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)						
	 Lessons contact (total 42 of which 28 central teaching): 32 h 						
	- Self-study: 58 h						
Module	Name: Lorenz Probst						
Coordinator	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	After completing the module, students will be able to:						
and competences	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 busines						
	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? Basiss on domand and supply						
	 What is a market? Basics on demand and supply The role position and possible influence of an enterprise within defined markets 						
	 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 						

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	Dofiniti	on of th	a rolour	t marka	+(c) / ~~~	mont/a										
	 Definition of the relevant market(s) / segment(s) the 4P model (product price place promotion) according McCarthy 															
	 the 4P model (product, price, place, promotion) according McCarthy Broduction process, outcoursing and quality. 															
	 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 															
										ess,						
	Sourcing															
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	Capital bud															
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			of direct													
	Finance and	d new fo	rms of fi	nancing:	Crowdf	unding										
Teaching / learning	Tentative schee	dule:	1	I		I	I									
methods	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 teachin	g: Taugh	nt conter	nt is grou	Central teaching : Taught content is grouped along the St. Gall Business Model. Methods											
	employed: Pre-reading assignments, didactic teaching, group assignments, case studies,															
	employed: Pre-	reading	assignme	ents. did	-	-	oup ass	Ighineni	discussion, family tables. An (existing) company serves as transfer model.							
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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	05.02.2021