

CD5170 Selected Topics in Business Administration

In this seminar, the fundamentals and basics of business administration are discussed in various examples from companies in Asia and Europe. Starting with the fundamental business theories, we soon come to the hard facts – how to run a company in a competitive environment. What factors make a company successful? How does a company become a global player and what risks exist in the market? How do companies deal with competitors and how do they find out what the market, i.e. their customers, demand? “Strategic management” is the key to answer these questions as well as “Strategic competitiveness”. We will further discuss the fundamentals in M & A (mergers & acquisitions) – how to estimate the value of a company and a global brand (branding). Diversification contra specialization – several case studies will point up the different management theories.