

Module Offer in English - Bachelor's Level

Academic Year 2021/22

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

Please note the following:

- Some modules require specific advanced knowledge. It is the responsibility of the students to ensure that prerequisites are met.
- This module offer is provisional and hence subject to change. Therefore, no places can be guaranteed in advance.
- The SML offers for some modules a retake possibility of the end-of-module-exam at the end of the following semester/year. Detailed information will be provided during the course of the semester.
- The column 'Semester' indicates in which semester the respective module is offered – for example 'Fall/Spring' means that this module is offered in both semesters. Every module takes place for only one semester.

BANKING / FINANCE / ACCOUNTING

Module Description	Module Name	Hours/ Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.2BM-en	Banking Management	4	6	Fall	• Introduction to Banking & Finance
w.BA.XX.2BVB	Business Value of Blockchain (<i>Elective</i>)	2	3	Fall	–
w.BA.XX.2FKIR	Financial Communication / Investor Relations (<i>Elective</i>)	2	3	Fall	• Financial Accounting
w.BA.XX.2MIC	Management of an Insurance Company	4	6	Fall	• Advanced knowledge in Risk & Insurance Management
w.BA.XX.2QMeth-en	Quantitative Methods	2	3	Fall	• Mathematics 1; Mathematics 2; Statistics
w.BA.XX.2SFIN*	Sustainable Finance (<i>Elective</i>)	2	3	Fall	tba
w.BA.XX.2WMC-en	Wealth Management & Compliance	4	6	Fall	• Basic knowledge of finance, economics and law
w.BA.XX.2CFS	Consolidated Financial Statements	4	6	Fall/Spring	• Basic principles of financial accounting; Mathematics 1; Mathematics 2;
w.BA.XX.2CFRM	Corporate Finance & Risk Management	4	6	Fall/Spring	• Financial Accounting & Analysis; Financial Instruments & Portfolio Theory
w.BA.XX.2FIPT	Financial Instruments & Portfolio Theory	4	6	Fall/Spring	• Mathematics 1; Mathematics 2; Statistics; Introduction to Banking & Finance
w.BA.XX.2MAI	M&A Integrationsmanagement (<i>Elective</i>)	2	3	Fall/Spring	• Strategic management, financial accounting, project management, and international business
w.BA.XX.2TM	Turnaround Management	4	6	Fall/Spring	• Financial Accounting; Management Accounting
w.BA.XX.2AIM-en	Active Investment Management	4	6	Spring	• Fundamental knowledge of finance, mathematics, and the banking sector
w.BA.XX.2CTL-en	Corporate & Tax Law	4	6	Spring	–
w.BA.XX.2FinAcc-en	Financial Accounting	4	6	Spring	Basic knowledge of accounting
w.BA.XX.2BF-en	Introduction to Banking & Finance	4	6	Spring	• Prior knowledge in the financial and banking sector
w.BA.XX.2MAcc-en	Management Accounting	4	6	Spring	• Financial Accounting & Analysis

