

Module Offer in English - Bachelor's Level Academic Year 2024/25

All Bachelor modules in English are listed below. Please click on the module code in the column "Module Description" to access the syllabi (internet connection required).

Please note the following:

- Some modules require specific advanced knowledge. It is the responsibility of the students to ensure that prerequisites are met.
- This module offer is provisional and, therefore, subject to change. Consequently, no places can be guaranteed in advance.
- The SML offers the possibility to retake an end-of-module exam for only a few modules at the end of the following semester/year. Detailed information will be provided during the semester.
- The 'Semester' column specifies the semester when each module is available. For instance, a listing of 'Fall and Spring' indicates the module is available in both semesters. It is important to note that modules are restricted to their respective semesters and do not span across multiple semesters.

BANKING | FINANCE | ACCOUNTING | INSURANCE

Module Description	Module Name	Hours/ Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.3DSTI-RI	Data Science and Technology for Insurance	4	6	Fall	<ul style="list-style-type: none"> Mathematical knowledge (lectures on Mathematics 1 and 2); familiarity with applied statistics; familiarity with spreadsheets (Excel).
w.BA.XX.WPM-IR	Investor Relations and Equity Analysis (<i>Elective</i>)	2	3	Fall	<ul style="list-style-type: none"> Financial Accounting, Corporate Finance
w.BA.XX.2SFIN	Sustainable Finance (<i>Elective</i>)	2	3	Fall	-
w.BA.XX.WPM-SWI	Swiss Financial Systems and Finance (<i>Elective</i>)	2	3	Fall	<ul style="list-style-type: none"> Basic knowledge of insurance and/or accounting
w.BA.XX.2CFRM	Corporate Finance & Risk Management	4	6	Fall/Spring	<ul style="list-style-type: none"> Financial Accounting; Financial Analysis; Financial Instruments & Portfolio Theory
w.BA.XX.3FIPT-BF	Financial Instruments & Portfolio Theory	4	6	Fall/Spring	<ul style="list-style-type: none"> Mathematics 1; Mathematics 2; Statistics; Introduction to Banking & Finance
w.BA.XX.WPM-SDA	Smart Data Analytics for Financial Assets (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> The module is aimed at BSc students with a solid knowledge of (basic) statistics and a strong interest in working with data and statistical software
w.BA.XX.2TM	Turnaround Management	4	6	Fall/Spring	<ul style="list-style-type: none"> Financial Accounting; Management Accounting
w.BA.XX.2CFS	Consolidated Financial Statements	4	6	Spring	<ul style="list-style-type: none"> Knowledge of topics in Assessment

