



# Fundamentals of business administration

## Getting in shape for business administration

### Seminar objective

The aim of the seminar is a practice-oriented introduction to business administration. Participants receive an overview of the most important areas and are taught concentrated, business management knowledge for practical use in this seminar. You will learn how to deal with key accounting figures. This knowledge will round off your competence profile.

### Seminar content

#### The basics of business administration

- General basic concepts of business administration
- The business as a productive unit
- Procurement, production and sales

#### Investment and financing:

- Investment planning and evaluation
- Types of financing and financial planning
- Financial analyses
- KPIs

#### Strategic and corporate planning:

- The most important methods
- Defining goals
- Analysis and forecasting
- Formulation
- Implementation

#### Accounting and bookkeeping:

- Fundamentals of accounting
- Basics of cost and activity accounting
- Legal principles of accounting
- Profit determination and taxes

#### Human resources and employee management:

- Fundamentals of human resources and business information systems
- Personnel planning, recruitment, support and development
- Labor law: from hiring to dismissal
- The most important management styles

#### Market policy, production policy and structural policy:

- The basics of marketing
- The most important instruments of marketing communication
- Customer orientation
- Market research and public relations

### Methodology

Discussion in the group Practical exercises Trainer input Case

#### Course ref.

BWL6000

#### Participants

not more than 9 participants

#### Schedule

1. Day: 10:00 - 17:00  
2. Day: 09:00 - 16:00

#### Location & dates

##### Münster

03.06.2024 – 04.06.2024  
22.08.2024 – 23.08.2024  
25.11.2024 – 26.11.2024  
20.01.2025 – 21.01.2025  
02.06.2025 – 03.06.2025  
21.08.2025 – 22.08.2025  
24.11.2025 – 25.11.2025

#### Fee

1.150,00 € (ex. VAT)  
1.368,50 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



discussions

**Target audience**

The fundamentals of Business Administration seminar is aimed at anyone who wants to understand and apply the essential aspects of business administration to their work.



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Ich melde mich/Wir melden uns zu folgender Veranstaltung an:

1. Teilnehmer

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Name/Vorname

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E-Mail

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Firmendaten/Rechnungsempfänger

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2. Teilnehmer

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Anzahl der Mitarbeiter in Ihrem Unternehmen

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Kundennummer

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Anmeldebestätigung (E-Mail)

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Unterschrift