

Only the german version of the module description as part of the study regulations is legally binding.

Module name	Business administration basics
Module number	INF-MI-E-NGR-BWL
Responsible lecturer	Dean of Studies Faculty of Business and Economics studiendekan.wiwi@tu-dresden.de
Qualification objectives	Students have basic knowledge of business administration and know the basics of organizational management. They master the methodological tools and the systematic orientation. Students are able to successfully deal with business questions as well as to identify problems of organizational management and to assess the effectiveness of organizational design measures.
contents	Contents of the module are the basics of business administration, in particular legal forms, marketing, innovations and industrial property rights, technology management, production and procurement, service management, investment and financing, project management, controlling, theories of organizational design, models of organizational differentiation, models of organizational integration, formal and informal organization, motivating organizational design, organizational culture, organizational change and ethical behavior in organizations.
Forms of teaching and learning	The module includes lectures in the scope of 3 SWS, exercises in the scope of 1 SWS, tutorials in the scope of 1 SWS and self-study. The teaching language of the lectures, exercises and tutorials is German.
Requirements for participation	No knowledge is required.
usability	In the Master's programme in Media Informatics, the module is a compulsory elective module in the supplementary area. The module creates the prerequisites for the modules, which it names under prerequisites for participation.
Conditions for awarding credits	The credit points are earned when the module examination has been passed. The module examination consists of an exam work of 120 minutes duration. The language of the exam is German.
Credits and grades	6 credit points can be earned through the module. The module grade corresponds to the grade of the examination performance.
Frequency of the module	The module is offered every winter semester.
workload	The total workload is 180 hours.
Duration of the module	The module covers one semester.