

Master in Life Sciences

A cooperation between
BFH, FHNW, HES-SO, ZFH

Module title	Business Administration for Life Sciences
Code	B1
Degree Programme	Master of Science in Life Sciences
Workload	3 ECTS (90 student working hours) <ul style="list-style-type: none"> - Lessons contact (total 42 of which 28 central teaching): 32 h - Self-study: 58 h
Module Coordinator	<p>Name: Lorenz Probst Phone: +41 31 910 21 33 Email: lorenz.probst@bfh.ch Address: Bern University of Applied Sciences, HAFL, Länggasse 85, 3052 Zollikofen</p>
Lecturers	<ul style="list-style-type: none"> • Daniel Spinnler, BFH • Lorenz Probst, BFH • Christine Geissbühler, BFH • NN
Entry requirements	Pre-course reading assignments will be up-loaded on Moodle. Preparation for the module is mandatory. A self-test will be provided on Moodle to allow students for assessing their progress in pre-course work
Learning outcomes and competences	<p>After completing the module, students will be able to:</p> <ul style="list-style-type: none"> • define the role of enterprises and forms of organization • define SMART objectives to manage / control a (business) entity • understand the functions in enterprises and its organisation • evaluate the enterprise's environment and its impact on the enterprise • describe the basics of financial and cost accounting, "read" and interpret a balance sheet , differentiate overhead from direct costs • step into the role of a potential team leader and do a basic evaluation of capital budgeting • compare and evaluate possible financing instruments (including crowdfunding)
Module contents	<ul style="list-style-type: none"> • The enterprise and the meaning of business models <ul style="list-style-type: none"> - The St. Gall Management Model: - Three levels of leadership - Founding an enterprise and legal structures in Switzerland • The enterprise's environment (outside view): e.g. impact of trends, methodology for analysis (e.g. PESTEL-Analysis) • Analysis of an enterprise's strengths and weaknesses (inside view) incl. respective methodologies • Markets <ul style="list-style-type: none"> - What is a market? Basics on demand and supply - The role, position and possible influence of an enterprise within defined markets (Porters 5 Forces Analysis / Competitors analysis) - Value chains • The enterprise 's objectives and strategy <ul style="list-style-type: none"> - Introduction to strategy • Marketing <ul style="list-style-type: none"> - Definition of the relevant market(s) / segment(s)

	<ul style="list-style-type: none"> - the 4P model (product, price, place, promotion) according McCarthy • Production process, outsourcing and quality <ul style="list-style-type: none"> - Make or buy vs. outsourcing - Quality as a concept of thinking - Different concepts of quality assurance / continuous improvement process, Process optimization • Organization <ul style="list-style-type: none"> - Process organization vs. structural organization - Different processes: management vs. core vs. support processes • Sourcing <ul style="list-style-type: none"> - Supply Chain Management • Capital budgeting <ul style="list-style-type: none"> - Intention of capital budgeting - Application of static capital budgeting methods • Basics in financial accounting <ul style="list-style-type: none"> - Reading and understanding a corporate balance sheet / P&L statement • Basics in cost accounting <ul style="list-style-type: none"> - Differentiation of direct vs. overhead cost • Finance and new forms of financing: Crowdfunding 																																								
Teaching / learning methods	<p>This module has the following structure*:</p> <table border="1" data-bbox="407 993 1479 1142"> <thead> <tr> <th>Week</th> <th><1</th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> <th>>7</th> </tr> </thead> <tbody> <tr> <td>Central</td> <td></td> <td>4L</td> <td></td> <td>8L</td> <td></td> <td>8L</td> <td></td> <td>8L</td> <td></td> </tr> <tr> <td>Local</td> <td></td> <td>2L</td> <td>4L</td> <td></td> <td>4L</td> <td></td> <td>4L</td> <td></td> <td></td> </tr> <tr> <td>Self-study</td> <td>20h</td> <td colspan="7">18h</td> <td>20h</td> </tr> </tbody> </table> <p>* may be subject to changes in coordination with B2</p> <p>Central teaching: Taught content is grouped along the St. Gall Business Model. Methods employed: Pre-reading assignments, didactic teaching, group assignments, case studies, discussion, family tables. An (existing) company serves as transfer model.</p> <p>Decentral teaching: single or group assignments: Case studies: application & transfer of learned analysis and decision making tools (e.g. PESTEL-Analysis, SWOT etc.) for a company selected by student group – coaching for application of content / methodology</p>	Week	<1	1	2	3	4	5	6	7	>7	Central		4L		8L		8L		8L		Local		2L	4L		4L		4L			Self-study	20h	18h							20h
Week	<1	1	2	3	4	5	6	7	>7																																
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Local		2L	4L		4L		4L																																		
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Assessment of learning outcome	<p>1. Written exam (case study), open books, final (100%)</p>																																								
Format	<p>7-weeks</p>																																								
Timing of the module	<p>For ZHAW and FHNW: Spring semester, CW 8-14 For BFH and HES-SO: Autumn semester, CW 38-44</p>																																								
Venue	<p>For ZHAW and FHNW: Olten For BFH and HES-SO: Fribourg</p>																																								
Bibliography	<p>Steingruber P, Capaul R, 2013. Business Studies - An introduction to the St.Gallen Management Model (2ndedition). Cornelsen Verlag, Berlin, 576 p. Dyson J, 2017. Accounting for Non-Accounting Students (9th edition). Financial Times Prentice Hall, New Jersey, 512 p. Kühn R. Fuhrer U. 2017. Marketing – Analysis and Strategy. 1st edition. Werd Weder Verlag, Thun, 152 p.</p>																																								
Language	<p>English</p>																																								



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Links to other modules	The introductory lectures of B1 will be required in B2.
Comments	Pre-reading assignments / preparation is mandatory and required for class. Contents treated during local teaching will be included in the exam.
Last Update	23.02.2018