BUSINESS ADMINISTRATION / GENERAL MANAGEMENT / ECONOMICS

Module Description	Module Name	Hours/ Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.2ClimEE	Climate and Energy Economics (<i>Elective</i>)	2	3	Fall	
w.BA.XX.2Comm-en	Communication	4	6	Fall	–
w.BA.XX.1CR-IM	Corporate Responsibility	2	3	Fall	• Basic management and economic knowledge
w.BA.XX.2IBS-en	Introduction to Business Studies	4	6	Fall	–
w.BA.XX.2GDM	Introduction to Digital Marketing Communication (<i>Elective</i>)	2	3	Fall	• There is no specific knowledge required to participate in this class. However, you need an affinity for the usage of digital media and the social networks. In addition, this module requires you to work on the case in groups, so active participation, teamwork, and the motivation to participate are essential and a requirement for this class
w.BA.XX.2LBE-en	Leadership and Business Ethics	2	3	Fall	–
w.BA.XX.2Macro-en	Macroeconomics	4	6	Fall	Microeconomics; Mathematics 1; Mathematics 2
w.BA.XX.1MGP-IM	Managing People in an International Context	4	6	Fall	–
w.BA.XX.2Mark-en	Marketing	4	6	Fall	• Basic mathematics
w.BA.XX.2Math1-en	Mathematics 1	3	3	Fall	–
w.BA.XX.2Micro-en	Microeconomics	4	6	Fall	• Mathematics 1; Mathematics 2
w.BA.XX.2AMCFM	Advanced Microeconomics: Consumers, Firms and Markets (<i>Elective</i>)	2	3	Fall/Spring	• Microeconomics; Macroeconomics; basic concepts of statistics
w.BA.XX.2CI	Customer Insights (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.2EmpME	Empirical Methods in Economics (<i>Elective</i>)	2	3	Fall/Spring	• Solid Knowledge in basic statistics
w.BA.XX.2GMM-Inc	Global Marketing Management for Incomings	4	6	Fall/Spring	• Good prior knowledge of the principles of marketing
w.BA.XX.2IIST	Information, Incentives and Strategic Thinking (<i>Elective</i>)	2	3	Fall/Spring	• Knowledge of elementary statistical concepts (expectations and density functions)
w.BA.XX.2IntBE	Introduction to Behavioral Economics (<i>Elective</i>)	2	3	Fall/Spring	• Basic knowledge in microeconomics • Ability to read and understand research papers in English
t.BA.XX.ISSP-EN*	Introduction to Swiss Society and Politics	2	2	Fall/Spring	–
w.BA.XX.2OD	Organizational Design in a VUCA World (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.2SDASP*	Smart Data Analytics for Stochastic Processes (<i>Elective</i>)	2	3	Fall/Spring	• NEW - tba
w.BA.XX.2STM-Inc	Strategic Management for Incomings	4	6	Fall/Spring	–
w.BA.XX.2SCM	Supply Chain Management (<i>Elective</i>)	2	3	Fall/Spring	• Operations Management; Strategic Management
w.BA.XX.2TPProdMF*	Testing Product Market Fit (<i>Elective</i>)	2	3	Fall/Spring	tba
w.BA.XX.3CIn-MA	Customer Insights (<i>Core Module</i>)	4	6	Spring	• NEW - tba
w.BA.XX.2DRM*	Digital Reputation Marketing (<i>Elective</i>)	2	3	Spring	• NEW - tba
w.BA.XX.2DDTNE	Disruptive Digital Transformation in New Economies (<i>Elective</i>)	2	3	Spring	• NEW - tba
w.BA.XX.2HoFinC.XX	History of Financial Crises (<i>Elective</i>)	2	3	Spring	–
w.BA.XX.2HCM-en	Human Capital Management	2	3	Spring	–
w.BA.XX.2ISSC	Influence, Stakeholder, and Strategic Communication (<i>Elective</i>)	2	3	Spring	• NEW - tba
w.BA.XX.2LFD	Learning from Disasters (<i>Elective</i>)	2	3	Spring	• Basic knowledge of probability and statistics
w.BA.XX.2Math2-en	Mathematics 2	3	3	Spring	• Mathematics 1
w.BA.XX.2OP-en	Operations & Process Management	4	6	Spring	• Foundations of strategy, marketing, financial & mgnt. accounting
w.BA.XX.2Skill-en	Skills for Business Studies	4	6	Spring	–

BUSINESS LAW

Module Description	Module Name	Hours/ Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.2BL-en	Business Law	4	6	Fall	–
w.BA.XX.2AAL-BL	Anglo- American Law	2	3	Fall/Spring	• Legal English Advanced 1
w.BA.XX.2DigLaw	Digitalization and Law (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.2EuL-BL	European Law	4	6	Fall/Spring	Legal English Advanced 1
w.BA.XX.2PPIL-BL	Public & Private International Law	4	6	Fall/Spring	• State & administrative law; legal remedies and transactions in private law; Legal English 2
w.BA.XX.3PILLS-BL*	Public International Law and Legal Systems	2	3	Spring	• NEW - tba

BUSINESS INFORMATION TECHNOLOGY

Module Description	Module Name	Hours/ Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.2InfoM-WIN	Information Management	4	6	Fall	• Software Engineering: · Modeling with UML · Data structures · Procedural programming · Object-oriented programming · Programming reactive software · Design and procedure · Use of tools Requirements Engineering: · Conceptual modelling · Model-driven engineering • IMPORTANT: Students who do not attend the following modules must acquire the relevant knowledge by themselves: • Software Engineering · Modeling using UML · Data structures · Procedural programming · Object-oriented programming · Event-based programming · Design and methods · Development tools Requirements Engineering · Fundamentals of software design · Conceptual modeling · Use case diagrams and case descriptions · Fundamentals of user interface design Information Management
w.BA.XX.2WEEng-WIN	Web Engineering	2	3	Fall	• The module "Information Management" takes place in the same semester and introduces the following content relevant to web engineering: · Data representation (XML, JSON) · Data models (relational model, XML) · Back-end technologies (SQL, Java) · Ability to implement a web server with Java that provides access to a database (SQL)
w.BA.XX.3DM-WIN*	Data Management	4	6	Spring	• NEW - tba
w.BA.XX.3DSI-WIN*	Data Science Introduction	2	3	Spring	• NEW - tba
w.BA.XX.3SP-WIN*	Scientific Programming	2	3	Spring	• NEW - tba

