

Module Offer in English - Bachelor's Level Academic Year 2023/24

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 hence subject to change. Therefore, no places can be guaranteed in advance.
- The SML offers for only few modules a possibility to **retake** an end-of-module-exam at the end of the following semester/year. Detailed information will be provided during the semester.
- The column 'Semester' indicates in which semester the respective module is offered – for example 'Fall/Spring' means that this module is offered in both semesters. Modules do not extend over semesters.

BANKING / FINANCE / ACCOUNTING / INSURANCE

Module Description	Module Name	Hours/Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.2BM-en	Banking Management	4	6	Fall	<ul style="list-style-type: none"> • Introduction to Banking & Finance
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.2WMC-en	Wealth Management & Compliance	4	6	Fall	<ul style="list-style-type: none"> • Basic knowledge of banking, finance, economics, business administration, and law
w.BA.XX.2CFS	Consolidated Financial Statements	4	6	Fall/Spring	<ul style="list-style-type: none"> • Principles of financial accounting and business administration; Mathematics 1 & 2; Microeconomics; business law; strategy and communication.
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.2FIPT	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.2MAI	M&A Integrationsmanagement (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> • Strategic management, financial accounting, project management, and international business
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.3SMI-RI*	Strategic Management and Innovation (<i>Risk & Insurance</i>)	4	6	Spring	<ul style="list-style-type: none"> • New - tba

BUSINESS ADMINISTRATION / GENERAL MANAGEMENT / ECONOMICS

Module Description	Module Name	Hours/Week	ECTS	Semester	Prerequisite Knowledge
<u>w.BA.XX.3BET-BD*</u>	Behavioral Economics Theory	2	3	Fall	<ul style="list-style-type: none"> • New -tba
<u>w.BA.XX.2ClimEE</u>	Climate and Energy Economics (<i>Elective</i>)	2	3	Fall	<ul style="list-style-type: none"> • Basic knowledge in micro-economics
<u>w.BA.XX.1CR-IM</u>	Corporate Responsibility	2	3	Fall	<ul style="list-style-type: none"> • Basic management and economic knowledge
<u>w.BA.XX.2IntBE</u>	Introduction to Behavioral Economics (<i>Elective</i>)	2	3	Fall	<ul style="list-style-type: none"> • Basic knowledge in microeconomics. Ability to read and understand research papers in English.
<u>w.BA.XX.2LBE-en</u>	Leadership and Business Ethics	2	3	Fall	–
<u>w.BA.XX.1MGP-IM</u>	Managing People in an International Context	4	6	Fall	–
<u>w.BA.XX.WPM-OMA*</u>	Online Marketing: The Challenge (<i>Elective</i>)	2	3	Fall	<ul style="list-style-type: none"> • New - tba
<u>w.BA.XX.2BVB</u>	Business Value of Blockchain (<i>Elective</i>)	2	3	Fall/Spring	–
<u>w.BA.XX.2CI</u>	Customer Insights (<i>Elective</i>)	2	3	Fall/Spring	–
<u>w.BA.XX.2EmpME</u>	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).
<u>w.BA.XX.2GMM-Inc</u>	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.
<u>w.BA.XX.2IIST</u>	Information, Incentives and Strategic Thinking (<i>Elective</i>)	2	3	Fall/Spring	–
<u>t.BA.XX.ISSP-EN</u>	Introduction to Swiss Society and Politics	2	2	Fall/Spring	–
<u>w.BA.XX.WPM-OCM</u>	Of Choices and Mistakes: The Economics of Decision-Making (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> • New - tba
<u>w.BA.XX.2OD</u>	Organizational Design in a VUCA World (<i>Elective</i>)	2	3	Fall/Spring	–
<u>w.BA.XX.WPM-MBE</u>	Managing Bioeconomy (<i>Elective</i>)	2	3	Fall/Spring	–
<u>w.BA.XX.2MCE</u>	MCE – Managing Circular Economy (<i>Elective</i>)	2	3	Fall/Spring	–
<u>w.BA.XX.2STM-Inc</u>	Strategic Management for Incomings	4	6	Fall/Spring	<ul style="list-style-type: none"> • Ability to apply basic business management concepts, tools, and techniques.
<u>w.BA.XX.2SCM</u>	Supply Chain Management (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> • Operations Management; Strategic Management
<u>w.BA.XX.2DRM</u>	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.
<u>w.BA.XX.2HoFinC.XX</u>	History of Financial Crises (<i>Elective</i>)	2	3	Spring	–
<u>w.BA.XX.2LFD</u>	Learning from Disasters (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> • Basic knowledge of probability and statistics
<u>w.BA.XX.3PDM-MA*</u>	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
<u>w.BA.XX.3CCR-BL*</u>	Compliance & Corporate Responsibility	4	6	Fall	• New - tba
<u>w.BA.XX.3AALaw-BL</u>	Anglo-American Law	2	3	Fall/Spring	• Legal English Advanced 1
<u>w.BA.XX.2DigLaw</u>	Digitalization and Law (<i>Elective</i>)	2	3	Fall/Spring	–
<u>w.BA.XX.3EuL-BL</u>	European Law	4	6	Fall/Spring	• Legal English Advanced 1
<u>w.BA.XX.3PILLS-BL</u>	Public International Law and Legal Systems	2	3	Fall/Spring	–
<u>w.BA.XX.3DPDM-BL*</u>	Data Protection and Data Management	2	3	Spring	• New - tba

