

<b>Module 1: Fundamentals of Management</b>				<b>Study programme</b>	MBA english
<b>Modul type:</b>	<b>ECTS-Points:</b>	<b>Workload:</b>	<b>Study stage:</b>	<b>Module duration:</b>	
Compulsory	6	180	1st	14 sessions	
<b>Course(s):</b>			<b>Contact hours:</b>	<b>Independent study hours:</b>	<b>Planned group-size (max.):</b>
Course 1a: Introduction to General Management			28	62	15
Course 1b: Economics for Business			28	62	15
<b>Module Learning Outcomes:</b>					
<p>In the first module participants are provided with a survey of the organizational structure of companies and the processes taking place in this structure. They get acquainted with the economic framework in which firms act and the strategies which can be followed to succeed in a competitive environment. They understand the characteristics of the different functions within a firm as well as between firms. The participants learn the fundamental terminology for measuring economic success and the main accounting instruments for measurement. Participants are enabled to discuss typical fields and problems which have to be considered for setting company goals and for decision making. Based on a fundamental knowledge of economics participants are enabled to understand the functioning of markets. Moreover they will be able to discuss the impact of internationalization and economic policy.</p>					
<b>Intended Learning Outcomes:</b>					
<b>Course 1a: Introduction to General Management</b>					
Students are capable					
<ul style="list-style-type: none"> <li>- to get a general idea of the structure of companies (legal forms, organization, corporate governance),</li> <li>- to understand the different functional areas of companies and their interrelations via primary and support processes to add value,</li> <li>- to overview the management process, by which companies and institutions are steered in a goal-oriented way strategically as well as operationally and</li> <li>- as companies in market economies are mainly driven by financial goals – to understand and to use fundamental terms and instruments of finance and accounting, which are a basis for the following courses and lectures given by guest speakers from practice</li> </ul>					

### **Course 1b: Economics for Business**

The aim of this course is to give a general overview and a basic understanding of Economics. Participants will be able to analyze price and quantity movements in a market, to argue why a market may not function properly and under what circumstances government intervention into a market may be justified. Furthermore, participants will be able to discuss competently about macroeconomic phenomena as unemployment and inflation and about the possibilities and limits of policy makers to deal with these problems. These issues are – respectively – presented within a national, European and international context.

### **Description / Content:**

#### **Course 1a: Introduction to General Management**

The students get a survey of instruments for measuring the income and the ability to meet their financial obligations: Bookkeeping, balance sheet, income statement, cash flow statement. To improve the ability of understanding the financial business language and to communicate in this language fundamental terms, like revenues, expenses, cost and sales, and important financial ratios have to be learnt.

A first insight into the activities of managers will be given, especially into the formulation of goals and goal hierarchies, the steps of decision-making in different situations and the organization of structure and processes of companies. The students learn what stakeholders the activities of companies support, which goals these stakeholders attain and what contributions companies can expect from them. As the relations between stakeholders is not free from conflicts, rules and regulations are set which coordinate the different points of interests; this corporate governance is demonstrated based on the example of the German Corporate Governance Codex.

#### **References:**

Hettinger/Dolan-Heiting: Finance Without Fear: A Guide to Creating and Managing a Profitable Business, published by The Institute for Finance and Entrepreneurship, Windham Center 2011

S. Quinn: Management Basics, [www.bookboon.com](http://www.bookboon.com), 2010

I. Pownall: Effective Management Decision Making, [www.bookboon.com](http://www.bookboon.com), 2012

A. Porter: Operations Management, [www.bookboon.com](http://www.bookboon.com), 2011

#### **Course 1b: Economics for Business**

- Basic functioning of the economy (scarcity and the competing use of resources, opportunity costs)
- Tools of economic analysis
- Determinants of individual demand by households
- The concept of elasticities
- Determinants of individual supply by enterprises
- Functioning of markets (demand, supply, equilibrium)

- Market Failure (public goods, external effects and asymmetric information)
- Production and Growth (GDP, the role of productivity)
- Inflation (measuring, causes, costs)
- Labour markets and unemployment (measuring, causes, costs)
- Economic Fluctuations (aggregate demand, aggregate supply)
- Fiscal Policy
- Monetary Policy
- Monetary Policy of the Eurosystem
- Economic and Financial Crisis

**References:**

Mankiw, G.N./Taylor, M.P.: Economics. 2<sup>nd</sup> edition, Thomson, London 2011.

**Language:**

Courses are taught in English.

**Teaching methods:**

Lecture, discussion and experience based sessions, group work, case studies, self-study.

**Module applicability:**

MBA „General Management“ - english

**Pre-requisites/Requirements:**

Admission to the MBA programme “General Management” - english

**Examination Types:**

Written examination (180 minutes).

**Requirement for award of ECTS-points:**

Successful participation in the exam

**Course availability:**

Annually

**Assessment:**

The exam of this module counts for 9,09 per cent of the final examination

**Modul convenor and main lecturers:**

Prof. Dr. Christoph J. Börner; Klaus-Peter Franz; Prof. Dr. Ulrike Neyer

**Further information:**

Material for the courses will be provided online before the courses start

**Module Version:**

Aug. 5<sup>th</sup> 2014