Introduction to Business Administration

Discover the exciting possibilities of enhancing your career with Ulm University’s programs in advanced professional studies

This course provides you an overview and deepens your knowledge on the various segments of business administration. The participants will be able to recognize the links between performance and monetary circulation. They will be able to evaluate the impact of entrepreneurial decisions on the balance sheet and the income statement in order to derive conclusions for the management of the corporation.

By learning to describe, explain and analyze corporations and the ongoing processes, you (as a decision maker) will be enabled to derive specific recommendations for your corporation.

What is the course all about?
- Setting up a firm
- Production
- Marketing
- Investment and Financing
- Accounting

What am I going to learn?
- You will learn the basics of business administration or refresh your prior knowledge
- You will discover various topics in the area of business administration and pave the way to other courses or even whole study programs for you
- You will be able to enhance your career and you will be prepared for promotion, since a leadership position always means to take over management tasks

Who is the course designed for?
- Alumni of international study programs who want to stay in touch with Ulm University
- English-speaking professionals from abroad/other countries working or wanting to work in the region
- German employees who want to learn about business administration and improve their English skills at the same time
- Everybody with a first academic degree who wants to get a first and closer look into Ulm University’s further education courses
A course is split into approximately 80% online studies (flexible in terms of space and time) and 20% on-campus time at the university.

The technical learning environment has been designed according to the needs of students who work full-time.

Learning units can be adapted to the time available (e.g. online-seminars in the early evening, small quantities of time, few mandatory on-campus phases...). Pace of study is individual.