

Module Handbook

TUK MODHB Homepage

Course WIW-BWL-GBWL-K-1

Principles of Management (3V+1U, 6.0 LP)

Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study	
-	K	Lecture with exercise classes (V/U)	6.0 CP		
3	V	Lecture		45 h	90 h
1	U	Lecture hall exercise class		15 h	30 h
(3V+1U)			6.0 CP	60 h	120 h

Basedata

SWS	3V+1U
CP, Effort	6.0 CP = 180 h
Position of the semester	1 Sem. in WiSe
Level	[1] Bachelor (General)
Language	[DE] German
Lecturers	Fassott, Georg, PD Dr. (WMA DEPT: WIW)
Area of study	[WIW-AND] Business studies for students of other faculties
Additional informations	Informations about the course
Lifecycle-State	[NORM] Active

Contents

The course offers an introduction to the following aspects of business administration:

- Basics and basic terms
- the company in its environment
- Strategic management
- Organization and personnel
- Innovation and marketing
- Procurement, production and logistics

Literature

- Weber, W.; Kabst, R.; Baum, M. (2018): Einführung in die Betriebswirtschaftslehre, 10. Auf., Wiesbaden.
- Further literature will be announced at the beginning of the event.

Materials

Olat

Requirements for attendance (informal)

None

Requirements for attendance (formal)

None

References to Course [WIW-BWL-GBWL-K-1]

Module	Name	Context	
[INF-02-43-M-2]	Business management and economic fundamentals	P: Obligatory	3V+1U, 6.0 LP
[INF-82-57ITI-M-2]	Economic and social aspects of Computer Science	P: Obligatory	3V+1U, 6.0 LP
[SO-00-119--M-1]	Political economy with a focus on business administration	P: Obligatory	3V+1U, 6.0 LP
[SO-10-377-M-3]	Modul LG-7: Gesellschaftliche Grundlagen des Gesundheitswesens	P: Obligatory	3V+1U, 6.0 LP
[WIW-BWL-GBWL-M-1]	Principles of Management	P: Obligatory	3V+1U, 6.0 LP
Course-Pool	Name		
[BIO-NM2-KPOOL-4]	NM Gundzüge der Betriebswirtschaftslehre & Grundzüge des Rechnungswesens und der Finanzwirtschaft		