

## Master Module Offer - ZHAW School of Management and Law - Academic Year 2025/ 2026

### Important Information

- All Master's-level modules have specific advanced knowledge prerequisites, and it is the students' responsibility to ensure they meet these requirements.
- This module offer is provisional and subject to change; therefore, places cannot be guaranteed in advance.
- Master's-level modules typically run from Monday to Thursday. The schedules for most modules are flexible and may vary weekly. To avoid scheduling conflicts, students are encouraged to select modules within the same program and term.

BANKING & FINANCE					
Module Code	Module Name	ECTS	Semester	Module Description	Prerequisite Knowledge
w.MA.XX.INE-PiE.19HS	International Economics	3	Fall	<a href="#">Access HERE</a>	Foundational knowledge acquired in a Bachelor's degree program in Business Administration with a specialization in Banking and Finance
w.MA.XX.IN-PiE.19HS	Investments	6	Fall	<a href="#">Access HERE</a>	Knowledge covered in modules "Active Investment Management", "Quantitative Methodologies", "Statistics", and "Finance Tools"
w.MA.XX.QNM-PiE.19HS	Quantitative Methods	6	Fall	<a href="#">Access HERE</a>	Basic knowledge of mathematics and statistics at BSc level as well as knowledge and experience in researching and processing scientific literature and in writing a scientific paper
w.MA.XX.CEF-PiE.19HS	Corporate and Entrepreneurial Finance	3	Fall & Spring	<a href="#">Access HERE</a>	Good knowledge of portfolio theory, capital market theory, and investment appraisal methods
w.MA.XX.AIM-PiE.22HS	Agile and Innovation Methods	6	Spring	<a href="#">Access HERE</a>	Knowledge of banking & some project management
w.MA.XX.BMEAI.25HS	Bank Management in the Era of AI	3	Spring	<a href="#">Access HERE</a>	New module - syllabus pending
w.MA.XX.CBRM.22HS	Customer Behavior Research Methods	3	Spring	<a href="#">Access HERE</a>	--
w.MA.XX.CEM.22HS	Customer Experience Management	3	Spring	<a href="#">Access HERE</a>	--
w.MA.XX.IWM.22HS	International Wealth Management	3	Spring	<a href="#">Access HERE</a>	Basic banking and wealth management knowledge
w.MA.XX.QIS.19HS	Quantitative Investment Strategies	6	Spring	<a href="#">Access HERE</a>	Quantitative methods, active investment management, financial instruments and portfolio theory, statistics, investments
w.MA.XX.RM-PiE.19HS	Risk Management	6	Spring	<a href="#">Access HERE</a>	Foundational knowledge acquired in a Bachelor's degree program in Business Administration (with a specialization in Banking and Finance)
w.MA.XX.REM.25HS	Real Estate Markets	3	Spring	<a href="#">Access HERE</a>	New module - syllabus pending
w.MA.XX.REV.24HS	Real Estate Valuation	3	Spring	<a href="#">Access HERE</a>	New module - syllabus pending
w.MA.XX.SIM-PiE.19HS	Strategic Innovation Management	3	Spring	<a href="#">Access HERE</a>	Knowledge and an understanding of the basic principles underlying the relationships between an enterprise, its environment, and the markets
w.MA.XX.SIN.19HS	Sustainable Investments	3	Spring	<a href="#">Access HERE</a>	Foundational knowledge acquired in a Bachelor's degree program in Business Administration with a specialization in Banking and Finance

### BUSINESS ADMINISTRATION - MAJOR INNOVATION AND ENTREPRENEURSHIP

Module Code	Module Name	ECTS	Semester	Module Description	Prerequisite Knowledge
w.MA.XX.IES.20HS	International Entrepreneurship	6	Fall	<a href="#">Access HERE</a>	--
w.MA.XX.IECO.20HS	Innovation Ecosystems	6	Fall	<a href="#">Access HERE</a>	--
w.MA.XX.SUST.23HS	Sustainability	3	Fall	<a href="#">Access HERE</a>	Basic knowledge of business concepts

