Introduction to Business Administration (Bachelor)

Information

Lecture: 2 semester hours per week (Course number 1057000)
Wednesday, 2:00-4:00 p.m., HS 216 (Audimax), video broadcast in Brose (166) and HS 318
Lecture start: 18.10.2017

Tutorials: 2 semester hours per week (Course number 1057004)
Tutorial start: 23.10.2017
Distribution of participants via random selection: 16.10. 8:00 a.m. - 19.10.2017 8:00 a.m.

Exam

Written exam at the end of the semester (60 minutes)

Contents

1 Subject of Business Administration
   1 Terminologies
      (e.g., maximum / minimum principle, business entities,...)
   2 Business administration functions
      (e.g., purchase [optimal order quantity], production, sales, finance [Cash Flow],...)
   3 Business types
   4 Business administration subsections
   5 Business administration within the scientific system
      (e.g., scientific theory, theory construction, value judgments,...)

2 From Surveys to Causal Relationships
   1 Research question/research method
   2 Correlation vs. causal relationships
   3 Consequences of spurious correlation

3 Corporate Environment
   1 Social environment
   2 Economic environment
      (e.g., tax system, location decision,...)
   3 Legal environment
4 Goals, Strategies and Organizational Structures of Companies

1 Goals
(e.g., concept of corporate goals, goal classification, goal formation process, stakeholder and their goals, criteria of target systems,...)

2 Strategies and strategic planning
(e.g., strategy types, competitive strategies, product life cycles, learning curve concept,...)

3 Organizational structures
(e.g., degree of organization, functional organization, divisional organization, matrix organization)

5 Decisions

1 Basics
(e.g., methodological level, rationality, phases of decision making, utility function, risk vs. uncertainty,...)

2 Basic decision models in case of risk and one goal
(e.g., action alternatives, environmental conditions, outcome/decision matrix, preferences, ...)

3 Decision criteria in case of risk
(e.g., axioms of the expected utility theory, linear transformation, risk perception, security equivalent, $\mu - \sigma$ - principles, ...)

4 Decision anomalies
(e.g., ambiguity aversion, reference points effects, prospect theory,...)

5 Multilevel decisions (e.g., roll-back method, ...)

6 Decisions in case of many goals
(e.g., additive model, trade-off method,...)

7 Interdependent decisions
(e.g., Nash equilibrium, iterated games, subgame perfect equilibria,...)

8 Group decisions
(e.g., measures against the groupthink phenomenon, aggregation of individual decisions, voting modalities, ...)

Literature
