

# Zurich University of Applied Sciences School of Management and Law

Courses taught in English

Academic Year 2017/18

All courses are listed below. Please click on the course code in the column “course description” to access the complete module information (internet connection required). If the course code does not contain a link, please scroll down to the index on page 8. The course descriptions for a selected number of modules are to be found in this document.



**Fall Term**

<b>BANKING / FINANCE / ACCOUNTING</b>			
Course	Link to Course Description	ECTS	Term
<b>Banking Management</b> Organization, management, and financial accounting & reporting in banking operations	<a href="#">w.BA.XX.2BM-PiE</a>	6	Fall
<b>Consolidated Financial Statements</b> Understand character and aim of modern consolidation accounting	<a href="#">w.BA.XX.2CFS</a>	6	Fall
<b>Corporate Finance &amp; Risk Management</b> Analysis of financial instruments and corporate financial strategies	<a href="#">w.BA.XX.2CFRM</a>	6	Fall
<b>Data Protection and Governance (Elective)</b> <i>Course description will be available soon</i>	w.BA.XX.2DPG	3	Fall
<b>Financial Instruments &amp; Portfolio Theory</b> Use of financial instruments in the investment process; portfolio approach; risk & return	<a href="#">w.BA.XX.2FIPT</a>	6	Fall
<b>Management of an Insurance Company</b> Structure & processes; compliance, risk management, controlling, quality management	<a href="#">w.BA.XX.2MIC</a>	6	Fall
<b>Public Financial Management</b> Financial management in the public & non-profit sector; public-private partnerships	<a href="#">w.BA.XX.2PFM</a>	6	Fall
<b>Quantitative Methods</b> Mathematical and statistical problems encountered in banking and finance	<a href="#">w.BA.xx.2QMeth-en</a>	3	Fall
<b>Turnaround Management</b> Diagnosing financial difficulties & developing a financial turnaround plan	<a href="#">w.BA.XX.2TM</a>	6	Fall
<b>Wealth Management &amp; Compliance</b> Analyzing client situations in wealth management, establish their requirements & develop solutions, while taking into the account the requirements of compliance	<a href="#">w.BA.XX. 2WMC-PiE</a>	6	Fall

<b>BUSINESS ADMINISTRATION / GENERAL MANAGEMENT / ECONOMICS</b>			
<b>Basics of the Digital Marketing Communication</b> <i>Course description will be available soon</i>	w.BA.XX.2GDM	3	Fall
<b>Communication</b> Application of knowledge and understanding, ability to make judgments, communication skills, and self-learning skills	<a href="#">w.BA.XX.2Comm-en</a>	6	Fall
<b>Customer Insights (Elective)</b> <i>Course description will be available soon</i>	w.BA.XX.2CI	3	Fall
<b>Global Marketing Management (for Incomings) *</b> Development and implementation of marketing strategies across borders	w.BA.XX.2GMM-Inc*	6	Fall
<b>Information, Incentives and Strategic Thinking (Elective)</b> <i>Course description will be available soon</i>	w.BA.XX.2IIST	3	Fall
<b>Innovation and Entrepreneurship</b> Building a business from idea to operation	<a href="#">w.BA.XX.2InE-PiE</a>	6	Fall
<b>Introduction to Business Studies</b> The study of business administration as a systemic management approach	<a href="#">w.BA.XX.2IBS-en</a>	6	Fall
<b>Learning from Disasters (Elective)</b> <i>Course description will be available soon</i>	w.BA.XX.2LFD	3	Fall
<b>Leadership and Business Ethics</b> Gain an in-depth understanding of the role and duties of someone in a leadership position who manages in a people-oriented way and takes responsibility	<a href="#">w.BA.XX.2LBE-PiE</a>	3	Fall
<b>M&amp;A Integrationsmanagement (Elective)</b> <i>Course description will be available soon</i>	w.BA.XX.2MAI	3	Fall
<b>Macroeconomics</b> Explaining economic interrelations analytically, graphically & verbally using macroeconomic models	<a href="#">w.BA.XX.2Macro-en</a>	6	Fall

<b>Managing People in an International Context</b> Apply theories, models, and concepts of human resource management to people management problems in international business environments.	<a href="#">w.BA.XX.1MGP-IM</a>	6	Fall
<b>Marketing</b> General basic marketing knowledge	<a href="#">w.BA.XX.2Mark-en</a>	6	Fall
<b>Mathematics 1</b> Applying basic mathematical instruments in formalizing, modeling, and solving quantitative problems of business administration and economics	<a href="#">w.BA.XX.2Math1-en</a>	3	Fall
<b>Microeconomics</b> Fundamental principles and concepts of economics, microeconomic interrelationships, overview of Swiss competition law, competition policy, and economic policy measures	<a href="#">w.BA.XX.2Micro-en</a>	6	Fall
<b>Organisational Design in a VUCA-world</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2OD	3	Fall
<b>Reinsurance</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2RV	3	Fall
<b>Simulation for Integrated Value Creation</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2SFVC	3	Fall
<b>Strategy</b> Strategic management for corporat success	<a href="#">w.BA.XX.2Strat-en</a>	6	Fall
<b>Strategic Management</b> (for Incomings) * Strategic positioning, strategic choices and implementing	w.BA.XX.2STM-Inc*	6	Fall
<b>Supply Chain Management</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2SCM	3	Fall

## BUSINESS INFORMATION TECHNOLOGY

<b>Information Management</b> Information technologies in business management	<a href="#">w.BA.XX.2InfoM-WIN</a>	6	Fall
<b>Web Engineering</b> The use of web-based application systems	<a href="#">w.BA.XX.2WEn-g-WIN</a>	3	Fall

## BUSINESS LAW

<b>Anglo-American Law</b> Principles and language of the US legal system; legal methodology, constitutional law and civil procedure	<a href="#">w.BA.XX.2AAL-BL</a>	3	Fall
<b>Business Law</b> Knowing main standards and principles of the Swiss law of persons, contract, liability and property law	<a href="#">w.BA.XX.2BL-en</a>	6	Fall
<b>Cross Border Sales and Services Contracts</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2CB	3	Fall
<b>European Law</b> Understanding of European Law and EU Law in a historical, current, and dynamic context	<a href="#">w.BA.XX.2EuL-BL</a>	6	Fall
<b>Legislation &amp; Accounting in Insurance</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2LAI	3	Fall
<b>Public &amp; Private International Law</b> Understanding the basic principles and the systematic order of international law	<a href="#">w.BA.XX.2PPIL-BL</a>	6	Fall

## INTERNATIONAL BUSINESS

<b>Advanced International Business</b> Managing business across borders	<a href="#">w.BA.XX.2AIntBus</a>	6	Fall
<b>Brand Management</b> (Elective) Gaining a detailed understanding for comprehensive brand management	<a href="#">w.BA.XX.2BM-IM</a>	3	Fall

<b>Business and Human Rights</b> (Elective) Students understand the significance of the respect for human rights for multinational companies and can assess a company's documented practice against current standards.	<u>w.BA.XX.2BHR</u>	3	Fall
<b>Business in Emerging Markets</b> (Elective) The world's two largest emerging markets, China and India, are analyzed in terms of their economic growth and impact, their politics, and their culture.	<u>w.BA.XX.2BusEM</u>	3	Fall
<b>Competition Policy: EU, US &amp; Switzerland</b> (Elective)* EU, US and Switzerland aims at explaining the economic, legal and historical basis of European, US and Swiss competition policy and its enforcement.	w.BA.XX.2CP*	3	Fall
<b>Corporate Responsibility</b> Students understand Corporate Responsibility as a cross-sectional function within a framework of good management practices.	<u>w.BA.XX.1CR-IM</u>	3	Fall
<b>Doing Business in Asia Pacific</b> (Elective) Managing successfully in Asia	<u>w.BA.XX.2DBusAP</u>	3	Fall
<b>Doing Business in Europe</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2DBusE	3	Fall
<b>Economics in Emerging Markets</b> (Elective) Independently analyze the problems of fast growing economies	<u>w.BA.XX.2EEM</u>	3	Fall
<b>European Affairs</b> (Elective) Analysis of the political and economic institutions of Europe and implications of European Integration	<u>w.BA.XX.2EuA</u>	3	Fall
<b>European Legal History</b> (Elective) Evaluating and reflecting on today's legal methods and institutions in Swiss, European and Scandinavian law	<u>w.BA.XX.2ELH</u>	3	Fall
<b>Integration II (Fieldwork)</b> Simulating the operation of a real company to explore alternative strategies and optimize the performance of the company (independent working after kick-off class)	<u>w.BA.XX.1Int2F W-IM</u>	6	Fall
<b>International Negotiation</b> (Elective) Introduction to the key concepts, principles, and basic skills needed to conduct international negotiations mainly in a business context	<u>w.BA.XX.2IntN</u>	3	Fall
<b>International Business</b> Managing business across borders	<u>w.BA.XX.2IntBuss</u>	6	Fall
<b>International Business &amp; Ethics</b> Managing business across borders within an ethical aspect	<u>w.BA.XX.2IBusE-BL</u>	6	Fall
<b>International Corporate Responsibility Management</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2ICRM	3	Fall
<b>International Intellectual Property Law</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2LFD	3	Fall
<b>Intercultural Management</b> (for Incomings) * Effective management of people and organizations across cultural borders	w.BA.XX.2IcM-Inc*	6	Fall
<b>International Negotiation</b> (for Incomings) * Negotiating models and strategies in an international context	w.BA.XX.2INO-Inc*	6	Fall
<b>International Political Economy</b> (Elective)* The influence of international trade on companies and the role of the WTO	w.BA.XX.1IPE*	3	Fall
<b>International Strategic Management</b> Analysis of the international strategic position of a company and creation of a competitive strategy	<u>w.BA.XX.1ISMG T-IM</u>	6	Fall

## LANGUAGE

<b>Business English 1</b> Communicating effectively in the business environment Part 1; CEFR level B2+	<u>w.BA.XX.2BusE1</u>	3	Fall
<b>Business English 2</b> Communicating effectively in the business environment Part 2; CEFR level B2+/C1	<u>w.BA.XX.2BusE2</u>	3	Fall
<b>Business English Advanced 1</b> Advanced Business English Part 1: Analysis and Reporting; CEFR level C1	<u>w.BA.XX.2BusEA1</u>	3	Fall
<b>Business English Advanced 2</b> Advanced Business English Part 2: Analysis and Reporting; CEFR level C1/C2	<u>w.BA.XX.2BusEA2</u>	3	Fall

<b>German Beginners*</b> German language ability at the CEFR level A1	w.BA.XX.2GerB *	3	Fall
<b>German Intermediate*</b> German language ability at the CEFR level B1/B2	w.BA.XX.2GerI*	3	Fall
<b>Legal English 1</b> Competently communicating in a legal environment; CEFR level B2+	<u>w.BA.XX.2LE1-</u> <u>BL</u>	3	Fall
<b>Legal English 2</b> Competently communicating in a legal environment; CEFR level B2+/C1	<u>w.BA.XX.2LE2-</u> <u>BL</u>	3	Fall
<b>Legal English Advanced 1</b> Develop active & passive use of Anglo-American legal language & understanding of the US legal system; CEFR level C1	<u>w.BA.XX.2LEA1</u> <u>-BL</u>	3	Fall
<b>Legal English Advanced 2</b> Advance active & passive use of Anglo-American legal language & understanding of the US legal system; CEFR level C1/C2	<u>w.BA.XX.2LEA2</u> <u>-BL</u>	3	Fall

