## Module title
Business Administration for Life Sciences

### Code
B1

### Degree Programme
Master of Science in Life Sciences

### Workload
3 ECTS (90 student working hours)
- Lessons contact (total 42 of which 28 central teaching): 32 h
- Self-study: 58 h

### Module Coordinator
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### Lecturers
- Gisela Maurer, BFH  
- Lorenz Probst, BFH  
- Christine Geissbühler, BFH  
- Wendy Karli, BFH

### Entry requirements
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

### Learning outcomes and competences
After completing the module, students will be able to:
- 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 cost-volume-profit analyses  
- understand the concept of Canvas Business Modell to shape an own basic business model  
- compare and evaluate possible financing instruments

### Module contents
- The enterprise and the meaning of business models  
  - The St. Gall Management Model:  
  - Three levels of leadership  
  - 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  
  - 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  
  - Introduction to strategy  
- Marketing
- Definition of the relevant market(s) / segment(s)
- the 4P model (product, price, place, promotion) according McCarthy

- Production process, outsourcing and quality
  - Make or buy vs. outsourcing
  - Quality as a concept of thinking
  - Different concepts of quality assurance / continuous improvement process, Process optimization

- Organization
  - Process organization vs. structural organization
  - Different processes: management vs. core vs. support processes

- Sourcing
  - Supply Chain Management

- Capital budgeting
  - Intention of capital budgeting
  - Application of static capital budgeting methods

- Basics in financial accounting
  - Reading and understanding a corporate balance sheet / P&L statement

- Basics in cost accounting
  - Differentiation of direct vs. overhead cost

- Finance and new forms of financing: Crowdfunding

<table>
<thead>
<tr>
<th>Teaching / learning methods</th>
<th>Tentative schedule:</th>
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<tbody>
<tr>
<td><strong>Week</strong></td>
<td><strong>Central</strong></td>
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<td></td>
<td>8L 8L 4L 4L</td>
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<tr>
<td><strong>Local</strong></td>
<td>4L 4L 2L 2L</td>
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<tr>
<td><strong>Self-study</strong></td>
<td>10h 28h 20h</td>
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**Central teaching:** 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.

**Decentral teaching:** single or group assignments: Case studies: application & 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

**Assessment of learning outcome**

1. Final exam, written, open books (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**

For ZHAW and FHNW: Olten
For BFH and HES-SO: Fribourg

**Bibliography**


**Language**

English
<table>
<thead>
<tr>
<th>Links to other modules</th>
<th>The introductory lectures of B1 will be required in B2.</th>
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<tbody>
<tr>
<td>Comments</td>
<td>Pre-reading assignments / preparation is mandatory and required for class. Contents treated during local teaching will be included in the exam.</td>
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<td>05.02.2021</td>
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