

Angewandte Unternehmensführung
Applied Business Management

Code: IM4ANUN

Lecturers

Prof. Dr. Marcus Labbé

Module Coordinator

Prof. Dr. Marcus Labbé

Intended Learning Outcomes

Students will be in a position to bring together the various functions of business administration from a holistic point of view; they will be able to understand the correlations between the different areas. Students will be able to analyse problems and carve out possible solutions in the current environment and in corporate management. They will be able to establish and evaluate potential and challenges with regard to how companies are managed. Students will be able to determine the complexity of the corporate management style applied. They will know the key factors in the company's operational and strategic direction as well as the relevant framework conditions of the company's approach to management; students will be able to analyse, assess and, using an online-based practical example, implement these, thus acquiring practical skills.

Content

Courses in the Module

Applied Business Management

In the sophisticated management simulation TOPsim Going Global, six different economic areas with different framework conditions are modelled. In their role as the company management of a washing machine manufacturer, the participants initially operate exclusively in their native region. However, before long, the internationalisation of the company's activities takes centre stage. As part of this "going global" process, it is essential at first to identify and assess the opportunities and risks associated with new markets as well as the strengths and weaknesses of the company. Following the decision to enter the new market, the participants are faced with the task of drawing up appropriate market cultivation strategies and implementing them in their decisions.

Detailed Course Description

- Corporate mission statement (vision, mission, goal formation)
- Expansion decisions (market barriers, forms of market entry and opening up new markets)
- Strategic marketing (competitor analysis, marketing mix, product life cycles, corporate identity)
- International marketing mix
- Personnel planning, productivity and fluctuation
- Supply management (make-or-buy decision, global sourcing, delivery priorities)
- Utilisation planning
- Investment planning
- Finance and accounting (cost accounting, break-even-analysis, financial planning, balance sheet, P&L account, cash-flow statement and systems of financial control)

Teaching and Learning Methods <ul style="list-style-type: none"> • Interactive tutorial • Online-based simulation game
Media Presentations with projector / flipchart / whiteboard and chalkboard; online-compatible media such as a PC, tablet or laptop is required for participation in the simulation game; otherwise it is possible to take part from the computer lab.
Relation/Interface to Other Modules All of the (advanced) modules offered in the orientation period and advanced phase.
Additional Information Participants will perform the role of CEO (m/f) without any support and will be solely responsible for the results achieved.
Literature <ul style="list-style-type: none"> • TOPSim documentation

Organisation

ECTS Credits 2	Contact Hours 2	Language of Instruction English
Module Type Compulsory module	Offered Summer and winter semester	Duration 1 semester
Semester of Study: 3 rd year of study, 6 th semester onwards		
Prerequisite for Participation See §6 Study- and Examination Regulations §6 III of the Study- and Examination Regulations for the degree program International Management: "If students can prove they have attained at least 80 ECTS credits, then they are permitted to take up an internship and are granted entry to the advanced courses. Credit points from required electives are not taken into account." Recommended Requirements: none		
Total Workload and Breakdown of Credits 2 ECTS x 30 hours = 60 hours, made up as follows:		
Course Attendance 20 hours	Preparation / Homework / Self-Study ---	Time for Exercises and Group Work / Exercises 2 hours
Preparation of Term Papers, Seminar Papers, Course Assignments ---	Exam Preparation 38 hours	Duration of Examination 90 minutes
Prerequisite for Award of Credit Points Passing the simulation game ("pass", "fail")		
Type of Examination Written Exam	Weighting of Final Grade Written Exam: 100%	