



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



Direction
Prof. Dr. Kai-Uwe Marten
Institute of Accounting and Auditing



Tutor
Christa Bosch, M.Sc.
Institute of Accounting and Auditing

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

Learn setting

- Self-study with learning material that is offered on a learning platform (script, videos, interactive exercises) as well as a book that is provided
- Online-seminars (webinars)
- Possibility of thematic exchange in an online forum
- One day of on-campus attendance
- Final written exam

Timeline

Deadline for registration

20th of August 2017

Beginning: Wednesday

20th of September 2017

On-campus attendance

Friday, 10th of November 2017

Written exam (on-campus)

Saturday, 9th of December 2017

Participation fee

90,-- Euros (including an English textbook)

Advanced Professional Studies at Ulm University? What's in it for me?

We are offering a small selection of all our courses also in English language:

SAPS

School of Advanced Professional Studies

Engineering	Business administration/ process management
Signals and Systems	Introduction to Business Administration*
Management Aspects of Systems Engineering I	Strategic Process Management*
Management Aspects of Systems Engineering II	Business Analytics Drives Innovation*
Design Methodology of Embedded Systems*	Soft Skills
Sensor Principles and Integrated Interface Circuits	Technical Presentation Skills*
Wireless Sensor Networks	

- 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.

Contact Person

Dipl.-Soz. Ursula Müller, MBA
ursula.mueller@uni-ulm.de
School of Advanced Professional
Studies | SAPS



The courses marked with an asterisk (*) have been developed within the project »SAPS: Regional International« (www.uni-ulm.de/en/einrichtungen/saps/projekte/sapsri). For a limited time span, you can enroll in these courses for reduced fees. Don't miss the opportunity of discovering new learning experiences with us! Be open to new professional trajectories and enhance your career!

Register online till the 20th of August 2017

www.uni-ulm.de/en/einrichtungen/saps/

Ulm University

School of Advanced Professional Studies
Albert-Einstein-Allee 45
89081 Ulm | Germany
phone.: +49 (0)731 50-32402

www.uni-ulm.de/saps
saps@uni-ulm.de



supported by



Baden-Württemberg
MINISTERIUM FÜR WISSENSCHAFT,
FORSCHUNG UND KUNST



Chancen fördern
EUROPÄISCHER SOZIALFONDS
IN BADEN-WÜRTTEMBERG
www.esf-bw.de



EUROPÄISCHE UNION