INTERNATIONAL BUSINESS

Module Description	Module Name	Hours/ Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.2AIntBus	Advanced International Business	4	6	Fall	• International Business; Advanced Marketing & Strategy; Financial /Management Accounting
w.BA.XX.2IBusE-BL	International Business & Ethics	4	6	Fall	• Basics in business administration & economics; knowledge of binding norms in different fields of law

w.BA.XX.2IntN	International Negotiation (<i>Elective</i>)	2	3	Fall	–
w.BA.XX.1ISMGT-IM	International Strategic Management	4	6	Fall	–
w.BA.XX.2QMethBD	Quantitative Methods and Big Data for Managers (<i>Elective</i>)	2	3	Fall	• No prerequisite knowledge is required, but an affinity to tools or programs such as Excel is helpful.
w.BA.XX.2BM-IM	Brand Management (<i>Elective</i>)	2	3	Fall/Spring	• Advanced Business English 1 & 2
w.BA.XX.2BHR	Business and Human Rights (<i>Elective</i>)	2	3	Fall/Spring	Fundamentals of Business Administration
w.BA.XX.2BusEM	Business in Emerging Markets (<i>Elective</i>)	2	3	Fall/Spring	• Strategic Mgmt, Int. Mgmt.
w.BA.XX.2CLBM	Carbon Literacy for Business Managers (<i>Elective</i>)	2	3	Fall/Spring	• Fundamentals of business administration
w.BA.XX.2CLAPD*	Crisis Leadership: Action Planning and Directing (<i>Elective</i>)	2	3	Fall/Spring	• NEW - tba
w.BA.XX.2DBusAP	Doing Business in Asia Pacific (<i>Elective</i>)	2	3	Fall/Spring	• Principles of international business
w.BA.XX.2DBusE	Doing Business in Europe (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.2EEM	Economics in Emerging Markets (<i>Elective</i>)	2	3	Fall/Spring	• Microeconomics; Macroeconomics
w.BA.XX.2EuA	European Affairs (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.2IcM-Inc	Intercultural Management for Incomings	4	6	Fall/Spring	–
w.BA.XX.2IntBus	International Business	4	6	Fall/Spring	Introduction to marketing; Principles of Strategic Mgmt.
w.BA.XX.2ICRM	International Corporate Responsibility Mgmt. (<i>Elective</i>)	2	3	Fall/Spring	Basic economic and management knowledge
w.BA.XX.2INO-Inc	International Negotiation for Incomings	4	6	Fall/Spring	–
w.BA.XX.2ITrPO-IM	International Trade and Policy (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.MPL*	Managing Performing Living (<i>Elective</i>)	2	3	Fall/Spring	• NEW - tba
w.BA.XX.2MCE	MCE – Managing Circular Economy (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.2BGR	Business-Government Relations (<i>Elective</i>)	2	3	Spring	–
w.BA.XX.2CP	Competition Policy: EU, US and Switzerland (<i>Elective</i>)	2	3	Spring	• Basics of micro economics
w.BA.XX.2DBusME	Doing Business in the Middle East (<i>Elective</i>)	2	3	Spring	–
w.BA.XX.2EEP	Environmental Economics and Politics (<i>Elective</i>)	2	3	Spring	–
w.BA.XX.2FGE	Firms in the Global Economy (<i>Elective</i>)	2	3	Spring	Microeconomics; Macroeconomics
w.BA.XX.2IntRelPiB	International Relations – Politics in Business (<i>Elective</i>)	2	3	Spring	–
w.BA.XX.2ILu	Introduction to Luxury Management (<i>Elective</i>)	2	3	Spring	• Students must have a keen interest in the luxury market, not only from a general marketing perspective, but also with regard to the sociological and psychological perspectives of prestige consumption, how it changes over time, and how it differs in various cultures.
w.BA.XX.2LuFo	Luxury Foresight: Key Trends & Business Implications (<i>Elective</i>)	2	3	Spring	• Students must have a keen interest in the luxury market, not only from a general marketing perspective, but also with regard to the sociological and psychological perspectives of prestige consumption and how it changes over time. A basic knowledge of the luxury industry and luxury management (as taught in the elective "Introduction to Luxury Management") is helpful, but not mandatory.
w.BA.XX.2MDiLu	Managing Digital Transformation in the Luxury Sector (<i>Elective</i>)	2	3	Spring	• A keen interest and basic understanding of the luxury sector is an advantage
w.BA.XX.2WEB	War, Economics and Business (<i>Elective</i>)	2	3	Spring	–

LANGUAGE AND COMMUNICATION

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

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

ZHAW School of Management and Law
May 2021

Index of Module Descriptions

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

Introductions to Swiss Society and Politics

PROVISIONAL 6

Short description

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

Module coordinator

Agius William (agiu)

**Learning objectives
(competencies)**

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

Module contents

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

Teaching materials

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

Supplementary literature**Prerequisites**

None

Teaching language

☐ German ☒ English

Part of International Profile

☐ Yes ☒ No

Module structure

Type 1a

Exams

For more details please click on this link: [T_CL_Moduluspraegungen_SM2025](#)

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