none"> ...The students are able to express their knowledge in English using the correct terminology. Furthermore they are able to present a business plan in an appropriate way to professional audience. <p>Communication and Cooperation</p> <ul style="list-style-type: none"> ...The students develop a cooperative self-image among themselves. ...The students can have different perspectives and perspectives on management skills, can weigh them against each other and make an assessment. ...The students develop a “we feeling” in the group and increase their ability to work in a team. ...The students learn to work out a topic in a team and to present it in English. ...The students have a basic knowledge and understanding of fundamental processes and concepts from the fields of business and economics. <p>Scientific Self-Conception/ Professionalism</p> <ul style="list-style-type: none"> ...The students develop a solid understanding of roles. ...The students are aware of their personal responsibility. ...The students are able to act professionally in the business environment, both in the context of a discussion and in a presentation. 							

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4	<p>Contents</p> <p>Business Studies and Personal Skills</p> <p>The Introduction to Business Studies sub-module covers topics taken from some of the key areas of Business Management: Marketing, Finance, Human Resources Management and Operations Management. The first section starts with fundamental basics, covering the most important definitions of Business Management and Entrepreneurship. Furthermore the processes of identifying business opportunities, protecting business ideas, developing a business plan and choosing the right legal structure are discussed.</p> <p>The second section deals with Marketing, in particular with formulating marketing objectives, strategies and the corresponding Marketing Mix. In the following section financial basics are discussed, e.g. sources of business finance and calculating revenue, costs and profit. The next section deals with Human Resources Management (HRM): HRM aims and objectives, HRM activities and strategies, recruitment and training and measuring the effectiveness of a personnel department. The last section covers the topic Operation Management with focus on the supply chain and quality management. The sub-module ends with a short excursus about presentation skills.</p>
5	<p>Participation Requirements</p> <p>recommended:</p> <p>Proficiency in English corresponding to at least level B2 according to the Common European Framework of Reference for Languages. Typically this involves at least 6 years of learning English.</p> <p>A language user at level B2 „can understand the main ideas of complex text on both concrete and abstract topics. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options". For more details see:</p> <p>Common European Framework of Reference for Languages</p> <p>At the beginning of the semester students will be given a placement test to ascertain their proficiency in English. Those failing to meet the minimum requirement level B2 will be required to attend the English Proficiency course (see below).</p>
6	<p>Examination Forms and Prerequisites for Awarding ECTS Points</p> <p>Business Studies and Personal Skills: Oral examination. The oral examination includes a student presentation and questions concerning all topics discussed in the lecture</p>
7	<p>Further Use of Module</p> <p>Compulsory module in the Bachelor's degree in International Technical Business Administration (TBB). 0976 Law and Communication, 0977 Economics 5, 0980 International Business.</p>
8	<p>Module Manager and Full-Time Lecturer</p> <p>Prof. Brauner, Prof. Ullrich</p>
9	<p>Literature</p> <ul style="list-style-type: none"> • Johnson, R.A. (1993): Negotiating and Influencing Skills. Sage • Marcou��, I. et al. (2011): Business Studies for A Level; 4th edition. Hodder Education Group • McRae, B. (1997): Negotiating and Influencing Skills. Sage • Robbins, S.P. & Hunsaker (2002). Training in Interpersonal Skills. Prentice Hall
10	<p>Last Updated 27.06.2022</p>