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| 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, local teaching: 32 h - Self-study: 45 h (4 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 Murer, BFH • Sandra Schweizer, BFH • Wendy Karli, BFH |
| Entry requirements | Pre-course reading assignments will be uploaded 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 break-even 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 |

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| | <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 • Basics in financial accounting <ul style="list-style-type: none"> - Reading and understanding a corporate balance sheet / income statement • Basics in cost accounting <ul style="list-style-type: none"> - Differentiation of direct vs. overhead cost - Break-even analysis |
| Teaching / learning methods | <p>Central teaching: Taught content is grouped along the St. Gallen 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>Local teaching: single or group assignments: Case studies: application & transfer of learned analysis and decision-making tools (e.g. PESTEL-Analysis, SWOT etc.) for a specific company – teaching of application of content / methodology</p> |
| Assessment of learning outcome | Online final exam, written, closed book with a self-written summary of 1 A4 page printed on both sides or 2 A4 pages printed on one side. (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 | Central Teaching: Online Local 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. 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).</p> |
| Language | English |



Master in Life Sciences

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

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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 | 31.7.2023 |