\*Course descriptions attached to this document (end of document)

## Spring Term

### **BANKING / FINANCE / ACCOUNTING**

<b>Course</b>	<b>Link to Course Description</b>	<b>ECTS</b>	<b>Term</b>
<b>Active Investment Management</b> Investment management, especially regarding alternative investments	<a href="#">w.BA.XX.2AIM-en</a>	6	Spring
<b>Consolidated Financial Statements</b> Understand character and aim of modern consolidation accounting	<a href="#">w.BA.XX.2CFS</a>	6	Spring
<b>Corporate Finance &amp; Risk Management</b> Analysis of financial instruments and corporate financial strategies	<a href="#">w.BA.XX.2CFRM</a>	6	Spring
<b>Corporate &amp; Tax Law</b> Overview of the Swiss taxation law system and its legal foundation	<a href="#">w.BA.XX.2CTL-en</a>	6	Spring
<b>Data Protection and Governance (Elective)</b> <i>Course description will be available soon</i>	w.BA.XX.2DPG	3	Spring
<b>Financial Accounting</b> Basics for understanding financial management	<a href="#">w.BA.XX.2FinAcc-en</a>	6	Spring
<b>Financial Instruments &amp; Portfolio Theory</b> Use of financial instruments in the investment process; portfolio approach; risk & return	<a href="#">w.BA.XX.2FIPT</a>	6	Spring
<b>Introduction to Banking &amp; Finance</b> The Swiss financial industry with focus on the banking sector	<a href="#">w.BA.XX.2BF-en</a>	6	Spring
<b>Management Accounting</b> Financial planning, controlling and decision-making	<a href="#">w.BA.XX.2MAcc-en</a>	6	Spring
<b>Turnaround Management</b> Diagnosing financial difficulties & developing a financial turnaround plan	<a href="#">w.BA.XX.2TM</a>	6	Spring

### **BUSINESS ADMINISTRATION / GENERAL MANAGEMENT / ECONOMICS**

<b>Big Data with SAS (Elective)</b> <i>Course description will be available soon</i>	w.BA.XX.2SASZ1	3	Spring
<b>Global Marketing Management (for Incomings) *</b> Development and implementation of marketing strategies across borders	w.BA.XX.2GMM-Inc*	6	Spring
<b>Human Capital Management</b> Solving problems by means of scientific concepts based on HCM concepts	<a href="#">w.BA.XX.2HCM-en</a>	3	Spring
<b>Information, Incentives and Strategic Thinking (Elective)</b> <i>Course description will be available soon</i>	w.BA.XX.2IIST	3	Spring
<b>Innovation and Entrepreneurship</b> Building a business from idea to operation	<a href="#">w.BA.XX.2InE-PiE</a>	6	Spring
<b>Learning from Disasters (Elective)</b> <i>Course description will be available soon</i>	w.BA.XX.2LFD	3	Spring
<b>Mathematics 2</b> Mastering the basic set of tools of mathematical analysis in differentiation and integration	<a href="#">w.BA.XX.2Math2-en</a>	3	Spring
<b>Operations &amp; Process Management</b> Supply Chain Management, Efficient Consumer Response, Lean Management & Quality Management	<a href="#">w.BA.XX.2OP-en</a>	6	Spring
<b>Organisational Design in a VUCA-world (Elective)</b> <i>Course description will be available soon</i>	w.BA.XX.2OD	3	Spring
<b>Simulation for Integrated Value Creation (Elective)</b> <i>Course description will be available soon</i>	w.BA.XX.2SFIVC	3	Spring
<b>Skills for Business Studies</b> Students acquire the tools they need to produce academic work	<a href="#">w.BA.XX.2Skill-en</a>	6	Spring
<b>Statistics</b> Descriptive and Analytic Statistics for Business	<a href="#">w.BA.XX.2Stat-en</a>	6	Spring
<b>Strategic Management (for Incomings) *</b> Strategic positioning, strategic choices and implementing	w.BA.XX.2STM-Inc*	6	Spring

<b>Supply Chain Management</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2SCM	3	Spring
---	--------------	---	--------

### BUSINESS INFORMATION TECHNOLOGY

<b>Information Management</b> Information technologies in business management	<u>w.BA.XX.2InfoM-WIN</u>	6	Spring
<b>Web Engineering</b> The use of web-based application systems	<u>w.BA.XX.2WEng-WIN</u>	3	Spring

### BUSINESS LAW

<b>Anglo-American Law</b> Principles and language of the US legal system; legal methodology, constitutional law and civil procedure	<u>w.BA.XX.2AAL-BL</u>	3	Spring
<b>Cross Border Sales and Services Contracts</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2CB	3	Spring
<b>Public &amp; Private International Law</b> Understanding the basic principles and the systematic order of international law	<u>w.BA.XX.2PPIL-BL</u>	6	Spring
<b>European Law</b> Understanding of European Law and EU Law in a historical, current, and dynamic context	<u>w.BA.XX.2EuL-BL</u>	6	Spring

### INTERNATIONAL BUSINESS

<b>Brand Management</b> (Elective) Gaining a detailed understanding for comprehensive brand management	<u>w.BA.XX.2BM-IM</u>	3	Spring
<b>Business and Human Rights</b> (Elective) Students understand the significance of the respect for human rights for multinational companies and can assess a company's documented practice against current standards.	<u>w.BA.XX.2BHR</u>	3	Spring
<b>Business in Emerging Markets</b> (Elective) The world's two largest emerging markets, China and India, are analyzed in terms of their economic growth and impact, their politics, and their culture.	<u>w.BA.XX.2BusEM</u>	3	Spring
<b>Doing Business in Asia Pacific</b> (Elective) Managing successfully in Asia	<u>w.BA.XX.2DBusAP</u>	3	Spring
<b>Doing Business in Europe</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2DBusE	3	Spring
<b>Doing Business in Latin America</b> (Elective) Managing successfully in Latin America	<u>w.BA.XX.2DBusLA</u>	3	Spring
<b>Doing Business in the Middle East</b> (Elective) Managing successfully in the Middle East	<u>w.BA.XX.2DBusME</u>	3	Spring
<b>Economics in Emerging Markets</b> (Elective) Independently analyze the problems of fast growing economies	<u>w.BA.XX.2EEM</u>	3	Spring
<b>Environmental Economics and Politics</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2EEP	3	Spring
<b>European Affairs</b> (Elective) Analysis of the political and economic institutions of Europe and implications of European Integration	<u>w.BA.XX.2EuA</u>	3	Spring
<b>Firms in Global Economy</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2FGE	3	Spring
<b>International Accounting &amp; Controlling</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2IAC	3	Spring
<b>Intercultural Management</b> (for Incomings) * Effective management of people and organizations across cultural borders	w.BA.XX.2IcM-Inc*	6	Spring
<b>International Business</b> Managing business across borders	<u>w.BA.XX.2IntBus</u>	6	Spring

<b>International Corporate Responsibility Management</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2ICRM	3	Spring
<b>International Intellectual Property Law</b> (Elective) <i>Course description will be available soon</i>	w.BA.XX.2LFD	3	Spring
<b>International Negotiation</b> (for Incomings) * Negotiating models and strategies in an international context	w.BA.XX.2INO-Inc*	6	Spring
<b>International Political Economy</b> (Elective)* The influence of international trade on companies and the role of the WTO	w.BA.XX.1IPE*	3	Spring
<b>Luxury Goods Management</b> (Elective) Basic and essential industry-specific knowledge to understand and develop successful luxury strategies	<u>w.BA.XX.2LGM-IM</u>	3	Spring
<b>Mergers &amp; Acquisitions</b> (Elective) Frameworks, techniques, and examples to help you participate successfully in the exciting and risky world of international mergers & acquisitions	<u>w.BA.XX.2MA-IM</u>	3	Spring
<b>War, Economics and Business</b> (Elective) In-depth insight on the economic impact of contemporary conflicts and wars and what this means for international business	<u>w.BA.XX.2WEB</u>	3	Spring

## LANGUAGE AND COMMUNICATION

<b>Business English 1</b> Communicating effectively in the business environment Part 1; CEFR level B2+	<u>w.BA.XX.2BusE1</u>	3	Spring
<b>Business English 2</b> Communicating effectively in the business environment Part 2; CEFR level B2+/C1	<u>w.BA.XX.2BusE2</u>	3	Spring
<b>Business English Advanced 1</b> Advanced Business English Part 1: Analysis and Reporting; CEFR level C1	<u>w.BA.XX.2BusEA1</u>	3	Spring
<b>Business English Advanced 2</b> Advanced Business English Part 2: Analysis and Reporting; CEFR level C1/C2	<u>w.BA.XX.2BusEA2</u>	3	Spring
<b>German Beginners*</b> German language ability at the CEFR level A1	w.BA.XX.2GerB*	3	Spring
<b>German Intermediate*</b> German language ability at the CEFR level B1/B2	w.BA.XX.2GerI*	3	Spring
<b>Legal English 1</b> Competently communicating in a legal environment; CEFR level B2+	<u>w.BA.XX.2LE1-BL</u>	3	Spring
<b>Legal English 2</b> Competently communicating in a legal environment; CEFR level B2+/C1	<u>w.BA.XX.2LE2-BL</u>	3	Spring
<b>Legal English Advanced 1</b> Develop active & passive use of Anglo-American legal language & understanding of the US legal system; CEFR level C1	<u>w.BA.XX.2LEA1-BL</u>	3	Spring
<b>Legal English Advanced 2</b> Develop the active & passive use of legal language; acquire a basic knowledge & understanding of legal topics; CEFR level C1/C2	<u>w.BA.XX.2LEA2-BL</u>	3	Spring

\*Course descriptions attached to this document (end of document)



## Index of Course Descriptions (Electives and Modules for Incomings)

---

### **Incoming Modules**

<b>German Beginners</b> .....	10
<b>German Intermediate</b> .....	13
<b>Global Marketing Management for Incomings</b> .....	17
<b>Intercultural Management for Incomings</b> .....	20
<b>International Negotiation for Incomings</b> .....	22
<b>International Political Economy</b> .....	24
<b>Strategic Management for Incomings</b> .....	26

### **Electives**

<b>Competition Policy: EU, US and Switzerland</b>	<b>PROVISIONAL Description</b> .....	28
<b>Environmental economics and politics</b>	<b>PROVISIONAL Description</b> .....	30
<b>Firms in the Global Economy</b>	<b>PROVISIONAL Description</b> .....	31
<b>International Corporate Responsibility Management</b>	<b>PROVISIONAL Description</b> .....	33
<b>International Political Economy</b> .....		34
<b>Learning from Disasters</b>	<b>PROVISIONAL Description</b> .....	36

