

2.3.11. Business Simulation

SRH Hochschule Heidelberg International Business B.A.					
Module: Business Simulation (compulsory)					
5- Week block	Frequency	Pre-requisites	Exam / Assessment	ECTS	Student Workload
One Five week block	Annually	None	Presentation (100%)	4 ECTS	Lectures 40 hours Self-study 60 hours Total of 100h hours
Learning Outcomes					
Integrative thinking and methodological competence.					
Course Structure					
<p>Business Administration as a descriptive and decision-orientated science.</p> <ul style="list-style-type: none"> • The enterprise as a system • Scientific theories <p>Considerations in economics science</p> <ul style="list-style-type: none"> • Functional areas and interfaces • Operation and enterprise • Economic process of the enterprise • Constituent decisions • Fundamentals of entrepreneurial decision making • Legal structures • Cooperation and concentration between businesses • Location factors and decisions <p>Simulation exercise</p> <ul style="list-style-type: none"> • Entrepreneurial decisions and their immediate business consequences 					
Key Words					
Enterprise, economics, entrepreneurial decision making, business consequences					
Literature					
<p>Topism I. Handbuch / Unterlagen ("Handbook/Files") von Edusoft</p> <p>Wöhe, Günther 2002: Einführung in die Allgemeine Betriebswirtschaftslehre, 21. Auflage („Introduction to General Studies in Business Administration“ 21st edition), München</p> <p>Schierenbeck, Henner 2003: Grundzüge der Betriebswirtschaftslehre 16. Auflage ("Main Features of Business Administration Studies 16th Edition), München</p> <p>Albach, Horst 2001: Allgemeine Betriebswirtschaftslehre-Einführung, 3. Auflage („General Business Administration Studies Introduction“ 3rd edition), Wiesbaden</p> <p>Schmalen, Helmut 2001: Grundlage und Probleme der Betriebswirtschaft, 11 Aufl. („Fundamentals and Problems of Business Administration“, 11th Edition), Stuttgart</p> <p>*The text in brackets constitutes direct translations from the German – not officially published English titles</p>					