

<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, decentralized teaching: 32 h</li> <li>- Self-study: 58 h (10 h self-study before module starts)</li> </ul>
<b>Module Coordinator</b>	<b>Name:</b> Lorenz Probst <b>Phone:</b> +41 31 910 21 33 <b>Email:</b> lorenz.probst@bfh.ch <b>Address:</b> Bern University of Applied Sciences, HAFL, Länggasse 85, 3052 Zollikofen
<b>Lecturers</b>	<ul style="list-style-type: none"> <li>• Gisela Maurer, BFH</li> <li>• Lorenz Probst, BFH</li> <li>• Christine Geissbühler, BFH</li> <li>• Wendy Karli, BFH</li> </ul>
<b>Entry requirements</b>	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
<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 cost-volume-profit analyses</li> <li>• understand the concept of Canvas Business Modell 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. Gall Management Model:</li> <li>- Three levels of leadership</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 chains</li> </ul> </li> <li>• The enterprise 's objectives and strategy <ul style="list-style-type: none"> <li>- Introduction to strategy</li> </ul> </li> </ul>

	<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 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>• Capital budgeting             <ul style="list-style-type: none"> <li>- Intention of capital budgeting</li> <li>- Application of static capital budgeting methods</li> </ul> </li> <li>• Basics in financial accounting             <ul style="list-style-type: none"> <li>- Reading and understanding a corporate balance sheet / P&amp;L statement</li> </ul> </li> <li>• Basics in cost accounting             <ul style="list-style-type: none"> <li>- Differentiation of direct vs. overhead cost</li> </ul> </li> <li>• Finance and new forms of financing: Crowdfunding</li> </ul>
<b>Teaching / learning methods</b>	<p><b>Central teaching:</b> 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.</p> <p><b>Decentral teaching:</b> single or group assignments: Case studies: application &amp; 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>
<b>Assessment of learning outcome</b>	1. Final exam, written, open books (100%)
<b>Format</b>	Block of 4 or 7 weeks (details will be announced on Moodle)
<b>Timing of the module</b>	For ZHAW and FHNW: Spring semester, between CW 8-14 (depending on format) For BFH and HES-SO: Autumn semester, between CW 38-44 (depending on format)
<b>Venue</b>	online / decentralized teaching at respective school
<b>Bibliography</b>	<p><b>Mandatory:</b> Steingruber P, Capaul R, 2013. Business Studies - An introduction to the St.Gallen Management Model (2<sup>nd</sup>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><b>Advised:</b> Dyson J, 2017. Accounting for Non-Accounting Students (9<sup>th</sup> edition). Financial Times Prentice Hall, New Jersey, 512 p. Kühn R. Fuhrer U. 2017. Marketing – Analysis and Strategy. 1<sup>st</sup> edition. Werd Weder Verlag, Thun, 152 p.</p>
<b>Language</b>	English



# Master in Life Sciences

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

<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. Contents treated during local teaching will be included in the exam.
<b>Last Update</b>	05.02.2021