## Incoming Modules

<b>German Beginners</b>			
Module Code	w.BA.XX.2GerB.XX		
Degree Program and Discipline	<input type="checkbox"/> BA – General Management <input type="checkbox"/> BA – General Management - Program in English <input type="checkbox"/> BA – Banking and Finance <input type="checkbox"/> BA – Banking and Finance - Program in English <input type="checkbox"/> BA – Accounting, Controlling, Auditing <input type="checkbox"/> BA – Risk and Insurance <input type="checkbox"/> BA – Economics and Politics <input type="checkbox"/> BA – Business Information Technology <input type="checkbox"/> International Management <input type="checkbox"/> Business Law <input type="checkbox"/> Business Information Technology <input checked="" type="checkbox"/> Incoming Students		
Legal Framework	Exam regulations Bachelor 09 of 29/01/2009 / Appendix to the exam regulations Bachelor degree courses, passed on 12/05/2009, adapted on 10/10/2013		
Module Category	Type of Module <input type="checkbox"/> Compulsory <input type="checkbox"/> Consolidation <input type="checkbox"/> Compulsory Elective <input checked="" type="checkbox"/> Elective	Module Level <input checked="" type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Specialized	Program Phase <input type="checkbox"/> Assessment <input checked="" type="checkbox"/> Main study program
ECTS	3		
Organizational Unit	Communication & Mathematics in Management & Law		
Module Coordinator	Philipp Gwerder, gwee		
Deputy Module Coordinator	Jeannette Philipp, phij		
Prerequisite Knowledge	none		
Relevant Program Objectives	Knowledge and understanding, Application of knowledge and understanding, Communication skills, Self-learning skills		
Contributions to Program Objectives	<p><b>Knowledge and understanding (High)</b></p> <ul style="list-style-type: none"> <li>• Basic knowledge of German language structures, basic vocabulary</li> </ul> <p><b>Application of knowledge and understanding (High)</b></p> <ul style="list-style-type: none"> <li>• Autonomous application of the most important grammatical rules</li> </ul> <p><b>Communication skills (High)</b></p> <ul style="list-style-type: none"> <li>• Oral interaction with dialogs about everyday subjects</li> <li>• Written interaction with short messages about everyday subjects</li> </ul> <p><b>Self-learning skills (High)</b></p> <ul style="list-style-type: none"> <li>• Developing the ability to autonomously acquire and apply new vocabulary</li> </ul>		
Primary Module Aim	Students are able to express themselves and to interact in German within an increasingly international professional and scientific environment. They can initiate contact, give information about themselves and ask others for information about them.		
Module Content	<ul style="list-style-type: none"> <li>• Grammar</li> <li>• Vocabulary building</li> <li>• Conversational situations</li> <li>• Presentations</li> <li>• Reading and listening comprehension</li> </ul>		

Competence-Oriented Learning Goals	<p>Students are able to ...</p> <p><b>Knowledge and understanding</b></p> <ul style="list-style-type: none"> <li>understand words and sentences on the subjects of: greetings, personal interests, giving personal information, giving information on places and countries, shopping, eating and drinking, traveling, clock times and dates.</li> <li>understand and apply basic language structures: present and perfect tenses of regular, separable and the most frequent irregular verbs; past tense of auxiliary and modal verbs; personal and possessive pronouns in the nominative, accusative and dative cases; articles in the nominative, accusative and dative cases; adjective comparison, prepositions with accusative, dative or varying case.</li> </ul> <p><b>Application of knowledge and understanding</b></p> <ul style="list-style-type: none"> <li>produce sentences and short coherent texts, in writing and orally, using their knowledge and understanding.</li> <li>transfer the application of their new knowledge onto new vocabulary.</li> </ul> <p><b>Communication skills</b></p> <ul style="list-style-type: none"> <li>understand phrases and the highest frequency vocabulary related to areas of most immediate personal relevance (e.g. very basic personal and family information, shopping, local geography, employment). They can read very short, simple texts. They can find specific, predictable information in simple everyday material such as advertisements, prospectuses, menus and timetables and they can understand short simple personal letters.</li> <li>interact in a simple way provided the other person is prepared to repeat or rephrase things at a slower rate of speech and help them to formulate what they are trying to say. They can ask and answer simple questions in areas of immediate need or on very familiar topics. The students can write a short, simple postcard, for example sending holiday greetings. They can fill in forms with personal details, for example entering their name, nationality and address on a hotel registration form.</li> <li>use simple phrases and sentences to describe where they live and people they know. They can use a series of phrases and sentences to describe in simple terms their family and other people and their living conditions. The students can write a series of simple phrases and sentences linked with simple connectors such as "but", "and".</li> </ul> <p><b>Self-learning skills</b></p> <ul style="list-style-type: none"> <li>autonomously acquire new vocabulary and apply their grammatical knowledge onto new subjects.</li> <li>autonomously expand their knowledge into new subject areas.</li> </ul>								
Links to Other Modules	<p>The module is linked to the following module(s):</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 30%;">Module:</td> <td colspan="2">Content:</td> </tr> <tr> <td>Gerl</td> <td colspan="2">expanding knowledge of the German language</td> </tr> </table>			Module:	Content:		Gerl	expanding knowledge of the German language	
Module:	Content:								
Gerl	expanding knowledge of the German language								
Teaching Method(s)	<p><b>Classroom Instruction</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Lectures</li> <li><input checked="" type="checkbox"/> Interactive instruction</li> <li><input checked="" type="checkbox"/> Exercises</li> <li><input type="checkbox"/> Discussion</li> <li><input type="checkbox"/> Presentation</li> <li><input type="checkbox"/> Group project</li> <li><input type="checkbox"/> Case studies</li> <li><input type="checkbox"/> Review of literature</li> <li><input type="checkbox"/> Simulation(s)</li> <li><input checked="" type="checkbox"/> Others: Tutorial</li> </ul>	<p><b>Guided Self-Study</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Individual work</li> <li><input type="checkbox"/> Working with a partner</li> <li><input type="checkbox"/> Group work</li> </ul>							
Classroom Attendance Requirement	Partner/group talk								
Type of Instruction	<p><b>Classroom Instruction</b></p> <p>(1 x 45 min. lesson = 1 h</p>	<p><b>Guided Self-Study</b></p> <p>(1 x 45 min. lesson = 1 h</p>	<p><b>Autonomous Self-Study</b></p> <p>(1 x 45 min. lesson = 1 h</p>						

	workload)	workload)	workload)	
Large Class	h	h		
Small Class	28 h	10 h		
Group Instruction	h	h		
Practical Work	h	h		
Seminar	h	h		
<b>Total</b>	<b>28 h</b>	<b>10 h</b>	<b>52 h</b>	
Performance Assessments	Type	Number	Length (min.)	Evaluation
	<input checked="" type="checkbox"/> Written exam(s)	1	60	<input checked="" type="checkbox"/> Grade <input type="checkbox"/> Pass/fail
	<input type="checkbox"/> Oral exam(s)			<input type="checkbox"/> Grade <input type="checkbox"/> Pass/fail
	<input type="checkbox"/> Talk/oral presentation(s)			<input type="checkbox"/> Grade <input type="checkbox"/> Pass/fail
	<input type="checkbox"/> Paper(s)			<input type="checkbox"/> Grade <input type="checkbox"/> Pass/fail
	<input checked="" type="checkbox"/> Others: electronic self-assessment tests	3	10	<input type="checkbox"/> Grade <input checked="" type="checkbox"/> Pass/fail
	<input checked="" type="checkbox"/> Others: partner/group talk	1	10	<input checked="" type="checkbox"/> Grade <input type="checkbox"/> Pass/fail
	Type	Weighting		Form
	Written exam(s)	75 %		<input type="checkbox"/> Open book <input type="checkbox"/> Specified materials <input checked="" type="checkbox"/> Closed book
	Oral exam(s)			
	Talk/oral presentation(s)			
	Paper(s)			
	Others: partner/group talk	25 %		
<b>Permitted Resources</b> acc. to the guidelines on the use of examination aids/resources ("Merkblatt Hilfsmittel SML Intranet Prüfungen/Zeugnisse")				
<input type="checkbox"/> Free choice of calculator <input type="checkbox"/> Calculator supplied by ZHAW <input type="checkbox"/> Non-programmable calculator <input type="checkbox"/> Dictionary <input type="checkbox"/> Others (please specify):				
Language of Instruction/Examination	<input checked="" type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> French			
Teaching Materials	<input checked="" type="checkbox"/> Lecture slides <input checked="" type="checkbox"/> Script <input type="checkbox"/> Online resources <input type="checkbox"/> Others (please specify):			
Compulsory Reading	- Reimann, M. (2012). <i>Grundstufen-Grammatik für Deutsch als Fremdsprache (+ Key)</i> . Ismaning: Hueber. (Also available in English, French, Italian, Russian, Spanish and Turkish versions)			
Recommended Reading	- Stang, C. & Stief, C. (2013). <i>German Grammar in a Nutshell</i> . Berlin:			

	Langenscheidt.		
Comments			
<b>German Intermediate</b>			
Module Code	w.BA.XX.2GerI.XX		
Degree Program and Discipline	<input type="checkbox"/> BA – General Management <input type="checkbox"/> BA – General Management - Program in English <input type="checkbox"/> BA – Banking and Finance <input type="checkbox"/> BA – Banking and Finance - Program in English <input type="checkbox"/> BA – Accounting, Controlling, Auditing <input type="checkbox"/> BA – Risk and Insurance <input type="checkbox"/> BA – Economics and Politics <input type="checkbox"/> BA – Business Information Technology <input type="checkbox"/> International Management <input type="checkbox"/> Business Law <input type="checkbox"/> Business Information Technology <input checked="" type="checkbox"/> Incoming Students		
Legal Framework	Exam regulations Bachelor 09 of 29/01/2009 / Appendix to the exam regulations Bachelor degree courses, passed on 12/05/2009, adapted on 10/10/2013		
Module Category	Type of Module <input type="checkbox"/> Compulsory <input type="checkbox"/> Consolidation <input type="checkbox"/> Compulsory Elective <input checked="" type="checkbox"/> Elective	Module Level <input type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Specialized	Program Phase <input type="checkbox"/> Assessment <input checked="" type="checkbox"/> Main study program
ECTS	3		
Organizational Unit	Communication & Mathematics in Management & Law		
Module Coordinator	Philipp Gwerder, gwee		
Deputy Module Coordinator	Jeannette Philipp, phij		
Prerequisite Knowledge	Successful completion of w.BA.XX.1GerB.XX or equivalent knowledge:  Vocabulary: basic vocabulary related to everyday situations: <ul style="list-style-type: none"> <li>- greetings, personal interests, giving personal information, giving basic information about towns and countries</li> <li>- shopping, eating and drinking, traveling</li> <li>- clock times, dates</li> </ul> Grammar: basic grammatical subjects: <ul style="list-style-type: none"> <li>- present and perfect tenses of regular verbs, separable verbs and the most frequent irregular verbs; past tenses of auxiliary and modal verbs</li> <li>- personal and possessive pronouns in the nominative, accusative and dative case</li> <li>- articles in the nominative, accusative and dative case</li> <li>- adjective comparison</li> <li>- prepositions with accusative, dative and varying case</li> </ul>		
Relevant Program Objectives	Knowledge and understanding, Application of knowledge and understanding, Communication skills, Self-learning skills		
Contributions to Program Objectives	<b>Knowledge and understanding (High)</b> <ul style="list-style-type: none"> <li>• Expanded knowledge of the German language structures; expanded vocabulary, particularly in the fields of Business German and German for the Job</li> </ul> <b>Application of knowledge and understanding (High)</b> <ul style="list-style-type: none"> <li>• Autonomous application of the most relevant vocabulary and grammatical rules</li> </ul> <b>Communication skills (High)</b> <ul style="list-style-type: none"> <li>• Oral interaction in German with dialogs about everyday topics and about basic</li> </ul>		



