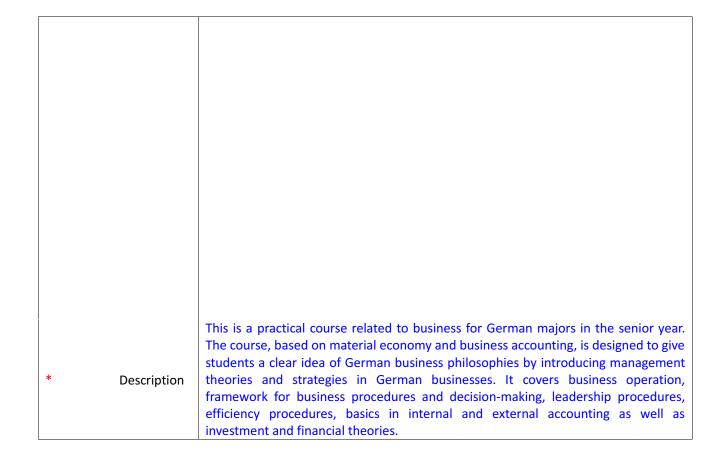
| Course In | formation | | | | | | |
|---------------------------|---------------------|----------------------|--------------|--------------|---|--|--|
| Course Code | GE410 | * Credit Hours | 32 | * Credits | 2 | | |
| * Course Name | Business Management | | | | | | |
| (Course Type) | Electi | i ve | | | | | |
| Audience | | | | | | | |
| (Language of Instruction) | | Chinese and C | German | | | | |
| * School | | School of For | reign Langua | ges | | | |

Prerequisite



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 2 3 4 5. 6. 7. | I B8 | B2 B: B: B: | 4 | | |
| | Vorbesprech ung, Einleitung | 2 | | | | |
| | Kap.I Grundbegrif fe und BWL | 4 | | | | |
| * (Class Schedule & Requirements) | Kap.II Unternehmen | 4 | | | | |
| a nequirements, | Kap.III Grundlage der Unterehmen | 2 | | | | |
| | Kap. IV Zi el setzung | 4 | | | | |
| | Kap. V Pl anung | 6 | | | | |

| Kap. VI Operative und strategisch e UF | 2 | | |
|--|---|--|--|
| Kap. VII Organisatio n | 4 | | |
| Kap. VIII Überwachung | 2 | | |
| Wi ederhol en | 2 | | |

1 *

2 300-500