

<b>Module title</b>		<b>Abbreviation</b>
Fundamentals of Management (FUM)		10-MBA-BWA-122-m01
<b>Module coordinator</b>		<b>Module offered by</b>
MBA-Continuing Education		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
6	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
<p>Motivation The most important factor for a company's success is the appropriate use of human, physical and financial resources. Quality in business organisation is another factor gaining importance in international competition. Therefore, considerations of suitable investment and financing alternatives or the selection of qualified employees need to be made. In addition, the focus needs to be put on corporate decision-making and on the utilisation of product and service innovations. Using adequate marketing concepts helps to successfully place and establish products and services in the market environment.</p> <p>This module will cover the following topics:</p> <ul style="list-style-type: none"> <li>- Investment and financing</li> <li>- Accounting and economic value added</li> <li>- Controlling</li> <li>- Marketing</li> <li>- Human resources and organisation</li> </ul>		
<b>Intended learning outcomes</b>		
<p>Objectives Learn how to think, to make decisions, and to act like an entrepreneur. Use well-established financial and investment evaluation and calculation methods to make your decision. Acquire well-founded knowledge in the relevant accounting standards as well as controlling instruments. Practice the preparation of realistic business plans. Objectively evaluate both the market potentials concerning certain products and services as well as the consequences and risks of different business strategies. Use modern marketing instruments and sales concepts to secure your company's success.</p> <p>Approach The module starts with a company simulation game, which offers you an interactive approach to the subjects of income statement as well as of economic value added. Following that, selected accounting principles, procedures of capital expenditure, budgeting and financing strategies as well as sophisticated controlling tools will be presented. In the qualitative disciplines such as marketing and human resources you will acquire management-relevant knowledge e. g. regarding customer orientation or employee management. Writing an exam you will then proof the acquired skills.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) and written examination (approx. 180 minutes), weighted 3:7 Language of assessment: German, English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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**Workload**

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**Teaching cycle**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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**Module appears in**

Master's degree (1 major) Business Integration (MBA) (2013)

Master's degree (1 major) Business Integration (MBA) (2012)

Master's degree (1 major) Purchasing & Supply Chain Management (MBA) (2013)