	<input checked="" type="checkbox"/> Interactive instruction <input checked="" type="checkbox"/> Exercises <input type="checkbox"/> Discussion <input checked="" type="checkbox"/> Presentation <input type="checkbox"/> Group project <input type="checkbox"/> Case studies <input type="checkbox"/> Review of literature <input type="checkbox"/> Simulation(s) <input checked="" type="checkbox"/> Others: Tutorial	<input type="checkbox"/> Group work		
Classroom Attendance Requirement	All tests, oral presentations			
Type of Instruction	<b>Classroom Instruction</b> <small>(1 x 45 min. lesson = 1 h workload)</small>	<b>Guided Self-Study</b> <small>(1 x 45 min. lesson = 1 h workload)</small>	<b>Autonomous Self-Study</b> <small>(1 x 45 min. lesson = 1 h workload)</small>	
Large Class	h	h		
Small Class	28 h	10 h		
Group Instruction	h	h		
Practical Work	h	h		
Seminar	h	h		
<b>Total</b>	<b>28 h</b>	<b>10 h</b>	<b>52 h</b>	
Performance Assessments	<b>Type</b>	<b>Number</b>	<b>Length (min.)</b>	<b>Evaluation</b>
	<input checked="" type="checkbox"/> Written exam(s)	1	60	<input checked="" type="checkbox"/> Grade <input type="checkbox"/> Pass/fail
	<input type="checkbox"/> Oral exam(s)			<input type="checkbox"/> Grade <input type="checkbox"/> Pass/fail
	<input checked="" type="checkbox"/> Talk/oral presentation(s)	1	5	<input checked="" type="checkbox"/> Grade <input type="checkbox"/> Pass/fail
	<input type="checkbox"/> Paper(s)			<input type="checkbox"/> Grade <input type="checkbox"/> Pass/fail
	<input checked="" type="checkbox"/> Others: short written tests	3	10	<input type="checkbox"/> Grade <input checked="" type="checkbox"/> Pass/fail
	<b>Type</b>	<b>Weighting</b>		<b>Form</b>
	Written exam(s)	75 %		<input type="checkbox"/> Open book <input type="checkbox"/> Specified materials <input checked="" type="checkbox"/> Closed book
	Oral exam(s)			
	Talk/oral presentation(s)	25 %		
	Paper(s)			
Others:				
<b>Permitted Resources</b> acc. to the guidelines on the use of examination aids/resources ("Merkblatt Hilfsmittel SML Intranet Prüfungen/Zeugnisse") <input type="checkbox"/> Free choice of calculator <input type="checkbox"/> Calculator supplied by ZHAW <input type="checkbox"/> Non-programmable calculator <input type="checkbox"/> Dictionary				

	<input type="checkbox"/> Others (please specify):
Language of Instruction/Examination	<input checked="" type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> French
Teaching Materials	<input checked="" type="checkbox"/> Lecture slides <input checked="" type="checkbox"/> Script <input type="checkbox"/> Online resources <input type="checkbox"/> Others (please specify):
Compulsory Reading	- Reimann, M. (2012). <i>Grundstufen-Grammatik für Deutsch als Fremdsprache (+ Key)</i> . Ismaning: Hueber. (Also available in English, French, Italian, Russian, Spanish and Turkish versions)
Recommended Reading	<ul style="list-style-type: none"> <li>- Dreyer, H. &amp; Schmitt, R. (2012). <i>Lehr- und Übungsbuch der deutschen Grammatik</i>. Ismaning: Hueber. (Also available in Chinese, English, French, Italian and Russian versions)</li> <li>- Grigull, I. &amp; Raven, S. (2012). <i>Geschäftliche Begegnungen A2+</i>. Leipzig: Schubert.</li> <li>- Guenat, G. &amp; Hartmann, P. (2010). <i>Deutsch für das Berufsleben B1</i>. Stuttgart: Klett.</li> </ul>
Comments	



<b>Global Marketing Management for Incomings</b>		
Module description	Global Marketing Management	
Module code	w.BA.XX.2GMM-Inc.XX	
Degree program and its specialties	<input checked="" type="checkbox"/> BA – General Management <input type="checkbox"/> BA – Banking and Finance <input type="checkbox"/> BA – Accounting, Controlling, Auditing <input type="checkbox"/> BA – Risk and Insurance <input type="checkbox"/> BA – Economics and Politics <input type="checkbox"/> BA – Business Information Technology <input type="checkbox"/> International Management <input type="checkbox"/> Business Law <input type="checkbox"/> Business Information Technology	
Relevant exam regulations	Exam regulations Bachelor 09 of 29.01.2009	
Relevant appendix	Appendix of 12.05.2009	
ECTS / SWS	ECTS	SWS (lessons per week and semester)
	6	4
Organizational unit	Institute for Marketing Management (IMM)	
Module responsibility	Martina Rauch	
Deputy	Brian Rüeger	
Prerequisites	Good knowledge of the principles of marketing. Students should have completed an introductory marketing class; the course builds on the concepts of the marketing process (market analysis and market research instruments, marketing goals and marketing strategy,, marketing mix, marketing controlling).	
Aims	<p>The students understand and are able to assess the marketing challenges of international or global expansion strategies for multinational companies.</p> <p>Students understand the key task of a global marketer in developing a globalization strategy and can apply the key steps to real life cases (esp. assessing the global marketing environment, conducting global marketing research, global target market selection, global segmentation and positioning, defining the mode of entry and the marketing mix strategy).</p>	
Learning goals <sup>1</sup>	<p>Students are able to:</p> <ul style="list-style-type: none"> <li>▪ Identify marketing aspects in the context of globalization strategies (CI)</li> <li>▪ Develop a specialist knowledge in the area of global marketing (SPK)</li> <li>▪ Understand and assess the challenges of global marketing (REC)</li> <li>▪ Analyze and solve problems in global marketing, working on real life cases (PC)</li> <li>▪ Develop or strengthen their international thinking and multicultural competence, working on real life cases in multicultural teams (IMC)</li> <li>▪ Improve English language skills in terms of marketing terminology (IMC) for non-native speakers</li> </ul>	
Learning content	<ul style="list-style-type: none"> <li>▪ What is globalization and global marketing? (Introduction)</li> <li>▪ Which factors facilitate or hinder global marketing activities of multinational</li> </ul>	

	<p>companies? (Global economic, financial, political and legal environment; cultural diversity and consumer buying behaviour)</p> <ul style="list-style-type: none"> <li>▪ What steps are required to develop a global competitive strategy? (Global marketing research, global segmentation, target market selection and positioning)</li> <li>▪ Which modes of entry are most appropriate for a given multinational company? (Global market entry modes, e.g. exportation, licensing, franchising, joint venture, direct investments)</li> <li>▪ To what extent can the global marketing strategy and marketing mix be globalized (standardized) or need to be localized (customized) to the target countries? (Global overall marketing strategy and marketing decisions as to the 4P)</li> <li>▪ What type of global marketing organization is most appropriate for a given company? What do companies have to consider when planning human resources for global marketing and sales activities? (Human capital management; marketing organization)</li> </ul>																										
Links to other modules	<p>The content of this module is linked to the following module(s):</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Module:</td> <td style="width: 50%; border: none;">Content:</td> </tr> <tr> <td style="border: none;">w.1MB1_IM</td> <td style="border: none;">International Business &amp; Management</td> </tr> <tr> <td style="border: none;">w.1BA.XX.1MKT-IM.XX</td> <td style="border: none;">Markets &amp; Marketing</td> </tr> <tr> <td style="border: none;">w.1BA.XX.1ISMGT-IM.XX</td> <td style="border: none;">International Strategic Management</td> </tr> </table>			Module:	Content:	w.1MB1_IM	International Business & Management	w.1BA.XX.1MKT-IM.XX	Markets & Marketing	w.1BA.XX.1ISMGT-IM.XX	International Strategic Management																
Module:	Content:																										
w.1MB1_IM	International Business & Management																										
w.1BA.XX.1MKT-IM.XX	Markets & Marketing																										
w.1BA.XX.1ISMGT-IM.XX	International Strategic Management																										
Instruction mode(s)	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">           Class instruction  <input checked="" type="checkbox"/> Lecture format  <input type="checkbox"/> Simulation models  <input type="checkbox"/> Projects  <input checked="" type="checkbox"/> Case studies  <input type="checkbox"/> Other forms of instruction:         </td> <td style="width: 50%; border: none;">           Guided self-study  <input checked="" type="checkbox"/> Individual work  <input type="checkbox"/> Pair work            1. <input checked="" type="checkbox"/> Group work         </td> </tr> </table>			Class instruction <input checked="" type="checkbox"/> Lecture format <input type="checkbox"/> Simulation models <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Case studies <input type="checkbox"/> Other forms of instruction:	Guided self-study <input checked="" type="checkbox"/> Individual work <input type="checkbox"/> Pair work 1. <input checked="" type="checkbox"/> Group work																						
Class instruction <input checked="" type="checkbox"/> Lecture format <input type="checkbox"/> Simulation models <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Case studies <input type="checkbox"/> Other forms of instruction:	Guided self-study <input checked="" type="checkbox"/> Individual work <input type="checkbox"/> Pair work 1. <input checked="" type="checkbox"/> Group work																										
Compulsory attendance (class instruction only)	80% (recommended)																										
Module structure	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 20%;"></th> <th style="width: 30%;">Class instruction (lessons per week and semester)</th> <th style="width: 30%;">Guided self-study</th> <th style="width: 20%;">Autonomous self-study</th> </tr> </thead> <tbody> <tr> <td style="text-align: right;">Lecture</td> <td style="text-align: center;">4 SWS / 56 h</td> <td style="text-align: center;">84 h</td> <td style="text-align: center;">40 h</td> </tr> <tr> <td style="text-align: right;">Seminar/exercises</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: right;">Practical work</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: right;">Total</td> <td style="text-align: center;">56 h</td> <td style="text-align: center;">84 h</td> <td style="text-align: center;">40 h</td> </tr> </tbody> </table>				Class instruction (lessons per week and semester)	Guided self-study	Autonomous self-study	Lecture	4 SWS / 56 h	84 h	40 h	Seminar/exercises				Practical work				Total	56 h	84 h	40 h				
	Class instruction (lessons per week and semester)	Guided self-study	Autonomous self-study																								
Lecture	4 SWS / 56 h	84 h	40 h																								
Seminar/exercises																											
Practical work																											
Total	56 h	84 h	40 h																								
Performance requirements	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;"></th> <th style="width: 10%;">No.</th> <th style="width: 40%;">Type of requirement</th> <th style="width: 20%;">Length (in minutes)</th> </tr> </thead> <tbody> <tr> <td><input checked="" type="checkbox"/></td> <td></td> <td>Written exam(s)</td> <td style="text-align: center;">60</td> </tr> <tr> <td><input type="checkbox"/></td> <td></td> <td>Oral exam(s)</td> <td></td> </tr> <tr> <td><input checked="" type="checkbox"/></td> <td></td> <td>Group presentation (case)</td> <td style="text-align: center;">20</td> </tr> <tr> <td><input type="checkbox"/></td> <td></td> <td>Written paper(s)</td> <td></td> </tr> <tr> <td><input checked="" type="checkbox"/></td> <td></td> <td>Other(s): Class participation</td> <td></td> </tr> </tbody> </table>				No.	Type of requirement	Length (in minutes)	<input checked="" type="checkbox"/>		Written exam(s)	60	<input type="checkbox"/>		Oral exam(s)		<input checked="" type="checkbox"/>		Group presentation (case)	20	<input type="checkbox"/>		Written paper(s)		<input checked="" type="checkbox"/>		Other(s): Class participation	
	No.	Type of requirement	Length (in minutes)																								
<input checked="" type="checkbox"/>		Written exam(s)	60																								
<input type="checkbox"/>		Oral exam(s)																									
<input checked="" type="checkbox"/>		Group presentation (case)	20																								
<input type="checkbox"/>		Written paper(s)																									
<input checked="" type="checkbox"/>		Other(s): Class participation																									
Language of instruction	English																										
Course materials and required reading	<input type="checkbox"/> Printed copy of lecture slides <input checked="" type="checkbox"/> Lecturer's script as published on Moodle <input checked="" type="checkbox"/> Case studies and other handouts																										
Additional literature	Kotabe, M., and Helsen, K., Global Marketing Management, 6th Edition, 2015, International Student Version, John Wiley & Sons, Hoboken, NJ, USA (course textbook);																										

