Course Description – Winter 2020/2021

Title: Introduction to Business and Economics

Faculty: Business and Economics

Professor: Madlen Fröbrich M.A., Prof. Dr. Sebastian Ullrich

ECTS: 5

Level: Bachelor

Requirements: -


Content: The course consists of two separate lectures, both of which have to be completed:

Lecture 1: Introduction to Business Administration
The first chapter presents the basics of business administration. The following chapter provides an overview of the functions of management:
• management models,
• planning (planning, decision making, strategy and marketing),
• organization and human resources, and
• leading.
In the third chapter, constitutive decisions are discussed, e.g. the choice of legal form.

Lecture 2: Introduction to Economics
The chapters provide an overview of economics:
• Ten Economic Rules
• Economical Thinking
• Market and State
• National Accounts and Balance of Payments
• Financial Crisis
• Single Currency Areas and the European Monetary Union