BUSINESS ADMINISTRATION | GENERAL MANAGEMENT | ECONOMICS

Module Description	Module Name	Hours/Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.2ClimEE	Climate and Energy Economics (<i>Elective</i>)	2	3	Fall	<ul style="list-style-type: none"> Basic knowledge in micro-economics
w.BA.XX.1CR-IM	Corporate Responsibility	2	3	Fall	<ul style="list-style-type: none"> Basic management and economic knowledge
w.BA.XX.WPM-LDT	Leading Digital Transformation and AI (<i>Elective</i>)	2	3	Fall	–
w.BA.XX.1MGP-IM	Managing People in an International Context	4	6	Fall	–
w.BA.XX.WPM-OMA	Online Marketing: The Challenge (<i>Elective</i>)	2	3	Fall	<ul style="list-style-type: none"> Affinity for the usage of digital media and social networks. Working case groups requires active participation and teamwork.
w.BA.XX.2BVB	Business Value of Blockchain (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.2CI	Customer Insights (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.2EmpME	Empirical Methods in Economics (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> Course is aimed at students with solid knowledge in (basic) statistics and a strong preference for working with data and statistical software. Good prior knowledge of the principles of marketing. The module builds on the concepts of the marketing process (market analysis and market research instruments, marketing goals and marketing strategy, marketing mix, and marketing controlling).
w.BA.XX.2GMM-Inc	Global Marketing Management for Incomings	4	6	Fall/Spring	<ul style="list-style-type: none"> A solid understanding of microeconomics. A willingness to learn about current research.
w.BA.XX.2IIST	Information, Incentives and Strategic Thinking (<i>Elective</i>)	2	3	Fall/Spring	–
t.BA.XX.ISSP-EN	Introduction to Swiss Society and Politics	2	2	Fall/Spring	–
w.BA.XX.WPM-MA	Mergers & Acquisitions (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> Finance, accounting, project management, international business, international strategic management
w.BA.XX.2STM-Inc	Strategic Management for Incomings	4	6	Fall/Spring	<ul style="list-style-type: none"> Ability to apply basic business management concepts, tools, and techniques.
w.BA.XX.2SCM	Supply Chain Management (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> Operations Management; Strategic Management
w.BA.XX.WPM-OCM	Of Choices and Mistakes: The Economics of Decision-Making (<i>Elective</i>)	2	3	Spring	–
w.BA.XX.WPM-ABM*	Advanced Business Modeling in the Digital Economy (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> New module, TBC
w.BA.XX.2DRM	Digital Reputation Marketing (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> Basic knowledge of content marketing, social media marketing, SEO, and SEA.
w.BA.XX.2HoFinC	History of Financial Crises (<i>Elective</i>)	2	3	Spring	–
w.BA.XX.2IntBE	Introduction to Behavioral Economics (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> Basic knowledge in microeconomics
w.BA.XX.2LFD	Learning from Disasters (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> Basic knowledge of probability and statistics
w.BA.XX.WPM-MBE	Managing Bioeconomy (<i>Elective</i>)	2	3	Spring	–
w.BA.XX.2MCE	MCE - Managing Circular Economy (<i>Elective</i>)	2	3	Spring	–
w.BA.XX.3PDM-MA	Product Development Management	4	6	Spring	<ul style="list-style-type: none"> Marketing (2Mark)

BUSINESS LAW

Module Description	Module Name	Hours/ Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.3CCR-BL	Compliance & Corporate Responsibility	4	6	Fall/Spring	–
w.BA.XX.3AALaw-BL	Anglo-American Law	2	3	Fall/Spring	<ul style="list-style-type: none"> Legal English Advanced 1 (C1 English and knowledge of legal vocabulary)
w.BA.XX.2DigLaw	Digitalization and Law (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.3EuL-BL	European Law	4	6	Fall/Spring	<ul style="list-style-type: none"> Legal English Advanced 1 (C1 English and knowledge of legal vocabulary)
w.BA.XX.3DPDM-BL	Data Protection and Data Management	2	3	Fall/Spring	<ul style="list-style-type: none"> Certain course literature is only available in German. Please contact lecturer in advance.
w.BA.XX.3PILLS-BL	Public International Law and Legal Systems	2	3	Fall/Spring	–