	Kotler, Ph., Armstrong, Principles of Marketing, 15 <sup>th</sup> Global Edition, 2013, Pearson Education Limited
Remarks	The module includes a variety of business examples (short cases; class exercises; discussion questions) to illustrate the practical side of Global Marketing Management. Active student contribution in class to cases, class exercises and discussion topics is requested.

<b>Intercultural Management for Incomings</b>		
Module description	Intercultural Management for Incomings	
Module code	w.BA.XX.2IcM-Inc.XX	
Degree program and its specialties	<input type="checkbox"/> BA – General Management <input type="checkbox"/> BA – Banking and Finance <input type="checkbox"/> BA – Accounting, Controlling, Auditing <input type="checkbox"/> BA – Risk and Insurance <input type="checkbox"/> BA – Economics and Politics <input type="checkbox"/> BA – Business Information Technology <input type="checkbox"/> International Management <input type="checkbox"/> Business Law <input type="checkbox"/> Wirtschaftsinformatik <input checked="" type="checkbox"/> Only for Incoming Students	
Relevant exam regulations	Exam regulations Bachelor 09 of 29.01.2009	
Relevant appendix	Appendix of 12.05.2009	
ECTS / SWS	ECTS	SWS (lessons per week and semester)
	6	4
Organizational unit	Institute for International Business	
Module responsibility	Patricia Enzmann-Vollenweider	
Deputy	Prof. Dr. Markus Prandini	
Prerequisites		
Aims	This module aims to encourage students to: <ul style="list-style-type: none"> <li>• Understand culture's impact on human behavior and how cultural values and communication styles influence international business</li> <li>• Foresee the dilemmas of global managers and prepare themselves accordingly</li> <li>• Helps students to make the most out of their stay abroad</li> </ul>	
Learning goals <sup>2</sup>	The students ... <ul style="list-style-type: none"> <li>• Recognize, respect and reconcile intercultural conflicts and create synergy out of diversity (PC)</li> <li>• Understand culturally and socially diverse employees and how to overcome cultural barriers in the organizational setting (IMC)</li> <li>• Reflect and build on personal experience through an in-depth, rigorous exploration of current theory and practice in the field. Analyze their own culturally conditioned behaviors and behavioral changes within cultural contexts (REC, SSC)</li> <li>• Develop job-specific cultural skills (IMC, PC)</li> <li>• Learn to differentiate between description, interpretation and evaluation (SC)</li> <li>• Learn new skills relevant to building successful relationships at an operational level with international partners (PAC, IMC)</li> <li>• Share specific experience with students from other countries (REC)</li> </ul>	
Learning content	<ul style="list-style-type: none"> <li>• Intercultural management</li> <li>• Cultural awareness and self-reflection</li> <li>• Communication styles across cultures</li> </ul>	



<b>International Negotiation for Incomings</b>		
Module description	International Negotiation for Incomings	
Module code	w.BA.XX.2INO-Inc.XX	
Degree program and its specialties	<input checked="" type="checkbox"/> BA – General Management <input type="checkbox"/> BA – Banking and Finance <input type="checkbox"/> BA – Accounting, Controlling, Auditing <input type="checkbox"/> BA – Risk and Insurance <input type="checkbox"/> BA – Economics and Politics <input type="checkbox"/> BA – Business Information Technology <input type="checkbox"/> International Management <input type="checkbox"/> Business Law <input type="checkbox"/> Wirtschaftsinformatik	
Relevant exam regulations	Exam regulations Bachelor 09 of 29.01.2009	
Relevant appendix	Appendix of 12.05.2009	
ECTS / SWS	ECTS	SWS (lessons per week and semester)
	6	4
Organizational unit	Institute for International Business	
Module responsibility	Khaldoun Dia-Eddine	
Deputy		
Prerequisites	None	
Aims	The module International negotiation provides the students with insights and practical advices on negotiations aspects in international context. It gives the students an introduction to the key concepts, principles, and basic skills needed to conduct international negotiations mainly in a business context.	
Learning goals <sup>3</sup>	<p>Introduce students to the basic principles and major types of negotiations including the principled negotiation model. (SPK)</p> <p>Introduce students to the strategic issues in negotiation and the relevant elements for planning negotiations.(SPK)</p> <p>Build the needed skills and increase the awareness of the students to the soft elements involved in negotiations including communication, persuasion, questioning techniques, emotions and problem solving methods. (REC, SSC)</p> <p>Train students to develop and conduct negotiation in phases up to the conclusion. (PAC, LC, SSC)</p> <p>Apply the previous knowledge to contract negotiation. (CC, SSC, PC, CI)</p> <p>Introduce the notion of cross cultural negotiation to the previous learned elements. (IMC, SSC, CC, PC)</p> <p>Provide students with knowledge about the usage of negotiation in conflict management and third party negotiations (SPK,PAC).</p>	
Learning content	<p>Introduction to negotiation and negotiation models</p> <p>Preparing for negotiation (strategies, tactics, BATNA, resistance points, power, alliances, etc.)</p> <p>Conducting and closing deals</p> <p>Soft factors in negotiation (communication, perception, persuasion, emotions)</p> <p>Cross cultural aspects in negotiation</p> <p>Conflict management using negotiations</p> <p>Play roles, large case (6X 2 sessions) covering all the theoretical parts of the course</p>	



<b>International Political Economy</b>		
Module description	International Political Economy	
Module code	w.BA.XX.1IPE.XX	
Degree program and its specialties	<input checked="" type="checkbox"/> BA – General Management <input checked="" type="checkbox"/> BA – Banking and Finance <input checked="" type="checkbox"/> BA – Accounting, Controlling, Auditing <input checked="" type="checkbox"/> BA – Risk and Insurance <input checked="" type="checkbox"/> BA – Economics and Politics <input type="checkbox"/> BA – Business Information Technology <input type="checkbox"/> International Management <input type="checkbox"/> Business Law <input type="checkbox"/> Business Information Technology	
Relevant exam regulations	Exam regulations Bachelor 09 of 29.01.2009	
Relevant appendix	Appendix of 12.05.2009	
ECTS / SWS	ECTS	SWS (lessons per week and semester)
	3	2
Organizational unit	DIB	
Module responsibility	Dominique Ursprung	
Deputy	Florian Keller	
Prerequisites	-	
Aims	<p>The overall objectives of the module are for students to:</p> <ul style="list-style-type: none"> <li>• Gain an understanding of how political and economic factors interact on the global level.</li> <li>• Analyse globalization from an interdisciplinary point of view</li> <li>• Understand the trend towards regionalism and free trade agreements</li> </ul>	
Learning goals <sup>4</sup>	<p>After completing the module students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the emergence of the multilateral trading system (SPK)</li> <li>• Place specific International issues in a broader political, economic, and legal context and evaluate them critically (CI)</li> <li>• Assess trade and non-trade concerns and their challenges for businesses (PC)</li> <li>• Critically evaluate the benefits and drawbacks of preferential liberalization (SPK)</li> <li>• Understand Switzerland's free trade policy and its role as a member and host state (SPK)</li> <li>• Evaluate the potential and challenges of new trading blocks and agreements such as the Trans-Pacific Partnership (TPP) and Transatlantic Trade and Investment Partnership (TTIP)</li> <li>• Gain an understanding of trade in services and relevant agreements such as the Trade in Services Agreement (TiSA)</li> </ul>	
Learning content	<ul style="list-style-type: none"> <li>• International Political Economy</li> <li>• Multilateral Trading System, World Trade Organisation (WTO)</li> <li>• Economics of preferential liberalization</li> <li>• Free Trade Agreements and Regional Economic Arrangements:               <ul style="list-style-type: none"> <li>○ Trans-Pacific Partnership (TPP)</li> <li>○ Transatlantic Trade and Investment Partnership (TTIP)</li> </ul> </li> </ul>	



	○ Free Trade Policy of the EU and of Switzerland		
Links to other modules	The content of this module is linked to the following module(s):		
Instruction mode(s)	Module: Class instruction <input checked="" type="checkbox"/> Lecture format <input type="checkbox"/> Simulation models <input type="checkbox"/> Projects <input type="checkbox"/> Case studies <input type="checkbox"/> Other forms of instruction:	Content: Guided self-study <input type="checkbox"/> Individual work <input type="checkbox"/> Pair work 4. <input checked="" type="checkbox"/> Group work	
Compulsory attendance (class instruction only)	-		
Module structure	Class instruction (lessons per week and semester)	Guided self-study	Autonomous self-study
Lecture	24	24	42
Seminar/exercises			
Practical work			
Total	24	24	42
Performance requirements		No.	Type of requirement
	<input checked="" type="checkbox"/>		Written exam (55%)
	<input type="checkbox"/>		Oral exam(s)
	<input checked="" type="checkbox"/>		Oral presentation (45%)
	<input type="checkbox"/>		Written paper(s)
	<input checked="" type="checkbox"/>		Other(s): Two-page background paper on the presentation
Language of instruction	English		
Course materials and required reading	<input checked="" type="checkbox"/> Printed Course Reader will all compulsory texts <input type="checkbox"/> Lecturer's script		
Additional literature	Gilpin, R. (2001), Global political economy : understanding the international economic order, Princeton University Press Ravenhill, J. (2014), Global political economy, Oxford University Press, 4th ed. Walter, A. and Sen, G. (2009), Analyzing the global political economy, Princeton University Press		
Remarks			

