Module title	**Business Administration for Life Sciences**
Code	B1
Degree Programme	Master of Science in Life Sciences
Workload	3 ECTS (90 student working hours) - Lessons contact (total 42 of which 28 central teaching): 32 h - Self-study: 58 h
Module Coordinator	**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
Lecturers	• Gisela Maurer, BFH • Lorenz Probst, BFH • Christine Geissbühler, BFH • Wendy Karli, BFH
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	After completing the module, students will be able to: • 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 regual annual report , differentiate overhead from direct costs and take basic decisions based on cost-volume-profit analyses • understand the concept of Canvas Business Modell to shape an own basic business model • compare and evaluate possible financing instruments

Module contents	• The enterprise and the meaning of business models
	  - 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. SWOT-Analysis)
	• Analysis of an enterprise's strengths and weaknesses (inside view) incl. respective methodologies
	• Markets
	  - 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
	  - Introduction to strategy
	• Marketing

	- Definition of the relevant market(s) / segment(s)
	- the 4P model (product, price, place, promotion) according McCarthy
	• Production process, outsourcing and quality
	  - Make or buy vs. outsourcing
	  - Quality as a concept of thinking
	  - Different concepts of quality assurance / continuous improvement process, Process optimization
	• Organization
	  - Process organization vs. structural organization
	  - Different processes: management vs. core vs. support processes
	• Sourcing
	  - Supply Chain Management
	• Capital budgeting
	  - Intention of capital budgeting
	  - Application of static capital budgeting methods
	• Basics in financial accounting
	  - Reading and understanding a corporate balance sheet / P&L statement
	• Basics in cost accounting
	  - Differentiation of direct vs. overhead cost
	• Finance and new forms of financing: Crowdfunding

Teaching / learning methods

Tentative schedule:

Week	<1	1	2	3	4	5	6	7	>7
Central		8L		8L	4L	4L			
Local		4L	4L		2L		2L		
Self-study	10h			28h					20h

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.

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

Assessment of learning outcome	1. Final exam, written , open books (100%)
Format	7-weeks
Timing of the module	For ZHAW and FHNW: Spring semester, CW 8-14 For BFH and HES-SO: Autumn semester, CW 38-44
Venue	For ZHAW and FHNW: Olten For BFH and HES-SO: Fribourg
Bibliography	**Mandatory:** Steingruber P, Capaul R, 2013. Business Studies - An introduction to the St.Gallen Management Model (2nd edition). Cornelsen Verlag, Berlin, 576 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.
Language	English

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	05.02.2021