BUSINESS INFORMATION TECHNOLOGY*

*At least one year of Business IT studies is required for the below modules

Module Description	Module Name	Hours/ Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.3DA-WIN	Data Analytics	4	6	Fall	<ul style="list-style-type: none"> Basic programming experience using the Python programming language. Previous knowledge of statistics.
w.BA.XX.3ML1-WIN	Machine Learning I	4	6	Fall	<ul style="list-style-type: none"> Basic calculus. An understanding of basic statistical concepts, including mean, variance, and correlation. Some knowledge of R is an advantage but not a requirement.
w.BA.XX.WPM-DAP	Data Analysis and Presentation in Excel and Python (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> Knowledge of basic descriptive statistics is helpful.
w.BA.XX.3DM-WIN	Data Management	4	6	Fall/Spring	<ul style="list-style-type: none"> Software Engineering: Modeling with UML; Algorithms and Data structures; Procedural programming; Object-oriented programming; Software Engineering Design, Methods, and Tools. Requirements Engineering: Conceptual Data Modelling; Specification of Requirements.
w.BA.3LEIKe-WIN	Leadership, Ethics & Intercultural Competence	4	6	Fall/Spring	<ul style="list-style-type: none"> This module is specifically aimed at Business IT students. Introduction to Business Administration, Strategic Management, Academic Writing.
w.BA.XX.3KIA-WIN	AI Applications (KI Anwendungen)	2	3	Spring	<ul style="list-style-type: none"> Content of the modules Data Management, Prototyping, Software Engineering 2, and Data Analytics.
w.BA.XX.3DSI-WIN	Data Science Introduction	2	3	Spring	–
w.BA.XX.3ITSe-WIN	IT Security	4	6	Spring	–
w.BA.XX.3ML2-WIN	Machine Learning II	4	6	Spring	<ul style="list-style-type: none"> Basics of supervised learning as well as familiarity with classic ML pipelines, statistics, and linear models (ML1) are expected. The programming language used in the course is Python, therefore the course Scientific Programming also constitutes a prerequisite.
w.BA.XX.3SP-WIN	Scientific Programming	2	3	Spring	<ul style="list-style-type: none"> Knowledge of statistics

INTERNATIONAL BUSINESS

Module Description	Module Name	Hours/ Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.2AIntBus	Advanced International Business	4	6	Fall	<ul style="list-style-type: none"> International Business; Advanced Marketing; Advanced Strategy; Financial Accounting; Management Accounting; Business English Recommended to have some general knowledge of international business and management. Knowledge of and experience in communication would be an added value. The basics of management and strategy
w.BA.XX.2IntN	International Negotiation (<i>Elective</i>)	2	3	Fall	
w.BA.XX.1IntSM-IM	International Strategic Management	4	6	Fall	
w.BA.XX.2BM-IM	Brand Management (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> Business English Advanced 1 & 2 (minimum C1+ English and strong knowledge in business English)
w.BA.XX.2BHR	Business and Human Rights (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> Basic knowledge of business administration
w.BA.XX.WPM-CLA	Crisis Management: Action Planning and Directing (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> General knowledge and understanding of business and organizations, strategy, people management, and marketing communications.
w.BA.XX.2DBusAP	Doing Business in Asia Pacific (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> Principles of international business
w.BA.XX.2DBusE	Doing Business in Europe (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.2EuA	European Affairs (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.2ICM-Inc	Intercultural Management for Incomings	4	6	Fall/Spring	–
w.BA.XX.2IntBus	International Business	4	6	Fall/Spring	<ul style="list-style-type: none"> Introduction to Marketing Principles of Strategic Management Knowledge of international business and of management and organization is recommended. Interest in international relations and knowledge of communication would be helpful.
w.BA.XX.2INO-Inc	International Negotiation for Incomings	4	6	Fall/Spring	–
w.BA.XX.2ITrPO-IM	International Trade and Policy (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.2BGR	Business-Government Relations (<i>Elective</i>)	2	3	Spring	–
w.BA.XX.WPM-BCC	Business in the Climate Crisis (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> Fundamentals of business administration
w.BA.XX.2DBusLA	Doing Business in Latin America (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> Interest in Latin America and sustainability are beneficial Students might find it useful to complete the module "International Business and Multicultural Management".
w.BA.XX.2EEM	Environmental Economics and Politics (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> A basic understanding of microeconomics is an advantage.
w.BA.XX.2FGE	Firms in the Global Economy (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> Economics, microeconomics, macroeconomics, business administration.
w.BA.XX.WPM-FPC	Focal Points in Current Affairs (<i>Elective</i>)	2	3	Spring	–
w.BA.XX.2ICRM	International Corporate Responsibility Management (<i>Elective</i>)	2	3	Spring	–
w.BA.XX.2IntRelPIB	International Relations – Politics in Business (<i>Elective</i>)	2	3	Spring	–
w.BA.XX.2ILu	Introduction to Luxury Management (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> Keen interest in the luxury market, not only from a general marketing perspective, but also regarding the sociological and psychological perspectives of prestige consumption, how it changes over time, and how it differs in various cultures.