<b>Strategic Management for Incomings</b>																					
Module description	<i>Strategic Management for Incomings</i>																				
Module code	<i>w.2STM_Inc</i>																				
Degree program and its specialties	<input type="checkbox"/> BA – General Management <input type="checkbox"/> BA – Banking and Finance <input type="checkbox"/> BA – Accounting, Controlling, Auditing <input type="checkbox"/> BA – Risk and Insurance <input type="checkbox"/> BA – Economics and Politics <input type="checkbox"/> BA – Business Integration Technology <input type="checkbox"/> International Management <input type="checkbox"/> Business Law <input checked="" type="checkbox"/> for Incoming Students																				
Relevant exam regulations	Exam regulations: Bachelor 09 of 29.01.2009																				
Relevant appendix	Appendix of 12.05.2009																				
ECTS credits	ECTS	SWS <sup>b</sup>	SWS G <sup>b</sup>	SWS K <sup>c</sup>	# classes/G <sup>d</sup>																
	6	4			1																
Organizational unit	Center for Strategic Management																				
Module responsibility	Jacques Hefti (hefj)																				
Deputy	Stefan Schuppisser (sste)																				
Prerequisites	Introduction to General Management																				
Competencies	This module promotes the following core competencies and skills, or aspects thereof: <table style="width: 100%; border: none;"> <tr> <td><input checked="" type="checkbox"/> Practical relevance</td> <td><input checked="" type="checkbox"/> Communication skills</td> </tr> <tr> <td><input type="checkbox"/> Specialized knowledge: in breadth</td> <td><input type="checkbox"/> Social competence</td> </tr> <tr> <td><input checked="" type="checkbox"/> Specialized knowledge: in depth</td> <td><input type="checkbox"/> Meta-disciplinary skills</td> </tr> <tr> <td><input checked="" type="checkbox"/> Interdisciplinary thinking</td> <td><input type="checkbox"/> Leadership skills</td> </tr> <tr> <td><input type="checkbox"/> Problem-solving ability</td> <td><input type="checkbox"/> Personal competence</td> </tr> <tr> <td><input checked="" type="checkbox"/> Critical thinking</td> <td><input checked="" type="checkbox"/> Accountability</td> </tr> <tr> <td><input checked="" type="checkbox"/> Methodological competence</td> <td><input type="checkbox"/> Global/multi-cultural competence</td> </tr> <tr> <td><input type="checkbox"/> Scientific/academic competence</td> <td></td> </tr> </table>					<input checked="" type="checkbox"/> Practical relevance	<input checked="" type="checkbox"/> Communication skills	<input type="checkbox"/> Specialized knowledge: in breadth	<input type="checkbox"/> Social competence	<input checked="" type="checkbox"/> Specialized knowledge: in depth	<input type="checkbox"/> Meta-disciplinary skills	<input checked="" type="checkbox"/> Interdisciplinary thinking	<input type="checkbox"/> Leadership skills	<input type="checkbox"/> Problem-solving ability	<input type="checkbox"/> Personal competence	<input checked="" type="checkbox"/> Critical thinking	<input checked="" type="checkbox"/> Accountability	<input checked="" type="checkbox"/> Methodological competence	<input type="checkbox"/> Global/multi-cultural competence	<input type="checkbox"/> Scientific/academic competence	
<input checked="" type="checkbox"/> Practical relevance	<input checked="" type="checkbox"/> Communication skills																				
<input type="checkbox"/> Specialized knowledge: in breadth	<input type="checkbox"/> Social competence																				
<input checked="" type="checkbox"/> Specialized knowledge: in depth	<input type="checkbox"/> Meta-disciplinary skills																				
<input checked="" type="checkbox"/> Interdisciplinary thinking	<input type="checkbox"/> Leadership skills																				
<input type="checkbox"/> Problem-solving ability	<input type="checkbox"/> Personal competence																				
<input checked="" type="checkbox"/> Critical thinking	<input checked="" type="checkbox"/> Accountability																				
<input checked="" type="checkbox"/> Methodological competence	<input type="checkbox"/> Global/multi-cultural competence																				
<input type="checkbox"/> Scientific/academic competence																					
Aims	The students understand the relevance of Strategic Management for the success of a company and develop independently or with guidance solutions for different design areas in the strategic decision making process. The students are able to analyse the strategic position of a company by using the correct analysis instruments. Furthermore they develop various competitive strategies and assess challenges in relation to strategy implementation.																				
Learning goals <sup>1</sup>	The students <ul style="list-style-type: none"> <li>• Analyse the external environment and define critical success factors (SPK, PAC)</li> <li>• Describe internal competences and resources (SPK, PAC)</li> <li>• Assess expectations of stakeholders (SPK, PAC)</li> <li>• Understand mission and vision of a company (SPK)</li> <li>• Understand the mechanism of corporate governance (SPK, PAC)</li> <li>• Understand the goals and design areas of corporate level strategy (SPK)</li> <li>• Understand the goals and design areas of business level strategy (SPK)</li> <li>• Analyse various competitive strategies and business models (SPK, PAC, REC)</li> <li>• Distinguish between development directions and methods of the strategic development of a company (SPK)</li> <li>• Understand evaluation tools to select the best strategic option (SPK, PAC, REC)</li> <li>• Understand the challenges of strategy implementation (SPK)</li> <li>• Describe design elements of a strategy focused organisation (SPK)</li> <li>• Create a strategy map and balanced scorecard (PC)</li> <li>• Understand the relevance of change measures (SPK)</li> <li>• Use selected models and instruments in case studies and develop alternative solutions independently (PC)</li> </ul>																				
Learning content	<ul style="list-style-type: none"> <li>• Business environment (macro environment, industry, competition, markets)</li> <li>• Analysis of demand</li> </ul>																				

	<ul style="list-style-type: none"> <li>• Development of critical success factors</li> <li>• Internal analysis and assessment of strength and weaknesses (financial ratios, competences, resources, value chain, company culture)</li> <li>• SWOT analysis</li> <li>• Corporate Governance, Stakeholder Management, Corporate Social Responsibility</li> <li>• Corporate level strategy</li> <li>• Business level strategy, competitive strategies</li> <li>• Development directions (growth, consolidation, disinvestment) and methods (internal growth, M&amp;A, strategic alliances)</li> <li>• Assessment of strategic options</li> <li>• Mission and Vision</li> <li>• Design elements of a strategy focused organisation</li> <li>• Interface strategy and control systems (planning, budgeting, reporting, incentive systems)</li> </ul>		
	Interdisciplinary links to other modules: Module(s): <ul style="list-style-type: none"> <li>• All other functional disciplines</li> </ul>		
Instruction mode(s)	Class instruction <input checked="" type="checkbox"/> Lecture format <input type="checkbox"/> Simulation models <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Case studies <input type="checkbox"/> Other forms of instruction:	Guided self-study <input checked="" type="checkbox"/> Individual work <input type="checkbox"/> Pair work <input checked="" type="checkbox"/> Group work	
Compulsory attendance	<i>Attendance for compulsory tasks according to lesson plan.          Recommended attendance: 80%</i>		
Module structure	Class instruction (SWS / h)	Guided self-study	Autonomous self-study
Lectures	4 SWS / 56h		40h
Exercises		50h	34h
Practical work			
Total	4 SWS / 56h	50h	74h
Module requirements	No.	Type of requirement	Length (in min.)
<input checked="" type="checkbox"/>	1	Written exam(s)	
<input type="checkbox"/>		Oral exam(s)	
<input checked="" type="checkbox"/>		Presentation(s)	
<input checked="" type="checkbox"/>		Paper(s)	
<input type="checkbox"/>		Others:	
Language of instruction	<i>English</i>		
Course materials and required reading	<input checked="" type="checkbox"/> Printed copy of lecture slides <input type="checkbox"/> Lecturer's script Gerry Johnson, Kevan Scholes, Richard Whittington: Fundamentals of Strategy, 2nd edition, Pearson, 2011		
Additional literature	J.D. Hunger, T.L. Wheelen: Essentials of Strategic Management, 5th edition, Pearson 2011		
Remarks			

## ELECTIVES

<b>Competition Policy: EU, US and Switzerland</b>		<b>PROVISIONAL</b>		
Inhalt (um was geht es)	<p>The course <i>Competition Policy: EU, US and Switzerland</i> aims at explaining the economic, legal and historical basis of European, US and Swiss competition policy and its enforcement. Competition policy consists mainly of antitrust and merger &amp; acquisition (M&amp;A) implementation. The antitrust side focuses on types of legal and illegal economic conducts, excluding M&amp;A enforcement. Investigated legal and illegal horizontal firm cooperation are for example collusion, cartels, (research and development (R&amp;D), production and distribution) joint ventures and strategic alliances. Internationally cases involve detected cartels in the pharmaceutical, transport and food industry, but also strategic alliances in the airline industry. Classic examples of vertical conduct are patent, trademark licensing agreements, (exclusive) distribution and franchising agreements, often involving the retail and IT industry. Prominent monopoly and dominant position cases involved large IT giants such as Google, Microsoft, Apple, but also former state monopolies in the energy market. Critically debated M&amp;A cases involve international conglomerates (e.g. General Electric/Honeywell, Sony/BMG) and national champions (e.g. Migros/Denner, VW/Audi/Seat) which receive large media attention.</p> <p>Since the end of the 19<sup>th</sup> century, the US successfully enforces competition policy. In the European Union, antitrust enforcement dates back to the Treaty of Rome signed by Belgium, France, Germany, Italy, Luxembourg and the Netherlands in 1957. In Switzerland, the Swiss Competition Commission enforces competition policy similarly to the European Commission since 1995. Strategic firm behavior, in terms of M&amp;A activity, horizontal and vertical conduct and the abuse of a dominant position, has a significant impact on competition and firm performance in terms of profitability, innovative capabilities and incentives and productivity.</p> <p>The course starts with an introduction to industrial economics and strategy (i.e. theoretic models on competition). Students should have taken an introductory course in (micro-) economics. Therefore, it is suitable for ZHAW students with an orientation in any type of business (economics) or (business) law program. Thereafter, the historical background and the main objectives of competition policy are discussed. Third, its legal setup will be explained for all antitrust enforcement regimes and agencies (i.e. Swiss Competition Commission, European Commission, US Federal Trade Commission and the US Department of Justice). Finally, students should evaluate and discuss prominent cases of competition law in Europe, US and Switzerland. The core objective of the course is the understanding of the legal and economic base of competition policy, while applying their newly gathered knowledge in analyzing prominent international cases from an interdisciplinary perspective.</p> <p>The module starts with nine lectures explaining economic theory, firm strategy and the main legal provisions of European, U.S. and Swiss antitrust enforcement. The remaining lectures are devoted to student presentations. Students are expected to write a short critical review of a chosen case (about 10 pages) and present it. The final grade is an average of presentation (30%) and paper (70%). There is a potential for corporation with the competition law section at ZHAW's Abteilung Business Law.</p>			
Verantwortliche OE	FWP			
Modulverantwortung	Andrea Günster			
Stellvertretung				
Max. Klassengrösse	32			
Unterrichtsverfahren	Geleitetes Selbststudium <input checked="" type="checkbox"/> Einzelarbeit <input checked="" type="checkbox"/> Partnerarbeit <input type="checkbox"/> Gruppenarbeit			
Präsenzverpflichtung im Kontaktstudium	Nein			
Leistungsnachweise		Anzahl	Art des Leistungsnachweises	Dauer (Min.)
	<input type="checkbox"/>		Schriftliche Prüfung(en)	
	<input type="checkbox"/>		Mündliche Prüfung(en)	

