Master Module Offer - ZHAW School of Management and Law - Academic Year 2026/ 2027

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	Access HERE	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	Access HERE	Knowledge covered in modules "Active Investment Management", "Quantitative Methodologies", "Statistics", and "Finance Tools"
w.MA.XX.QNM-PiE.19HS	Quantitative Methods	6	Fall	Access HERE	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	Access HERE	Good knowledge of portfolio theory, capital market theory, and investment appraisal methods
w.MA.XX.AIM-PiE.22HS	Agile and Innovation Methods	6	Spring	Access HERE	Project management knowledge
w.MA.XX.BMA-INT.26HS	Bank Management	3	Spring	Access HERE	New module. Syllabus pending - published in January 2027.
w.MA.XX.CBRM.22HS	Customer Behavior Research Methods	3	Spring	Access HERE	--
w.MA.XX.CEM.22HS	Customer Experience Management	3	Spring	Access HERE	--
w.MA.XX.IWM.22HS	International Wealth Management	3	Spring	Access HERE	Basic banking and wealth management knowledge
w.MA.XX.QIS.19HS	Quantitative Investment Strategies	6	Spring	Access HERE	Quantitative methods, active investment management, financial instruments and portfolio theory, statistics, investments
w.MA.XX.RM-PiE.19HS	Risk Management	6	Spring	Access HERE	In depth nowledge acquired in a Bachelor's degree program in Business Administration with a specialization in Banking and Finance, basic knowledge of bank risk management (for full list, check the module description)
w.MA.XX.REM.25HS	Real Estate Markets	3	Spring	Access HERE	--
w.MA.XX.REV.24HS	Real Estate Valuation	3	Spring	Access HERE	Basic knowledge of the real estate industry and real estate/capital markets as well as knowledge of financial mathematics are advantageous.
w.MA.XX.SMA.26HS	Strategic Management	3	Spring	Access HERE	New module. Syllabus pending - published in January 2027.
w.MA.XX.SIN.19HS	Sustainable Investments	3	Spring	Access HERE	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	Access HERE	Foundational knowledge acquired in a Bachelor's degree program
w.MA.XX.IECO.20HS	Innovation Ecosystems	6	Fall	Access HERE	--
w.MA.XX.SUST.23HS	Sustainability	3	Fall	Access HERE	Basic knowledge of business concepts

BUSINESS ADMINISTRATION - MAJOR MARKETING					
Module Code	**Module Name**	**ECTS**	**Semester**	**Module Description**	**Prerequisite Knowledge**
w.MA.XX.AAIM.19HS	Automation and AI in Marketing	3	Fall	Access HERE	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, so expertise in these areas will be helpful.
w.MA.XX.BMC.14HS	Brand Management, Communications & Reputation Management	6	Fall	Access HERE	--
w.MA.XX.DMSU.20HS	Digital Marketing for Start-ups	3	Fall	Access HERE	Affinity for and basic knowledge of digital marketing methods and techniques
w.MA.XX.ECOM.19HS	E-Commerce	3	Fall	Access HERE	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	Access HERE	--
w.MA.XX.PBM.14HS	Pricing & Business Models in the Digital Age	6	Fall	Access HERE	--

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	Access HERE	--
w.MA.XX.NVC.23HS	New Value Creation	6	Fall	Access HERE	--
w.MA.XX.PEA.23HS	People Analytics	3	Fall	Access HERE	Basic understanding of adaptive human capital management, incl. its core concepts (human capital marketing, performance- and competence management)
w.MA.XX.REL.23HS	Rethinking Leadership	6	Fall	Access HERE	--

BUSINESS INFORMATION TECHNOLOGY					
Module Code	**Module Name**	**ECTS**	**Semester**	**Module Description**	**Prerequisite Knowledge**
w.MA.XX.CWAS.26HS	Collaborate with AI Systems	3	Fall	Access HERE	Students should have a basic understanding of Human-Computer-Interaction-theories and be able to develop and critically evaluate interaction concepts for multimodal AI systems, including XR, conversational agents, and social robots, with consideration of user experience, design, psychological, and ethical aspects.
w.MA.XX.ITGRC.20HS	IT-Governance, Risk Management and Compliance	3	Fall	Access HERE	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.DAIS.26HS	Design and Develop AI Systems	3	Spring	Access HERE	New module. Syllabus pending - published in January 2027.