INTERNATIONAL BUSINESS

Module Description	Module Name	Hours/Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.2MDiLu	Managing Digital Transformation in the Luxury Sector (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> • A keen interest and basic understanding of the luxury sector is an advantage. • An affinity to tools or programs such as Excel is helpful. • An understanding of the principles of international business is an advantage
w.BA.XX.2QMethBD	Quantitative Methods and Big Data for Managers (<i>Elective</i>)	2	3	Spring	
w.BA.XX.2WEB	War, Economics and Business (<i>Elective</i>)	2	3	Spring	

LANGUAGE AND COMMUNICATION

Module Description	Module Name	Hours/Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.3EC1-WIN	English C1 (<i>in Business IT</i>)	2	3	Fall	Language level B2
w.BA.XX.2BusE1	Business English 1	2	3	Fall/Spring	Language level B2
w.BA.XX.2BusE2	Business English 2	2	3	Fall/Spring	Language level B2+
w.BA.XX.2BusEA1	Business English Advanced 1	2	3	Fall/Spring	Language level C1
w.BA.XX.2BusEA2	Business English Advanced 2	2	3	Fall/Spring	Language level C1+
w.BA.XX.2GerB	German Beginners	2	3	Fall/Spring	-
w.BA.XX.2GerI	German Intermediate	2	3	Fall/Spring	Language level A1
w.BA.XX.3LE1-BL	Legal English 1	2	3	Fall/Spring	Language level B2
w.BA.XX.3LE2-BL	Legal English 2	2	3	Fall/Spring	Language level B2+
w.BA.XX.3LEA1-BL	Legal English Advanced 1	2	3	Fall/Spring	Language level C1
w.BA.XX.3LEA2-BL	Legal English Advanced 2	2	3	Fall/Spring	Language level C1+

* If the link of a module does not work, the module description is not yet uploaded online, and we kindly ask you to try to access the link at a later point in time.

Index of Module Descriptions

All other module descriptions can be accessed by clicking on the module code in the column "Module Description" (see charts on page 1-5). If the link of a module does not work, the module description is not yet uploaded online, and we kindly ask you to try to access the link at a later point in time.

Introductions to Swiss Society and Politics 2 ECTS PROVISIONAL **7**

Description

Version: 2.0 start 01 February 2022

Short description

The course introduces exchange students at the ZHAW to Swiss society and politics. Students learn about Switzerland's most important economic sectors and how business is done in Switzerland.

Module coordinator

Agius William (agiu)

Learning objectives (competencies)

Objectives	Competences	Taxonomy levels
Students learn about the Swiss political system and economy. They understand the foundations on which modern Switzerland is built.	D, M	C3, C4
The students are familiar with social and cultural life in Switzerland.	D, M	C3, C4
Students actively participate to the course.	SO	C5
Students learn about Switzerland and reflect on the value system of their own cultural background in relation to that of Switzerland.	P	C3, C4

Module contents

- Lectures,
- Plenary discussions,
- Interactive learning,
- Excursions.

Teaching materials

Der Bund Kurz Erklärt - provided by the lecturer and available in English

Supplementary literature

Prerequisites

None

Teaching language

German English

Part of International Profile

Yes No

Module structure

Type 1a

Exams

For more details please click on this link: [T_CL_Modulauspraegungen_SM2025](#)

Description	Type	Form	Scope	Grade	Weighting
Graded assignments during teaching semester	exam	written	25 mins	individual grade	4 x 5%
End-of-semester exam	exam	written	60 minutes	individual grade	60%

Remarks

Legal basis

The module description is part of the legal basis in addition to the general academic regulations. It is binding. During the first week of the semester a written and communicated supplement can specify the module description in more detail.