LS101 General Business Administration	
Students will learn the fundamentals of economic thinking and be enabled to recognize basic economic problems. This requires acquiring basic knowledge of business administration contexts. The specific characteristics of economics as a science will be recognized. In addition to imparting foundational knowledge of business administration, particular emphasis is placed on the practical application of knowledge in exercises to enhance the students' economic competence. Students are guided to use AI tools to receive feedback on their developed solutions. Topics include: • Economic activity and efficiency • Economic systems • Profitability • Traditional and modern business models • Liquidity and financial planning • Business administration goals and goal systems • Business administration within the system of sciences • Business administration models and methods • Legal forms of enterprises • Organization • Leadership concepts • Cooperation between companies • Current debates in corporate management	
Assessment: written exam	
Lecturer: LB Zimmermann	**ECTS: 5**