

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"> - Asynchronous and synchronous distance learning, decentral/local teaching: 32 h - Self-study: 58 h (10 h self-study before module starts)
Module Coordinator	<p>Name: Sandra Schweizer, Wendy Karli Phone: +41 31 848 58 09 / +41 31 910 29 41 Email: sandra.schweizer@bfh.ch / wendy.karli@bfh.ch Address: Bern University of Applied Sciences, HAFL, Länggasse 85, 3052 Zollikofen</p>
Lecturers	<ul style="list-style-type: none"> • Gisela Maurer, BFH • Sandra Schweizer, BFH • Wendy Karli, BFH
Entry requirements	Pre-course reading assignments will be up-loaded on Moodle. Preparation for the module is mandatory.
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 the three financial statements presented in a regular annual report, differentiate overhead from direct costs and take basic decisions based on cost-volume-profit analyses • understand the concept of Business Modell Canvas to shape an own basic business model • compare and evaluate possible financing instruments
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 management - Founding an enterprise and legal structures in Switzerland • The enterprise's environment (outside view): e.g. impact of trends, methodology for analysis (e.g. SWOT-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

	<ul style="list-style-type: none"> • Marketing <ul style="list-style-type: none"> - Definition of the relevant market(s) / segment(s) - the 4P model (product, price, place, promotion) according to 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
Teaching / learning methods	<p>Central teaching: Taught content is grouped along the St. Gallen Business Model. Method 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>
Assessment of learning outcome	1. Final exam, written, open books (100%)
Format	Block of 4 weeks
Timing of the module	For ZHAW and FHNW: Spring semester, CW 8-11 For BFH and HES-SO: Autumn semester, CW 38-41
Venue	online / decentralized teaching at respective school
Bibliography	<p>Mandatory: Steingruber P, Capaul R, 2013. Business Studies - An introduction to the St.Gallen Management Model (2nd edition). Cornelsen Verlag, Berlin, 576 p. Chapters are the same for ebook (4th edition) and hard copy (2nd edition) version. There are no significant differences between the 2nd and 4th edition.</p> <p>Advised: 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	English



Master in Life Sciences

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

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	11.07.2022