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, μ - σ - 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

- Weber, W.; Kabst, R. (2014): Einführung in die Betriebswirtschaftslehre. 9. Auflage, Gabler.

- Neus, W. (2013): Einführung in die Betriebswirtschaftslehre. 8. Auflage, Mohr Siebeck.

- Eisenführ, F.; Weber, M.; Langer, T. (2010): Rationales Entscheiden. 5. Auflage, Springer Verlag.

- Laux, H.; Gillenkirch, R., Schenk-Mathes, H. (2012): Entscheidungstheorie. 8. Auflage, Springer Verlag.

- Kieser, A.; Oechsler, W.A. (2004): Unternehmenspolitik. 2. Auflage, Schäffer-Poeschel.

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