

Module	Business Management
Semester	WPF
Duration	1 Semester
Method of Examination	Wahlpflichtfach
ECTS	5
Student's Workload	60 h compulsory attendance + 90 h self-study
Entry Requirements (MPO)	
Recommended Requirements	
Applicability	MaTMeng
Type/Duration of Assessment	written 2h or oral or project or draft or report or computer program or experimental work
Teaching Method	lecture, group discussion, case studies
Module Coordinator	O. Passenheim
Aims and Objectives	<p>Participants will understand basic requirements and challenges for running a company in the domestic or international market from the management perspective. Participants will be able to identify and analyze various organizational forms of business and know their advantages and disadvantages. By discussing contemporary short business cases, students in addition will be familiar with understanding the main theories and impact of ethical, sustainable and social requirements on a company. In the last third of the course, the students are familiarized with the challenges of human resource management.</p> <p>By using plenary discussions and group work, participants will also train their teamwork and social skills to prepare them for leadership positions.</p>
Course content	<p>Through the presentation and discussion of various management theories the changing responsibilities of management over the last years will be shown in the beginning. This basic understanding will lead to the introduction of the various different organizational forms and operational structure of international companies with their advantages and disadvantages. Based on various practical examples it will be shown and discussed how and why companies regularly change their business organization. Significant influences on this change have external and internal reasons. External reasons may e.g. changing legal situations, new competitors or social requirements of sustainability or responsibility. Strategy changes, new products or markets, sales development etc. are the factors for</p>