CIRCULAR ECONOMY MANAGEMENT					
Module Code	**Module Name**	**ECTS**	**Semester**	**Module Description**	**Prerequisite Knowledge**
w.MA.XX.BIMA.23HS	Bioeconomy / Materials	3	Fall	Access HERE	--
w.MA.XX.CTH.23HS	Critical Thinking	3	Fall	Access HERE	Analysis and decision-making principles and models; ethics in organizational behavior
w.MA.XX.DPG.23HS	Drivers – Politics and Governance	3	Fall	Access HERE	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	Access HERE	No prerequisite knowledge is needed but students are invited to contribute their practical experiences and specialist knowledge.

CIRCULAR ECONOMY MANAGEMENT					
Module Code	**Module Name**	**ECTS**	**Semester**	**Module Description**	**Prerequisite Knowledge**
w.MA.XX.LCSA.23HS	Life Cycle Sustainability Assessment	3	Fall	Access HERE	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	Access HERE	Basic knowledge and understanding of operations management, production cycles, and operation costs
w.MA.XX.MES.23HS	Material and Energy Systems	3	Fall	Access HERE	--
w.MA.XX.OESG.23HS	Organizations and Environment, Social and Governance	3	Fall	Access HERE	A general understanding of ESG principles and guidelines
w.MA.XX.SCVC.23HS	Supply Chains – Value Chains	3	Fall	Access HERE	Global supply chain management; organizational and operational management; fundamentals of international business.
w.MA.XX.SSEC.23HS	Sustainability – Sufficiency – Efficiency – Consistency	3	Fall	Access HERE	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.BEPS.23HS	Behavioral Psychology	3	Spring	Access HERE	Ability to name examples from professional or everyday lives in which behavioral changes play a role, at an individual, consumer, or group level, name examples of behaviors that are desirable in a circular economy, apply empirical research methods.
w.MA.XX.BMCE.23HS	Business Models for the Circular Economy	3	Spring	Access HERE	Principles of business transformation around the circular economy; creating competitive advantage; consumer buying cycle
w.MA.XX.CHAMA.23HS	Change Management	3	Spring	Access HERE	--
w.MA.XX.COCO.23HS	Communication and Consulting	6	Spring	Access HERE	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	Access HERE	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	Access HERE	General understanding of design principles and recycling in technical and natural cycles
w.MA.XX.SYPA.23HS	Systems and Potential Analysis	6	Spring	Access HERE	General understanding of core concepts of Circular Economy Management, basics of approaches to system analysis and potential analysis (nice to have), a general understanding of tools for modelling systems (nice to have)
w.MA.XX.TEAS.23HS	Technology Assessment	6	Spring	Access HERE	Life cycle assessment; assessment methods and forecasting
w.MA.XX.TRAP.23HS	Transformation Processes	3	Spring	Access HERE	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	Access HERE	Basic principles of economics (systematic knowledge in micro and macro-economics)
w.MA.XX.PFP.14HS	Applied Research Projects	6	Spring & Fall	Access HERE	Knowledge of scientific work at Bachelor's level
w.MA.XX.ILSSL.14HS	International Labor and Security Law	6	Spring	Access HERE	HR management as well as labor and social security law at BSc level
w.MA.XX.MS.14HS	Managing Strategy	6	Spring	Access HERE	Knowledge of strategic management at bachelor level
w.MA.XX.RC.14HS	Regulation and Competition	6	Spring	Access HERE	Knowledge of public commercial law and competition law at bachelor level