

Business

Questionnaire for academics

Specific Competences	Importance for First Cycle	Importance for Second Cycle
	None Weak Considerable Strong 1 2 3 4	None Weak Considerable Strong 1 2 3 4
1. Ability to analyse and stucture a problem of an enterprise and design a solution (i.e. entering a new market)	-----	-----
2. Audit an organisation and design consultancy plans (i.e. tax law, investment, case studies, project work)	-----	-----
3. Define criteria according to which an enterprise is defined and link the results with the analysis of the environment to identify perspectives (i.e. SWOT, internal and external value chain)	-----	-----
4. Identify and operate adequate software	-----	-----
5. Design and implement information systems	-----	-----
6. Identify and use adequate tools (i.e. market research, statistical analysis, comparative ratios)	-----	-----
7. Identify related issues such as culture and ethics and understand their impact on business organisations	-----	-----
8. Identify the constitutional characteristics of an organisation (i.e. goals and objectives, ownership, size, structure)	-----	-----
9. Identify the functional areas of an organisation and their relations (i.e. purchasing, production, logistics, marketing, finance, human ressource)	-----	-----
10. Identify the impact of macro- and microeconomic elements on business organisations (i.e. financial and monetary systems, internal markets)	-----	-----
11. Learn-to-learn, i.e. how, when, where - new personal developments is needed (i.e. rhetorics, presentation, working in teams, personal management)	-----	-----
12. Change management	-----	-----
13. Managing a company by planning and controlling by use concepts, methods and tools (i.e. strategy design and implementation, benchmarking, TQM, etc.)	-----	-----

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14. On the basis of knowledge acquired in university, identify the impact of culture on business operations. (i.e. the possibility of seeling beer worldwide)	-----	-----
15. Understand details of business functions, business enterprises, geographic regions, size of enterprises, business sectors and link them with the basic knowledge and theories	-----	-----
16. Understand existent and new technology and its impact for new / future markets	-----	-----
17. Understand the principles of engineering and link them with business / management knowledge (i.e. operations management, gantt chart, information technology)	-----	-----
18. Understand the principles of ethics, identify the implications for business organisations, design scenario (i.e. exploitation of human resources, environment)	-----	-----
19. Understand the principles of Law and link them with business / management knowledge (i.e. competition law, taxation laws etc.)	-----	-----
20. Understand the principles of psychology, identify the implications for business organisations, and redesign (i.e. working in groups, teams, behavioural studies)	-----	-----
21. Understand the structure of the foreign language, and develop a vocabulary allowing to work i.e. in English as a foreign language	-----	-----
22. Understand und use bookkeeping and financial systems (i.e. profit and loss account, balance sheet)	-----	-----
23. Understanding, reading, speaking, writing in a foreign language (i.e. working in English as a foreign language)	-----	-----
24. Use the respective instruments for business environment analysis (i.e. industry analysis, market analysis, PEST)	-----	-----
25. Work assignments abroad (i.e. work experience in an enterprise for 20 weeks abroad)	-----	-----
26. Other (specify)	-----	-----
27. Other (specify)	-----	-----
28. Other (specify)	-----	-----