



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

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

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Firmendaten/Rechnungsempfänger

Firma

Rechnung (Name)

Straße/Nummer

PLZ/Ort

Telefon/Fax

Branche

Datum

2. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Anzahl der Mitarbeiter in Ihrem Unternehmen

Kundennummer

Anmeldebestätigung (E-Mail)

Unterschrift