BUSINESS INFORMATION TECHNOLOGY

Module Description	Module Name	Hours/Week	ECTS	Semester	Prerequisite Knowledge
<u>w.BA.XX.3DA-WIN</u>	Data Analytics	4	6	Fall	• Basic programming experience using the Python programming language. Previous knowledge of statistics.
<u>w.BA.XX.WPM-DAP*</u>	Data Analysis and Presentation in Excel and Python (<i>Elective</i>)	2	3	Fall/Spring	• New - tba
<u>w.BA.XX.3DM-WIN</u>	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.
<u>w.BA.XX.3LEIKe-WIN</u>	Leadership, Ethics & Intercultural Competence	4	6	Fall/Spring	• This module is specifically aimed at Business IT students.
<u>w.BA.XX.3KIA-WIN</u>	AI Applications	2	3	Spring	• Content of the modules Data Management, Prototyping and Software Engineering 2.
<u>w.BA.XX.3DSI-WIN</u>	Data Science Introduction	2	3	Spring	–
<u>w.BA.XX.3ML2-WIN</u>	Machine Learning II	4	6	Spring	• 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.
<u>w.BA.XX.3SP-WIN</u>	Scientific Programming	2	3	Spring	• 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; Marketing; Strategy; Financial Accounting; Management Accounting; Business English
w.BA.XX.WPM-CLA	Crisis Management: Action Planning and Directing (<i>Elective</i>)	2	3	Fall	<ul style="list-style-type: none"> General knowledge and understanding of business and organizations, strategy, people management, and marketing communications.
w.BA.XX.2IBusE-BL	International Business & Ethics	4	6	Fall	<ul style="list-style-type: none"> Basics in business administration & economics; knowledge of binding norms in different fields of law Recommended to have some general knowledge of international business and management. Knowledge of and experience in communication would be an added value.
w.BA.XX.2IntN	International Negotiation (<i>Elective</i>)	2	3	Fall	<ul style="list-style-type: none"> Knowledge of and experience in communication would be an added value.
w.BA.XX.1IntSM-IM	International Strategic Management	4	6	Fall	<ul style="list-style-type: none"> The basics of management and strategy
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"> Fundamental knowledge of business administration
w.BA.XX.WPM-BCC	Business in the Climate Crisis (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> Fundamentals in business administration
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.2DBusLA	Doing Business in Latin America (<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.
w.BA.XX.2ICRM	International Corporate Responsibility Management (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.2INO-Inc	International Negotiation for Incomings	4	6	Fall/Spring	<ul style="list-style-type: none"> Knowledge about international business and about management and organization is recommended. Knowledge about communication would be an added benefit.
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.2CP	Competition Policy: EU, US and Switzerland (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> Basic (micro-) economics
w.BA.XX.2DBusME	Doing Business in the Middle East (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> Students might find it useful to complete the module "International Business and Multicultural Management".
w.BA.XX.2EEP	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
w.BA.XX.WPM-FPC*	Focal Points in Current Affairs (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> New - tba
w.BA.XX.2IntRelPiB	International Relations – Politics in Business (<i>Elective</i>)	2	3	Spring	–

INTERNATIONAL BUSINESS

w.BA.XX.2ILu	Introduction to Luxury Management (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> • Students must have a keen interest in the luxury market, not only from a general marketing perspective, but also with regard to the sociological and psychological perspectives of prestige consumption, how it changes over time, and how it differs in various cultures. • Students must have a keen interest in the phenomenon of luxury, not only from a general branding and marketing perspective (broader sociological and psychological perspective on the manufacture of luxury products and prestige consumption and how they change over time). Interest in craftsmanship, artisanal work, and artisanal entrepreneurship as an important foundation of the luxury sector and the cachet of its goods and services. Basic knowledge of the luxury industry and luxury management (as taught in the elective "Introduction to Luxury Management") is helpful, but not mandatory. • 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.2LuFo	Luxury Foresight: Key Trends & Business Implications (<i>Elective</i>)	2	3	Spring	
w.BA.XX.2MDiLu	Managing Digital Transformation in the Luxury Sector (<i>Elective</i>)	2	3	Spring	
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**

Version: 1.0 start 01 February 2021

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

None

Prerequisites

German English

Teaching language

Yes No

Part of International Profile

Type 1a

Module structure

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

Exams

Description	Type	Form	Scope	Grade	Weighting
Graded assignments during teaching semester	presentation	oral	15 minutes	pass/fail	50%
End-of-semester exam	exam	written	60 minutes	pass/fail	50%