

Course Information					
Course Code	GE410	* Credit Hours	32	* Credits	2
* Course Name	Business Management				
(Course Type)	Elective				
Audience (Language of Instruction)	Chinese and German				
* School	School of Foreign Languages				

Prerequisite

* Description	<p>This is a practical course related to business for German majors in the senior year. The course, based on material economy and business accounting, is designed to give students a clear idea of German business philosophies by introducing management theories and strategies in German businesses. It covers business operation, framework for business procedures and decision-making, leadership procedures, efficiency procedures, basics in internal and external accounting as well as investment and financial theories.</p>
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Students will be equipped with basic vocabulary and knowledge in business as well as professional knowledge about management and business operation. Apart from that, they'll improve their comprehensive German skills and the ability to think in German so as to be prepared for working in a globalized world.

course syllabus

* (Learning Outcomes)

- 1. B1
- 2. B2
- 3. B3
- 4. B4
- 5. B5
- 6. B11
- 7. B8

* (Class Schedule & Requirements)

Vorbesprechung, Einleitung	2				
Kap. I Grundbegriffe und BWL	4				
Kap. II Unternehmen	4				
Kap. III Grundlage der Unternehmen	2				
Kap. IV Zielsetzung	4				
Kap. V Planung	6				

Kap. VI Operative und strategisch e UF	2				
Kap. VII Organisatio n	4				
Kap. VIII Überwachung	2				
Wiederhol en	2				

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