

| 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

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)

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| 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 | | | | |

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

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