



TECHNISCHE HOCHSCHULE
OSTWESTFALEN-LIPPE
UNIVERSITY OF
APPLIED SCIENCES
AND ARTS

Management Skills & Business Administration

Organizational

Prof. Dr. habil. Andreas Welling

What is MBA about?

- **Understand managers and your boss**
→ speak the same language
- **Understand the business model of your employer**
→ no how to create value for customers
- **Understand markets and branches**
→ Be able to find the right employer

Inputs

- **Marketing (November 9th)**
- **Business Model and Strategy (November 23rd)**
- **Finance, Numbers and Reporting (November 30th)**
- **Management (December 7th)**
- **Scientific Writing and Q&A (December 14th)**

Exam

- **Written elaboration (10 pages in total)**
Upload in ILIAS until January 31st 2023 (11:55pm)
- **Task: Analyze a German SDAX company**
(Topic assignment on November 9th)
 - **Product (Portfolio) and Business Model**
 - **Market Position, Competition and Financial Situation**
 - **Company Strategy (including Internationalization strategy)**
 - **Employer Branding and Strategy**

Important Sources

- **Company Web Page and Social Media Accounts**
- **Company Financial Statements**
- **Media Reports**
- **Company Advertisements**
- ...