### BUSINESS ADMINISTRATION - MAJOR MARKETING

Module Code	Module Name	ECTS	Semester	Module Description	Prerequisite Knowledge
w.MA.XX.AKIM.19HS	Automation and AI in Marketing	3	Fall	<a href="#">Access HERE</a>	No specific knowledge is required as the module will give a basic overview. However, there will be some basic tasks covering statistics, math, and very basic coding.
w.MA.XX.BMC.14HS	Brand Management, Communications & Reputation Management	6	Fall	<a href="#">Access HERE</a>	--
w.MA.XX.COM.23HS	Content Marketing	3	Fall	<a href="#">Access HERE</a>	Basics of digital marketing and marketing communication
w.MA.XX.DMSU.20HS	Digital Marketing for Start-ups	3	Fall	<a href="#">Access HERE</a>	Affinity for and basic knowledge of digital marketing methods and techniques
w.MA.XX.ECOM.19HS	E-Commerce	3	Fall	<a href="#">Access HERE</a>	Affinity to and interest in digital topics; lectures or professional experience in the field of e-commerce, sales, or digital marketing are an advantage.
w.MA.XX.MAT.19HS	Marketing Technology	3	Fall	<a href="#">Access HERE</a>	--
w.MA.XX.PBM.14HS	Pricing & Business Models in the Digital Age	6	Fall	<a href="#">Access HERE</a>	--

### BUSINESS ADMINISTRATION - MAJOR ENTERPRISE DEVELOPMENT

Module Code	Module Name	ECTS	Semester	Module Description	Prerequisite Knowledge
w.MA.XX.DFRI.23HS	Digital Futures & Responsible Innovation	6	Fall	<a href="#">Access HERE</a>	--
w.MA.XX.NVC.23HS	New Value Creation	6	Fall	<a href="#">Access HERE</a>	--
w.MA.XX.PEA.23HS	People Analytics	3	Fall	<a href="#">Access HERE</a>	New module - Syllabus pending
w.MA.XX.REL.23HS	Rethinking Leadership	6	Fall	<a href="#">Access HERE</a>	--

### BUSINESS INFORMATION TECHNOLOGY

Module Code	Module Name	ECTS	Semester	Module Description	Prerequisite Knowledge
w.MA.XX.ITGRC.20HS	IT-Governance, Risk Management and Compliance	3	Fall	<a href="#">Access HERE</a>	MSc Business Information Technology Advanced IT Management module; MSc Business Information Technology EAM module; basic understanding of ITIL and IT service management
w.MA.XX.ITSY.24HS	IT Security	6	Fall	<a href="#">Access HERE</a>	Basic understanding of computer science, networking concepts, and introductory cybersecurity principles; critical thinking and problem-solving skills willingness to learn and adapt to new technologies. Prior hands-on experience in cybersecurity is beneficial but not required.