	<input checked="" type="checkbox"/>		Referat/mündliche Präsentation(en)	
	<input checked="" type="checkbox"/>		Schriftliche Arbeit(en)	
	<input type="checkbox"/>		Weitere: Mündlicher Beitrag	
Unterrichtssprache	Englisch oder Deutsch			
Unterrichtsunterlagen und Pflichtliteratur	<input checked="" type="checkbox"/> Folienskript <input type="checkbox"/> Skript <input checked="" type="checkbox"/> Kapitel folgender Lehrbücher Motta (2004); Russo, Schinkel, Günster and Carree (2010), Martin (1993), wissenschaftliche Artikel und die aktuelle Schweizer, Europäische und amerikanische Rechtsprechung sowie aktuelle und diskutierte Fälle der Schweiz, EU und USA (siehe Webseiten der relevanten Behörden). Selected Literature: Carree M., Günster A. and Schinkel M.P. (2010). European Antitrust Policy 1957-2004: An Analysis of Commission Decisions. <i>Review of Industrial Organization</i> . 36(2): 97-131. Gallo, J. C., Craycraft, J. L., & Dutta, S. (1986). Incarceration and fines: An empirical study of antitrust sanctions. <i>Review of Industrial Organization</i> , 3, 38–66. Gallo, J. C., Dau-Schmidt, K. G., Craycraft, J. L., & Parker, C. J. (1994). Criminal penalties under The Sherman Act: A study of law and economics. <i>Research in Law and Economics</i> , 16, 1–73. Gallo, J. C., Dau-Schmidt, K., Craycraft, J. L., & Parker, C. J. (2000). Department of Justice antitrust enforcement, 1955–1997: An empirical study. <i>Review of Industrial Organization</i> , 17, 75–133. Ghosal, V. and Gallo J. (2001), The Cyclical Behavior of the Department of Justice Antitrust Enforcement Activity, <i>International Journal of Industrial Organization</i> , 19: 27-54. Martin, S. (1993), <i>Industrial Economics: Economic Analysis and Public Policy</i> , MacMillan Publishing; 2 <sup>nd</sup> ed. Russo F., Schinkel, M.P., Günster A. and Carree M. (2010). <i>European Commission Decisions on Competition: Landmark Antitrust and Merger Cases from an Economic Point of View</i> . Cambridge University Press Vogelaar, F. O. W. (2007). <i>The European competition rules; Landmark cases of the European Courts and the Commission</i> (2 <sup>nd</sup> ed.). Groningen: Europa Law Publishing  The relevant laws and regulations can be found on the respective enforcement agency's webpage. After lectures, the students are expected to apply their legal and economic knowledge and understanding by analyzing cases also freely available online: <ul style="list-style-type: none"> <li>▪ <a href="https://www.weko.admin.ch/weko/en/home/documentation/legislation.html">https://www.weko.admin.ch/weko/en/home/documentation/legislation.html</a></li> <li>▪ <a href="http://ec.europa.eu/competition/index_en.html">http://ec.europa.eu/competition/index_en.html</a></li> <li>▪ <a href="https://www.ftc.gov/about-ftc/bureaus-offices/bureau-competition">https://www.ftc.gov/about-ftc/bureaus-offices/bureau-competition</a></li> <li>▪ <a href="https://www.justice.gov/atr">https://www.justice.gov/atr</a></li> </ul>			
Zusatzqualifikation (z.B. ITIL, Hermes etc.)				
Semester (nur im HS, nur im FS oder beides)	HS oder FS			

<b>Environmental economics and politics</b>		<b>PROVISIONAL</b>		
Inhalt (um was geht es)	<p>Environmental problems such as climate change as well as resource availability are major societal challenges which many students are aware of and interested to understand better. This module is open for any SML Bachelor student and has no prequalification requirements.</p> <p>This module aims to introduce economic thinking regarding local and global environmental problems such as local air pollution, climate change and resource degradation. After this course students will understand the critical relationship between economic activity and nature and the political options to intervene.</p> <p>The module may include a two-day excursion to Bonn to attend the United Nations climate negotiations beginning of May each year (depending if ZHAW is accepted for accreditation, which application is launched but not finally decided yet).</p> <p>The module will consist of four different parts:</p> <p>First, in the introduction the relationship between economic activity and environment is explained using the circular flow model. This will be the basis to explain environmental damages which may occur with regard to air, water and soil as local or global pollution. The concept of sustainable development will also be explained.</p> <p>Second, this part will introduce the concept of cost-benefit analysis and methods of how to value environmental damages which are the basis for political decision making.</p> <p>Third, in this part climate change and the international politics to achieve a global climate agreement will be reviewed. The advantages and disadvantages of market based instruments (such as emissions trading schemes, baseline and credit schemes as included in the Kyoto Protocol) compared to non-market approaches (e.g. taxes, subsidies and standards) will be discussed. Insights into the application of economic instruments in current use in Switzerland and how the political process is impacting on the theoretically "optimal design" of these instruments will also be addressed</p> <p>Fourth, the concepts to manage natural resources such as fisheries as an example for renewable resources or mineral oil as an example for non-renewable resources will be explained. In order to illustrate the concepts a laboratory experiment will be conducted in the ZHAW experimental laboratory.</p>			
Verantwortliche OE	ABL / ZOW			
Modulverantwortung	Dr. Regina Betz			
Stellvertretung	Prof. Dr. Reto Schleiniger			
Max. Klassengrösse	32			
Unterrichtsverfahren	Geleitetes Selbststudium <input type="checkbox"/> Einzelarbeit <input checked="" type="checkbox"/> Partnerarbeit <input type="checkbox"/> Gruppenarbeit			
Präsenzverpflichtung im Kontaktstudium	Nein			
Leistungsnachweise		Anzahl	Art des Leistungsnachweises	Dauer (Min.)
	<input checked="" type="checkbox"/>	1	Schriftliche Prüfung(en)	60
	<input type="checkbox"/>		Mündliche Prüfung(en)	
	<input type="checkbox"/>		Referat/mündliche Präsentation(en)	
	<input type="checkbox"/>		Schriftliche Arbeit(en)	
	<input type="checkbox"/>		Weitere: Mündlicher Beitrag	
Unterrichtssprache	English			
Unterrichtsunterlagen und Pflichtliteratur	<input checked="" type="checkbox"/> Folienskript <input type="checkbox"/> Skript <input checked="" type="checkbox"/> diverse Artikel und Fallstudie auf moodle			
Zusatzqualifikation (z.B. ITIL, Hermes etc.)	The module can be combined with two other courses « Grundlagen der Energiewirtschaft» and «Energierrecht» in order to obtain a certificate on "Core area Environment and energy".			
Semester (nur im HS, nur im FS oder beides)	Only in FS			

<b>Firms in the Global Economy</b>		<b>PROVISIONAL</b>		
Inhalt (um was geht es)	<p>One of the prominent features of the present economic environment is the increasing economic integration and interdependence of consumers, producers, as well as countries on a global scale. This process is characterized by an increasing international division of labor and specialization, internationalization of production and particularly production processes in the form of global value chains (GVC), and a boom of the inter- and intra-industry trade.</p> <p>Internationalization of production and the utilization of GVCs play - especially for Switzerland as a small open economy with limited resources - a crucial role for sustaining competitiveness of domestic enterprises and thus for employment and economic growth.</p> <p>The aim of this module is to provide students with an understanding of the main economic causes of the internationalization of production, - particularly the (re)location and spatial concentration (clustering) of production and the emergence of GVC in firms' production. Moreover, the module explains the determinants of firms' successful internationalization strategies such as exporting, importing, outsourcing and foreign direct investment (vertical and horizontal). The module describes why firms that engage in the global economy (traders, outsourcers, multinationals) are substantially larger and perform better than firms that do not interact with foreign markets. Student will also gain an understanding of how economic integration can lead to both winners and losers among firms in the same industry and recognize how intra-industry trade leads to new types of welfare gains such as higher industry-level productivity and increased product variety.</p> <p>By the end of the module, students ...</p> <ul style="list-style-type: none"> <li>▪ will be familiar with the main economic causes of production's internalization and the emergence of global production networks,</li> <li>▪ can specify the main determinants of firms' internationalization strategies,</li> <li>▪ can explain the socio-economic consequences of an increasing economic integration.</li> </ul> <p>The module includes 4-5 lectures in which the theoretical framework is introduced and important empirical results are presented. The remaining lectures are devoted to student presentations of book chapters, journal articles and case studies. Students are also expected to write a short paper (about 12 pages). The final grade will be an average of the presentation and the paper.</p>			
Verantwortliche OE	FWP			
Modulverantwortung	Dario Fauceglia			
Stellvertretung	Björn Plaschnick			
Max. Klassengrösse	32			
Unterrichtsverfahren	<b>Geleitetes Selbststudium</b> <input checked="" type="checkbox"/> Einzelarbeit <input checked="" type="checkbox"/> Partnerarbeit <input type="checkbox"/> Gruppenarbeit			
Präsenzverpflichtung im Kontaktstudium	Nein			
Leistungsnachweise		Anzahl	Art des Leistungsnachweises	Dauer (Min.)
	<input type="checkbox"/>		Schriftliche Prüfung(en)	
	<input type="checkbox"/>		Mündliche Prüfung(en)	
	<input checked="" type="checkbox"/>		Referat/mündliche Präsentation(en)	
	<input checked="" type="checkbox"/>		Schriftliche Arbeit(en)	
	<input type="checkbox"/>		Weitere: Mündlicher Beitrag	
Unterrichtssprache	Englisch oder Deutsch			
Unterrichtsunterlagen und Pflichtliteratur	<input checked="" type="checkbox"/> Folienskript <input type="checkbox"/> Skript <input checked="" type="checkbox"/> diverse Artikel und Fallstudie auf Moodle  Literature:			

