

# Master in Life Sciences

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

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| <b>Module title</b>                      | <b>Business Administration for Life Sciences</b>  |
| <b>Code</b>                              | B1  |
| <b>Degree Programme</b>                  | Master of Science in Life Sciences  |
| <b>Workload</b>                          | 3 ECTS (90 student working hours) <ul style="list-style-type: none"> <li>- Asynchronous and synchronous distance learning, central &amp; local teaching: 53.5 h</li> <li>- Self-study: 36.5 h (approx. 4 h self-study before module starts)</li> </ul>  |
| <b>Module Coordinator</b>                | <b>Name:</b> Wendy Karli<br><b>Phone:</b> +41 31 910 29 41<br><b>Email:</b> wendy.karli@bfh.ch<br><b>Address:</b> Bern University of Applied Sciences, HAFL, Länggasse 85, 3052 Zollikofen  |
| <b>Lecturers</b>                         | <ul style="list-style-type: none"> <li>• Wendy Karli, BFH</li> <li>• Lorenz Probst, BFH</li> <li>• Gisela Murer, BFH</li> </ul>   |
| <b>Entry requirements</b>                | Pre-course assignments will be uploaded on Moodle.<br>Preparation for the module is mandatory.  |
| <b>Learning outcomes and competences</b> | After completing the module, students will be able to: <ul style="list-style-type: none"> <li>• define the role of enterprises and forms of organization</li> <li>• define SMART objectives to manage / control a (business) entity</li> <li>• understand the functions in enterprises and its organisation</li> <li>• evaluate the enterprise's environment and its impact on the enterprise</li> <li>• describe the basics of financial and cost accounting, "read" and interpret the three financial statements presented in a regular annual report, differentiate overhead from direct costs and take basic decisions based on break-even analyses</li> <li>• understand the concept of Business Modell Canvas to shape an own basic business model</li> <li>• compare and evaluate possible financing instruments</li> </ul>  |
| <b>Module contents</b>                   | <ul style="list-style-type: none"> <li>• The enterprise and the meaning of business models <ul style="list-style-type: none"> <li>- The St. Gallen Management Model:</li> <li>- Three levels of management</li> <li>- Founding an enterprise and legal structures in Switzerland</li> </ul> </li> <li>• The enterprise's environment (outside view): e.g. impact of trends, methodology for analysis (e.g. SWOT-Analysis)</li> <li>• Analysis of an enterprise's strengths and weaknesses (inside view) incl. respective methodologies</li> <li>• Markets <ul style="list-style-type: none"> <li>- What is a market? Basics on demand and supply</li> <li>- The role, position and possible influence of an enterprise within defined markets (Porters 5 Forces Analysis / Competitors analysis)</li> <li>- Value chain</li> </ul> </li> <li>• The company's objectives and strategy <ul style="list-style-type: none"> <li>- Introduction to strategy</li> </ul> </li> </ul> |

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|                                       | <ul style="list-style-type: none"> <li>• Marketing <ul style="list-style-type: none"> <li>- Definition of the relevant market(s) / segment(s)</li> <li>- the 4P model (product, price, place, promotion) according to McCarthy</li> </ul> </li> <li>• Production process, outsourcing and quality <ul style="list-style-type: none"> <li>- Make or buy vs. outsourcing</li> <li>- Quality as a concept of thinking</li> <li>- Different concepts of quality assurance / continuous improvement process, Process optimization</li> </ul> </li> <li>• Organization <ul style="list-style-type: none"> <li>- Process organization vs. structural organization</li> <li>- Different processes: management vs. core vs. support processes</li> </ul> </li> <li>• Sourcing <ul style="list-style-type: none"> <li>- Supply Chain Management</li> </ul> </li> <li>• Basics in financial accounting <ul style="list-style-type: none"> <li>- Reading and understanding a corporate balance sheet / income statement</li> </ul> </li> <li>• Basics in cost accounting <ul style="list-style-type: none"> <li>- Differentiation of direct vs. overhead cost</li> <li>- Break-even analysis</li> </ul> </li> </ul> |
| <b>Teaching / learning methods</b>    | <p><b>Central teaching:</b> Taught content is grouped along the St. Gallen 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><b>Local teaching</b> (single or group assignments):<br/>Application &amp; transfer of learned analysis and decision-making tools from the Central Teaching (e.g. PESTEL-Analysis, SWOT etc.) for a specific company – teaching of application of content / methodology</p>   |
| <b>Assessment of learning outcome</b> | 100%, online final exam with Safe Exam Browser, written (English), closed book with a self-written summary of 1 A4 page printed on both sides or 2 A4 pages printed on one side, calculator (without module-relevant information in memory)   |
| <b>Format</b>                         | 7 weeks   |
| <b>Timing of the module</b>           | For ZHAW and FHNW: Spring semester, CW 8 – 14<br>For BFH and HES-SO: Autumn semester, CW 38 – 44  |
| <b>Venue</b>                          | Central Teaching: Online<br>Local Teaching: at respective school  |
| <b>Bibliography</b>                   | <p><b>Mandatory:</b> Steingruber P, Capaul R, 2013. Business Studies - An introduction to the St. Gallen ManagementModel (2<sup>nd</sup> edition). Cornelsen Verlag, Berlin. Chapters are the same for ebook (4<sup>th</sup> edition) and hard copy (2<sup>nd</sup> edition) version. There are no significant differences between the 2<sup>nd</sup> and 4<sup>th</sup> edition.</p> <p><b>Advised:</b> Dyson J, 2017. Accounting for Non-Accounting Students 9<sup>th</sup> edition).</p>   |
| <b>Language</b>                       | English   |



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| <b>Links to other modules</b> | The introductory lectures of B1 will be required in B2.  |
| <b>Comments</b>               | Pre-reading assignments / preparation is mandatory and required for class.<br>Contents treated during local teaching will be included in the exam. |
| <b>Last Update</b>            | 03.04.2025   |