

Syllabus
MWI10051 Business Management
Prof. Harald Schnell
Winter Semester 2024/25

Level	Master	
Credits	3	
Student Contact Hours	2	
Workload	90 hours	
Language of teaching	English	
Prerequisites	No knowledges in business management required	
Time	See online schedule LSF	
Room	See online schedule LSF	
Start Date	Wednesday, 02.10.2024 / 15.30 p.m.	
Lecturer(s)	Name	Prof. Harald Schnell
	Office	T1.3.28
	Virtual Office	WI Besprechungsraum Professor*innen/Teilnehmer → Room: Prof. Schnell
	Office Hours	Tuesday, 17.15 – 18.45 p.m. or according to individual arrangement
	Phone	07231 28-6684
	Email	harald.schnell@hs-pforzheim.de

Summary

In the 1st part of this course, **a traditional lecture**, you will learn how business people think and act using different instruments of business management. Students learn how to manage a company commercially and how to analyze and ensure effectiveness and efficiency within the company. Important numerous commercial instruments are such as market and SWOT analysis tools, product costing, cash flow calculation, product costing and the basics of accounting.

In the 2nd part of this course there will be a **business simulation** where you can practice the theoretical knowledge in teams by leading a company which is called "Robert Wash Ltd.", producing and selling washing machines, hopefully with economic success.

Outline of the Course

- Introduction to business management: Setting goals - developing markets - ensuring profitability - guaranteeing financing - monitoring goals with key figures
- Business planning and budgeting (BP): Content, structure, process, parties involved
- Analyzing markets and aligning the company to the market: market research and marketing
- Capacity and financial planning in the company
- Pricing and calculation: basic principles of PPC (product costing) calculation at Bosch
- Measurement of corporate target achievement with the help of specific key figures, including EBIT, return on investment (ROI), break-even point, cockpit charts
- Control of business development with the help of the contribution margin calculation and the balance sheet
- Business Simulation (1 day): Based on the description of an imaginary company called Robert Wash Ltd, students learn – as chief executive officer (CEO) of this company – how to allocate economic resources to maximise the profit of this company. They revise their basic knowledges in business management.

Literature and Course Materials

- H. Schnell: Doing Business Management - Accompanying book to the lecture. - Will be able to be downloaded from Moodle
- H. Schnell: Manual of the business simulation "Robert Wash Ltd." - Will be able to be downloaded from Moodle
- Charifzadeh, M.; Taschner, A.: Management Accounting and Control. Weinheim : Wiley – 2017
- Horngren's cost accounting : a managerial emphasis / Srikant M. Datar (Harvard University), Madhav V. Rajan (Stanford University)

Schedule

- Wednesday, 9.10. until 2.12.2024 / 3.30 - 5 p.m.: regular lecture and group work
- Friday, 29.11.2024 / 8 a.m. - 5 p.m.: business simulation "Robert Wash Ltd"

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

<i>Program Intended Learning Outcomes</i>	<i>Course Intended Learning Outcomes</i>
After completion of the program the students will be able...	After completion of the course the students will be able...
1 Responsible leadership in organizational contexts	
1.1 ...to demonstrate their solid knowledge of numerous relevant management principles. They are able to explain and discuss them discerningly.	... to understand which corporate goals are of particular importance and which measures are conceivable to achieve them.

1.2	...to apply management principles within an organizational context.	... to manage a company in such a way that goals are actually pursued consistently.
1.3	...to reflect discerningly and critically on diverse management principles within an organizational context.	... to recognize conflicting goals and try to find compromises accordingly.
1.4	... to understand and deal with the challenges of ethics and sustainability for responsible business operations and are able to deal with them.	... and not to disregard ethical principles of corporate management.
2 Creative problem solving skills in a complex business environment		
2.1	...to recognize and define problems as well as assess their importance.	... to recognize developments that could potentially pose business risks for companies.
2.2	...to analyse complex in-company and inter-company problems and challenges from different perspectives and/or within an international context.	... use suitable business management procedures and methods to analyze economic and organizational problems of a company.
2.3	...to independently develop creative solutions to complex in-company and inter-company problems and challenges.	... and to find an evaluate solutions to entrepreneurial problems.
2.4	...to clarify successfully complex problems and solutions to both experts and laymen.	... to understand the language of business people so that communication between technicians and business people is improved.
3 Creative problem solving skills in a complex business environment		
4 Interface expertise in the technical-economic field		

Teaching and Learning Approach

- **Be active** and actively participate in the workshops and discussions.
- Please note the **principles of scientific work** when preparing your presentation and seminar paper.
- Please use the suggested **literature** to reflect on the content of this course in a critical way!
- Please read **newspapers** regularly and especially economic-relevant information to become aware of topical issues, which are relevant for the lecture. By doing this, you will improve your capabilities to transfer theoretical knowledge into practice.

Academic Integrity and Student

Students are encouraged to discuss the course, including issues raised by the assignments. However, the solutions to assignments should be individual original work unless otherwise specified. If an assignment makes you realize you do not understand the material, ask a fellow student a question designed to improve your understanding, not one designed to get the assignment done. Doing otherwise is to cheat yourself, as well as to act dishonourably.

Teaching Philosophy

I care about your learning outcomes and helping you is important to me. If you have a problem or questions about some aspects of the course, do not hesitate to contact me. I will respond quickly and if necessary, we can make an appointment. If you have problems with your progress in the course, or with a teammate or your group please contact me as early as possible. The longer you wait, the fewer options I will have to help you. I really want you to pass the exam, but you must earn it!