

Business 101

Module Code: DLBBAB_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Andreas Herrmann (Business 101)

Contributing Courses to Module

- Business 101 (DLBBAB01_E)

Module Exam Type

Module Exam

Study Format: myStudies
Exam or Written Assessment: Written Assignment, 90 Minutes

Study Format: Distance Learning

Exam or Written Assessment: Written Assignment, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Businesses and their environment
- Types of business organizations
- Management and structure of business
- Production of goods and services
- Marketing of products and services
- Management of labor
- Accounting in business

Learning Outcomes**Business 101**

On successful completion, students will be able to

- apply business and economic thinking and working methods.
- explain economic subjects and questioning models of business administration.
- classify and formulate corporate goals.
- describe and apply a general business decision-making process.
- recognize and design the organizational structure and process organization in the company.

Links to other Modules within the Study Program

This module is similar to other modules in the fields of Business Administration & Management

Links to other Study Programs of the University

All Bachelor Programmes in the Business & Management fields

Business 101

Course Code: DLBBAB01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Business 101 deals with the basics of general business administration. It provides students with an understanding of the fundamental questions of doing business. In addition, basic organizational approaches of companies are shown. With the successful completion of the course, the students have gained fundamental knowledge in general business administration. This course lays the foundation for the advanced modules in the further course of their studies.

Course Outcomes

On successful completion, students will be able to

- apply business and economic thinking and working methods.
- explain economic subjects and questioning models of business administration.
- classify and formulate corporate goals.
- describe and apply a general business decision-making process.
- recognize and design the organizational structure and process organization in the company.

Contents

1. Businesses and their environment
 - 1.1 Concepts of business
 - 1.2 A system of economic relationships
 - 1.3 Business environment
2. Types of business organizations
 - 2.1 Companies in production and service
 - 2.2 Divisions of companies
3. Management and structure of business
 - 3.1 Basics of Business Management
 - 3.2 Functions of organizations, managers and control
 - 3.3 The decision making process
 - 3.4 Organizational structure of business

4. Production of goods and services
 - 4.1 Origin and development of the production process
 - 4.2 Industrial strategy of business
5. Marketing of goods and services
 - 5.1 Goals and types of marketing
 - 5.2 Marketing mix
6. Management of labor
 - 6.1 Process of management of labor
 - 6.2 Demand in labor
 - 6.3 Human relations in organizations
7. Accounting in business
 - 7.1 Functions and goals of accounting
 - 7.2 Spheres of accounting
 - 7.3 Fundamental principles of accounting

Literature**Compulsory Reading****Further Reading**

- Collins, J. (2011). Good to great: Why some companies make the leap...and others don't. Harper Business.
- Covey, S., Foreword, C. J.-, Covey, S. R. & Audio, S. S. (2020). The 7 Habits of Highly Effective People: 30th Anniversary Edition . Simon & Schuster Audio.
- Miller, J. (2004). QBQ! The question behind the question. Penguin.

Study Format myStudies

Study Format myStudies	Course Type Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Exam or Written Assessment: Written Assignment, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
100 h	0 h	25 h	25 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Exam or Written Assessment: Written Assignment, 90 Minutes

Student Workload					
Self Study 100 h	Contact Hours 0 h	Tutorial 25 h	Self Test 25 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides