

Introduction to Business Administration

ECTS Credits: 3

Department: Strategic Management and Innovation

Requirements: None



Content:

The course aims at pointing out the relevance of Business Administration (BA) by showing that answers to managerial problems can be approached from different, complementary perspectives. By providing a general overview of BA, students shall be enabled to evaluate the content of BA studies with respect to their own expectations and interest. The course is supplemented by practitioners' presentations and a case study.

The following perspectives in Business Administration are discussed:

- 1. Business Perspectives: entrepreneurial thinking and Enterprise**
 - a. Starting-up and running a company
 - b. Dynamic development of companies
- 2. Financial Perspectives: appraisal of business and measuring success**
 - a. Measuring financial success of a company
 - b. Measuring the value of a company
 - c. Decision making from a financial perspective
- 3. Strategic Perspectives: Competitive advantage**
 - a. How does one create value in a company?
 - b. What does the company have to do, to survive in the long run`?
- 4. Customer Perspectives: Market- and customer-oriented management**
 - a. Customer needs and various markets
 - b. Customer -oriented added value
- 5. Production- and Process-perspectives: Added Value processes**
 - a. Organisation of added value
 - b. Organisational governance
- 6. Employee-orientated Perspectives: Cooperation and leadership**
 - a. Organisation of human capital
 - b. Added value from human capital
- 7. Normative business perspective: Meta-perspectives**
 - a. Social role of a company
 - b. Corporate governance: added value and value distribution
 - c. Business ethics

The case study covers the following areas: start-up and legal forms of a business company, accounting, business analysis, finance, marketing and personnel management.

Web: <https://learn.wu.ac.at/>