	<p>Baldwin, Richard (2012): <i>Global supply chains: Why they emerged, why they matter, and where they are going</i>, CEPR Discussion Papers, 9103, C.E.P.R. Discussion Papers.</p> <p>Baldwin, Richard (2011): <i>Trade and Industrialisation after Globalisation's 2nd Unbundling: How Building and Joining A Supply Chain Are Different And Why It Matters</i>, NBER Working Papers 17716, National Bureau of Economic Research, Inc.</p> <p>Baldwin, Richard and Javier Lopez-Gonzalez (2013): <i>Supply-Chain Trade: A Portrait of Global Patterns and Several Testable Hypotheses</i>, The World Economy (2014).</p> <p>Bernard, Andrew, et al. (2007): <i>Firms in international trade</i>. Journal of Economic Perspectives 21.3 (2007): 105.</p> <p>Bernard, Andrew B., et al (2012). <i>The Empirics of Firm Heterogeneity and International Trade</i>. Annual Review of Economics: 283-313.</p> <p>Helpman, Elhanan/Marin, Dalia/Verdier, Thierry (Eds.) (2008): <i>The Organization of Firms in a Global Economy</i>, Cambridge: Harvard University Press.</p> <p>Melitz, Marc J., and Daniel Trefler (2012): <i>Gains from trade when firms matter</i>, The Journal of Economic Perspectives: 91-118.</p> <p>Obstfeld, Maurice/Marc J. Melitz/Paul R. Krugman, (2015): <i>International economics : Theory and Policy</i>, Boston: Pearson.</p> <p>Supplementary to the lectures the students can deepen and apply their knowledge and understanding with the following E-Learning tools (just a first selection):</p> <ul style="list-style-type: none"> <li>▪ Online learning platform <i>MyEconLab</i> from Pearson (for the book <i>International Economics</i>), <a href="http://www.pearsonmylabandmastering.com/global/myeconlab">http://www.pearsonmylabandmastering.com/global/myeconlab</a></li> <li>▪ EQUIP (Enhancing the Quality of Industrial Policies), Toolbox and E-Learning, <a href="http://www.equip-project.org">http://www.equip-project.org</a></li> <li>▪ Global Value Chains Initiative (Duke University, NC), Videos, Concepts &amp; Tools, <a href="https://globalvaluechains.org">https://globalvaluechains.org</a></li> </ul>
Zusatzqualifikation (z.B. ITIL, Hermes etc.)	
Semester (nur im HS, nur im FS oder beides)	FS



<b>International Corporate Responsibility Management</b>		<b>PROVISIONAL</b>	
Inhalt (um was geht es)	International companies increasingly face sustainability challenges (e.g. climate change, biodiversity, human rights, bribery) in concrete world regions (e.g. Europe, South America, Asia) that have a detrimental effect on company success. By means of “problem-based learning” and case studies, students develop in a guided way their own methods and solutions to sustainability challenges of international companies. Students learn how different actors (e.g. politics, companies, non-governmental organizations, consumers) can contribute to the solution of these challenges, while a special emphasis is put on the role of companies.		
Verantwortliche OE	Center for Corporate Responsibility - AIB		
Modulverantwortung	Fridolin Brand		
Stellvertretung	Herbert Winistörfer		
Max. Klassengrösse	32		
Unterrichtsverfahren	<b>Kontaktstudium</b> <input checked="" type="checkbox"/> Vorlesung / Lehrgespräch <input type="checkbox"/> Simulation <input type="checkbox"/> Projektunterricht <input checked="" type="checkbox"/> Case Study <input checked="" type="checkbox"/> Weitere Formen: Problem-based learning	<b>Geleitetes Selbststudium</b> <input checked="" type="checkbox"/> Einzelarbeit <input type="checkbox"/> Partnerarbeit <input checked="" type="checkbox"/> Gruppenarbeit	
Präsenzverpflichtung im Kontaktstudium			
Leistungsnachweise		Anzahl	Dauer (Min.)
	<input type="checkbox"/>		Schriftliche Prüfung(en)
	<input type="checkbox"/>		Mündliche Prüfung(en)
	<input type="checkbox"/>		Referat/mündliche Präsentation(en)
	<input checked="" type="checkbox"/>	1	Schriftliche Arbeit(en) Group work during whole semester
	<input checked="" type="checkbox"/>	2	Weitere: Moodle Tests Each 10 minutes
Unterrichtssprache	English		
Unterrichtsunterlagen und Pflichtliteratur	<input checked="" type="checkbox"/> Folienskript <input checked="" type="checkbox"/> Skript <input checked="" type="checkbox"/> diverse Artikel und Fallstudie auf moodle  Obligatory reading and „script“ will be the SML-Essentials: Brand, F.S., Winistörfer, H. (2016). „Corporate Responsibility Management“, vdf Verlag der ETH Zürich. (available in English from 02/2017)		
Zusatzqualifikation (z.B. ITIL, Hermes etc.)			
Semester (nur im HS, nur im FS oder beides)	FS und HS		

<b>International Political Economy</b>		
Module description	International Political Economy	
Module code	w.BA.XX.1IPE.XX	
Degree program and its specialties	<input checked="" type="checkbox"/> BA – General Management <input checked="" type="checkbox"/> BA – Banking and Finance <input checked="" type="checkbox"/> BA – Accounting, Controlling, Auditing <input checked="" type="checkbox"/> BA – Risk and Insurance <input checked="" type="checkbox"/> BA – Economics and Politics <input type="checkbox"/> BA – Business Information Technology <input type="checkbox"/> International Management <input type="checkbox"/> Business Law <input type="checkbox"/> Business Information Technology	
Relevant exam regulations	Exam regulations Bachelor 09 of 29.01.2009	
Relevant appendix	Appendix of 12.05.2009	
ECTS / SWS	ECTS	SWS (lessons per week and semester)
	3	2
Organizational unit	DIB	
Module responsibility	Dominique Ursprung	
Deputy	Firoian Keller	
Prerequisites	-	
Aims	<p>The overall objectives of the module are for students to:</p> <ul style="list-style-type: none"> <li>• Gain an understanding of how political and economic factors interact on the global level.</li> <li>• Analyse globalization from an interdisciplinary point of view</li> <li>• Understand the trend towards regionalism and free trade agreements</li> </ul>	
Learning goals <sup>9</sup>	<p>After completing the module students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the emergence of the multilateral trading system (SPK)</li> <li>• Place specific International issues in a broader political, economic, and legal context and evaluate them critically (CI)</li> <li>• Assess trade and non-trade concerns and their challenges for businesses (PC)</li> <li>• Critically evaluate the benefits and drawbacks of preferential liberalization (SPK)</li> <li>• Understand Switzerland's free trade policy and its role as a member and host state (SPK)</li> <li>• Evaluate the potential and challenges of new trading blocks and agreements such as the Trans-Pacific Partnership (TPP) and Transatlantic Trade and Investment Partnership (TTIP)</li> <li>• Gain an understanding of trade in services and relevant agreements such as the Trade in Services Agreement (TiSA)</li> </ul>	
Learning content	<ul style="list-style-type: none"> <li>• International Political Economy</li> <li>• Multilateral Trading System, World Trade Organisation (WTO)</li> <li>• Economics of preferential liberalization</li> <li>• Free Trade Agreements and Regional Economic Arrangements:               <ul style="list-style-type: none"> <li>○ Trans-Pacific Partnership (TPP)</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>○ Transatlantic Trade and Investment Partnership (TTIP)</li> <li>○ Free Trade Policy of the EU and of Switzerland</li> </ul>		
Links to other modules	The content of this module is linked to the following module(s):		
Instruction mode(s)	Module: Class instruction <input checked="" type="checkbox"/> Lecture format <input type="checkbox"/> Simulation models <input type="checkbox"/> Projects <input type="checkbox"/> Case studies <input type="checkbox"/> Other forms of instruction:	Content: Guided self-study <input type="checkbox"/> Individual work <input type="checkbox"/> Pair work 5. <input checked="" type="checkbox"/> Group work	
Compulsory attendance (class instruction only)	-		
Module structure	Class instruction (lessons per week and semester)	Guided self-study	Autonomous self-study
Lecture	24	24	42
Seminar/exercises			
Practical work			
Total	24	24	42
Performance requirements		No.	Type of requirement
	<input checked="" type="checkbox"/>		Written exam (55%)
	<input type="checkbox"/>		Oral exam(s)
	<input checked="" type="checkbox"/>		Oral presentation (45%)
	<input type="checkbox"/>		Written paper(s)
	<input checked="" type="checkbox"/>		Other(s): Two-page background paper on the presentation
Language of instruction	English		
Course materials and required reading	<input checked="" type="checkbox"/> Printed Course Reader will all compulsory texts <input type="checkbox"/> Lecturer's script		
Additional literature	Gilpin, R. (2001), Global political economy : understanding the international economic order, Princeton University Press  Ravenhill, J. (2014), Global political economy, Oxford University Press, 4th ed.  Walter, A. and Sen, G. (2009), Analyzing the global political economy, Princeton University Press		
Remarks			

<b>Learning from Disasters</b>		<b>PROVISIONAL</b>		
Inhalt (um was geht es)	<p><b>Description</b>            How could global financial firms such as UBS or AIG find themselves in a storm of scandals and in need of government bailout despite sophisticated risk management systems? How could NASA decide to launch Challenger in hazardous weather conditions or how was it possible that two US Black Hawks were shot-down by their own troops? These seemingly very different situations are, in fact, similar in many ways.            Managing organizational risk posed by low frequency high severity events (catastrophes) requires awareness and an approach that is rarely the subject in traditional business administration courses. This module provides an introduction to organizational risk and the prevailing risk management techniques. The interplay of formal and informal elements is discussed. The focus is on what companies can learn from catastrophes and the research on high-reliability-organizations (HRO) and safety / risk culture research. Case studies provide the opportunity to analyze and discuss the course of action of known and well documented catastrophes (i.e. BA Flight 268, Black Hawk down, Kursk Submarine, Challenger, AIG, UBS, Netflix).</p> <p><b>Learning goals</b>            The value of this module to students is to develop risk awareness and take away lessons learnt in regards to recognizing and managing rare but catastrophic organizational risk.</p> <ul style="list-style-type: none"> <li>- Students recognize the relevance of rare but catastrophic organizational risk</li> <li>- Students are able to describe rare but catastrophic organizational risk</li> <li>- Students are familiar with selected theories that focus on explaining organizational catastrophes</li> <li>- Students are enabled to develop recommendations to organizations in regards to managing rare but catastrophic organizational risk</li> </ul>			
Verantwortliche OE	Zentrum Risk & Insurance (ZRI)			
Modulverantwortung	Pugnetti, Carlo (pugn)			
Stellvertretung	Zeier, Angela (zeie)			
Max. Klassengrösse	32			
Unterrichtsverfahren	Geleitetes Selbststudium <input checked="" type="checkbox"/> Einzelarbeit <input checked="" type="checkbox"/> Partnerarbeit <input checked="" type="checkbox"/> Gruppenarbeit			
Präsenzverpflichtung im Kontaktstudium				
Leistungsnachweise		Anzahl	Art des Leistungsnachweises	Dauer (Min.)
	<input type="checkbox"/>		Schriftliche Prüfung(en)	
	<input type="checkbox"/>		Mündliche Prüfung(en)	
	<input checked="" type="checkbox"/>		Referat/mündliche Präsentation(en)	30
	<input type="checkbox"/>		Schriftliche Arbeit(en)	
	<input type="checkbox"/>		Weitere: Mündlicher Beitrag	
Unterrichtssprache				
Unterrichtsunterlagen und Pflichtliteratur	<input checked="" type="checkbox"/> Folienskript <input type="checkbox"/> Skript <input checked="" type="checkbox"/> diverse Artikel und Fallstudie auf moodle			
Zusatzqualifikation (z.B. ITIL, Hermes etc.)	None.			
Semester (nur im HS, nur im FS oder beides)	FS und HS.			