

# Master in Life Sciences

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

<b>Module title</b>	<b>Business Administration for Life Sciences</b>
<b>Code</b>	B1
<b>Degree Programme</b>	Master of Science in Life Sciences
<b>Workload</b>	3 ECTS (90 student working hours) <ul style="list-style-type: none"> <li>- Lessons contact (total 42 of which 28 central teaching): 32 h</li> <li>- Self-study: 58 h</li> </ul>
<b>Module Coordinator</b>	<p><b>Name:</b> Lorenz Probst  <b>Phone:</b> +41 31 910 21 33  <b>Email:</b> lorenz.probst@bfh.ch  <b>Address:</b> Bern University of Applied Sciences, HAFL, Länggasse 85, 3052 Zollikofen</p>
<b>Lecturers</b>	<ul style="list-style-type: none"> <li>• Daniel Spinnler, BFH</li> <li>• Lorenz Probst, BFH</li> <li>• Christine Geissbühler, BFH</li> <li>• NN</li> </ul>
<b>Entry requirements</b>	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
<b>Learning outcomes and competences</b>	<p>After completing the module, students will be able to:</p> <ul style="list-style-type: none"> <li>• define the role of enterprises and forms of organization</li> <li>• define SMART objectives to manage / control a (business) entity</li> <li>• understand the functions in enterprises and its organisation</li> <li>• evaluate the enterprise's environment and its impact on the enterprise</li> <li>• describe the basics of financial and cost accounting, "read" and interpret a balance sheet , differentiate overhead from direct costs</li> <li>• step into the role of a potential team leader and do a basic evaluation of capital budgeting</li> <li>• compare and evaluate possible financing instruments (including crowdfunding)</li> </ul>
<b>Module contents</b>	<ul style="list-style-type: none"> <li>• The enterprise and the meaning of business models <ul style="list-style-type: none"> <li>- The St. Gall Management Model:</li> <li>- Three levels of leadership</li> <li>- Founding an enterprise and legal structures in Switzerland</li> </ul> </li> <li>• The enterprise's environment (outside view): e.g. impact of trends, methodology for analysis (e.g. PESTEL-Analysis)</li> <li>• Analysis of an enterprise's strengths and weaknesses (inside view) incl. respective methodologies</li> <li>• Markets <ul style="list-style-type: none"> <li>- What is a market? Basics on demand and supply</li> <li>- The role, position and possible influence of an enterprise within defined markets (Porters 5 Forces Analysis / Competitors analysis)</li> <li>- Value chains</li> </ul> </li> <li>• The enterprise 's objectives and strategy <ul style="list-style-type: none"> <li>- Introduction to strategy</li> </ul> </li> <li>• Marketing <ul style="list-style-type: none"> <li>- Definition of the relevant market(s) / segment(s)</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>- the 4P model (product, price, place, promotion) according McCarthy</li> <li>• Production process, outsourcing and quality             <ul style="list-style-type: none"> <li>- Make or buy vs. outsourcing</li> <li>- Quality as a concept of thinking</li> <li>- Different concepts of quality assurance / continuous improvement process, Process optimization</li> </ul> </li> <li>• Organization             <ul style="list-style-type: none"> <li>- Process organization vs. structural organization</li> <li>- Different processes: management vs. core vs. support processes</li> </ul> </li> <li>• Sourcing             <ul style="list-style-type: none"> <li>- Supply Chain Management</li> </ul> </li> <li>• Capital budgeting             <ul style="list-style-type: none"> <li>- Intention of capital budgeting</li> <li>- Application of static capital budgeting methods</li> </ul> </li> <li>• Basics in financial accounting             <ul style="list-style-type: none"> <li>- Reading and understanding a corporate balance sheet / P&amp;L statement</li> </ul> </li> <li>• Basics in cost accounting             <ul style="list-style-type: none"> <li>- Differentiation of direct vs. overhead cost</li> </ul> </li> <li>• Finance and new forms of financing: Crowdfunding</li> </ul>																																									
<b>Teaching / learning methods</b>	<p>This module has the following structure*:</p> <table border="1" data-bbox="407 993 1479 1142"> <thead> <tr> <th>Week</th> <th>&lt;1</th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> <th>&gt;7</th> </tr> </thead> <tbody> <tr> <td><b>Central</b></td> <td></td> <td>8L</td> <td></td> <td>8L</td> <td>4L</td> <td>8L</td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>Local</b></td> <td></td> <td>4L</td> <td>4L</td> <td></td> <td>2L</td> <td></td> <td>4L</td> <td></td> <td></td> </tr> <tr> <td><b>Self-study</b></td> <td>10h</td> <td colspan="7">28h</td> <td></td> <td>20h</td> </tr> </tbody> </table> <p>* may be subject to changes in coordination with B2</p> <p><b>Central teaching:</b> 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.</p> <p><b>Decentral teaching:</b> single or group assignments: Case studies: application &amp; 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</p>	Week	<1	1	2	3	4	5	6	7	>7	<b>Central</b>		8L		8L	4L	8L				<b>Local</b>		4L	4L		2L		4L			<b>Self-study</b>	10h	28h								20h
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<b>Assessment of learning outcome</b>	<p>1. Written exam (case study), open books, final (100%)</p>																																									
<b>Format</b>	<p>7-weeks</p>																																									
<b>Timing of the module</b>	<p>For ZHAW and FHNW: Spring semester, CW 8-14 For BFH and HES-SO: Autumn semester, CW 38-44</p>																																									
<b>Venue</b>	<p>For ZHAW and FHNW: Olten For BFH and HES-SO: Fribourg</p>																																									
<b>Bibliography</b>	<p>Steingruber P, Capaul R, 2013. Business Studies - An introduction to the St.Gallen Management Model (2<sup>nd</sup>edition). Cornelsen Verlag, Berlin, 576 p. Dyson J, 2017. Accounting for Non-Accounting Students (9<sup>th</sup> edition). Financial Times Prentice Hall, New Jersey, 512 p. Kühn R. Fuhrer U. 2017. Marketing – Analysis and Strategy. 1<sup>st</sup> edition. Werd Weder Verlag, Thun, 152 p.</p>																																									
<b>Language</b>	<p>English</p>																																									



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<b>Links to other modules</b>	The introductory lectures of B1 will be required in B2.
<b>Comments</b>	Pre-reading assignments / preparation is mandatory and required for class. Contents treated during local teaching will be included in the exam.
<b>Last Update</b>	29.03.2019