**CIRCULAR ECONOMY MANAGEMENT**

Module Code	Module Name	ECTS	Semester	Module Description	Prerequisite Knowledge
w.MA.XX.BIMA.23HS	Bioeconomy / Materials	3	Fall	<a href="#">Access HERE</a>	--
w.MA.XX.CTH.23HS	Critical Thinking	3	Fall	<a href="#">Access HERE</a>	Analysis and decision-making principles and models; ethics in organizational behavior
w.MA.XX.DPG.23HS	Drivers – Politics and Governance	3	Fall	<a href="#">Access HERE</a>	Basic knowledge of sustainability and resources and how they are managed; circular economy methods and definitions; technologies and innovations in the circular economy.
w.MA.XX.ISLCE.23HS	International and Swiss Law – Circular Economy	3	Fall	<a href="#">Access HERE</a>	--
w.MA.XX.LCSA.23HS	Life Cycle Sustainability Assessment	3	Fall	<a href="#">Access HERE</a>	Students should be able to: explain the drivers, mechanisms, and impacts of major environmental issues such as climate change, eutrophication, resource depletion, deforestation, etc.; elaborate on the sustainable development goals of the United Nations; read, process, and critically discuss scientific publications from peer-reviewed journals; understand the basics of systems theory, life cycle thinking, economics and chemistry; perform calculations and visualizations in MS Excel.
w.MA.XX.MANF.23HS	Manufacture	3	Fall	<a href="#">Access HERE</a>	Basic knowledge and understanding of operations management, production cycles, and operation costs
w.MA.XX.MES.23HS	Material and Energy Systems	3	Fall	<a href="#">Access HERE</a>	--
w.MA.XX.OESG.23HS	Organizations and Environment, Social and Governance	3	Fall	<a href="#">Access HERE</a>	A general understanding of ESG principles and guidelines
w.MA.XX.SCVC.23HS	Supply Chains – Value Chains	3	Fall	<a href="#">Access HERE</a>	Global supply chain management; Organizational and operational management; fundamentals of international business.
w.MA.XX.SSEC.23HS	Sustainability – Sufficiency – Efficiency – Consistency	3	Fall	<a href="#">Access HERE</a>	Explain the principles of sustainability and key concepts of sustainable development, e.g. the Strategic Development Goals framework and triple-bottom-line model
w.MA.XX.BMCE.23HS	Business Models for the Circular Economy	3	Spring	<a href="#">Access HERE</a>	Principles of business transformation around the circular economy; creating competitive advantage; consumer buying cycle
w.MA.XX.CHAMA.23HS	Change Management	3	Spring	<a href="#">Access HERE</a>	--
w.MA.XX.COCO.23HS	Communication and Consulting	6	Spring	<a href="#">Access HERE</a>	Principles of stakeholder management; Organizations and environmental, social, and governance (ESG) issues; legal, social, political, environmental, and economic drivers related to the circular economy
w.MA.XX.DAMO.23HS	Data Analysis and Monitoring	6	Spring	<a href="#">Access HERE</a>	Understanding of the basic concepts of statistics (types of data, sample vs population, sampling techniques, parameters, and variables); knowledge of (any) programming language
w.MA.XX.DES.23HS	Design	3	Spring	<a href="#">Access HERE</a>	General understanding of design principles and recycling in technical and natural cycles
w.MA.XX.BEPS.23HS	Behavioral Psychology	3	Spring	<a href="#">Access HERE</a>	Ability to apply empirical research methods
w.MA.XX.SYPA.23HS	Systems and Potential Analysis	6	Spring	<a href="#">Access HERE</a>	Basics of approaches to system analysis and potential analysis; a general understanding of tools for modelling systems
w.MA.XX.TEAS.23HS	Technology Assessment	6	Spring	<a href="#">Access HERE</a>	Life cycle assessment; assessment methods and forecasting
w.MA.XX.TRAP.23HS	Transformation Processes	3	Spring	<a href="#">Access HERE</a>	Students have basic knowledge of circular economy methods and definitions; technologies, and innovations in the circular economy and governance and policies

## MANAGEMENT AND LAW

Module Code	Module Name	ECTS	Semester	Module Description	Prerequisite Knowledge
w.MA.XX.IEP.14HS	International Economics and Politics	6	Fall	<a href="#">Access HERE</a>	Basic principles of economics (systematic knowledge in micro and macro-economics)
w.MA.XX.PFP.14HS	Applied Research Projects	6	Spring & Fall	<a href="#">Access HERE</a>	Knowledge of scientific work at Bachelor's level
w.MA.XX.MS.14HS	Managing Strategy	6	Spring	<a href="#">Access HERE</a>	Knowledge of strategic management at bachelor level
w.MA.XX.RC.14HS	Regulation and Competition	6	Spring	<a href="#">Access HERE</a>	Knowledge of public commercial law and competition law at bachelor level
w.MA.XX.ILSSL.14HS	International Labor and Security Law	6	Spring	<a href="#">Access HERE</a>	HR management as well as labor and social security law at BSc level