

Module Offer in English - Bachelor's Level Academic Year 2022/23

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

Please note the following:

- Some modules require specific advanced knowledge. It is the responsibility of the students to ensure that prerequisites are met.
- This module offer is provisional and hence subject to change. Therefore, no places can be guaranteed in advance.
- The SML offers for some modules a possibility to retake an end-of-module-exam at the end of the following semester/year. Detailed information will be provided during the semester.
- The column 'Semester' indicates in which semester the respective module is offered – for example 'Fall/Spring' means that this module is offered in both semesters. 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.WPM-IR*	Investor Relations and Equity Analysis (<i>Elective</i>)	2	3	Fall	• NEW - tba
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	–
w.BA.XX.2WMC-en	Wealth Management & Compliance	4	6	Fall	• Basic knowledge of banking, finance, economics, BA and law
w.BA.XX.2CFS	Consolidated Financial Statements	4	6	Fall/Spring	• Principles of financial accounting and BA; Mathematics 1 & 2; Microeconomics
w.BA.XX.2CFRM	Corporate Finance & Risk Management	4	6	Fall/Spring	• Financial Accounting; Financial 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.WPM-SDA*	Smart Data Analytics for Financial Assets (<i>Elective</i>)	2	3	Fall/Spring	• NEW - tba
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.2BF-en	Introduction to Banking & Finance	4	6	Spring	• BA Fundamentals & Strategy; Prior knowledge in the financial and banking sector
w.BA.XX.2MAcc-en	Management Accounting	4	6	Spring	• Financial Accounting

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	• Basic knowledge in micro-economics
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.2GDM	Introduction to Digital Marketing Communication (<i>Elective</i>)	2	3	Fall	• Affinity for the usage of digital media and the social networks. You are required to work on the case in groups, therefore active participation, teamwork, and motivation to participate are essential and required.
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.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 (probabilities, densities, expectations)
w.BA.XX.2BVB	Business Value of Blockchain (<i>Elective</i>)	2	3	Fall/Spring	• Willingness to learn some coding expected
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	• Course is aimed at students with solid knowledge in (basic) statistics and a strong preference for working with data and statistical software.
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	• A solid understanding of microeconomics, a willingness to learn about actual research
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.WPM-MBE*	Managing Bioeconomy (<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.2STM-Inc	Strategic Management for Incomings	4	6	Fall/Spring	• Ability to apply basic business management concepts, tools, and techniques
w.BA.XX.2SCM	Supply Chain Management (<i>Elective</i>)	2	3	Fall/Spring	• Operations Management; Strategic Management
w.BA.XX.2DRM	Digital Reputation Marketing (<i>Elective</i>)	2	3	Spring	• Basic knowledge of content marketing, social media marketing, SEO, and SEA
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.2LFD	Learning from Disasters (<i>Elective</i>)	2	3	Spring	• Basic knowledge of probability and statistics
w.BA.XX.2OP-en	Operations & Process Management	4	6	Spring	• Strategy; Marketing; Financial and Management Accounting
w.BA.XX.3PDM-MA*	Product Development Management	4	6	Spring	• NEW - tba
w.BA.XX.3SMI-RI*	Strategic Management and Innovation	4	6	Spring	• NEW - tba

BUSINESS LAW

Module Description	Module Name	Hours/ Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.3AAL-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.3PILLS-BL*	Public International Law and Legal Systems	2	3	Fall/Spring	• NEW - tba

BUSINESS INFORMATION TECHNOLOGY

Module Description	Module Name	Hours/ Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.3DA-WIN*	Data Analytics	4	6	Fall	• NEW - tba
w.BA.XX.3DSTI-RI*	Data Science and Technology for Insurance	4	6	Fall	• NEW - tba
w.BA.XX.3ML1-WIN*	Machine Learning I	4	6	Fall	• NEW - tba
w.BA.XX.3DM-WIN	Data Management	4	6	Fall/Spring	• 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
w.BA.XX.3KIA-WIN*	AI Applications	2	3	Spring	• NEW - tba
w.BA.XX.3DSI-WIN	Data Science Introduction	2	3	Spring	–
w.BA.XX.3ML2-WIN*	Machine Learning II	4	6	Spring	• NEW - tba
w.BA.XX.3SP-WIN	Scientific Programming	2	3	Spring	• Knowledge of statistics

INTERNATIONAL BUSINESS

Module Description	Module Name	Hours/ Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.2AIntBus	Advanced International Business	4	6	Fall	• International Business; Advanced Marketing; Advanced Strategy; Financial Accounting; Management Accounting; Business English
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	• Recommended to have some general knowledge of international business and management.
w.BA.XX.1IntSM-IM*	International Strategic Management	4	6	Fall	• NEW - tba
w.BA.XX.WPM-SB*	Successful & Social Businesses in LATAM's Informal Sector (<i>Elective</i>)	2	3	Fall	• NEW - tba

<u>w.BA.XX.2QMethBD</u>	Quantitative Methods and Big Data for Managers (<i>Elective</i>)	2	3	Fall	• An affinity to tools or programs such as Excel is helpful.
<u>w.BA.XX.2BM-IM</u>	Brand Management (<i>Elective</i>)	2	3	Fall/Spring	• Advanced Business English 1 & 2
<u>w.BA.XX.2BHR</u>	Business and Human Rights (<i>Elective</i>)	2	3	Fall/Spring	• Fundamental knowledge of business administration
<u>w.BA.XX.WPM-BCC*</u>	Business in the Climate Crisis (<i>Elective</i>)	2	3	Fall/Spring	• NEW - tba
<u>w.BA.XX.2CLAPD</u>	Crisis Leadership: Action Planning and Directing (<i>Elective</i>)	2	3	Fall/Spring	• General knowledge and understanding of business and organizations, strategy, people management, and marketing communications.
<u>w.BA.XX.2DBusAP</u>	Doing Business in Asia Pacific (<i>Elective</i>)	2	3	Fall/Spring	• Principles of international business
<u>w.BA.XX.2DBusE</u>	Doing Business in Europe (<i>Elective</i>)	2	3	Fall/Spring	–
<u>w.BA.XX.2EuA</u>	European Affairs (<i>Elective</i>)	2	3	Fall/Spring	–
<u>w.BA.XX.2lcM-Inc</u>	Intercultural Management for Incomings	4	6	Fall/Spring	–
<u>w.BA.XX.2IntBus-en</u>	International Business	4	6	Fall/Spring	• Marketing Strategy; Financial Management; Accounting; Business English
<u>w.BA.XX.2ICRM</u>	International Corporate Responsibility Management (<i>Elective</i>)	2	3	Fall/Spring	–
<u>w.BA.XX.2INO-Inc</u>	International Negotiation for Incomings	4	6	Fall/Spring	–
<u>w.BA.XX.2ITrPO-IM</u>	International Trade and Policy (<i>Elective</i>)	2	3	Fall/Spring	–
<u>w.BA.XX.2BGR</u>	Business-Government Relations (<i>Elective</i>)	2	3	Spring	–
<u>w.BA.XX.2CP</u>	Competition Policy: EU, US and Switzerland (<i>Elective</i>)	2	3	Spring	• Basic (micro-) economics
<u>w.BA.XX.2DBusME</u>	Doing Business in the Middle East (<i>Elective</i>)	2	3	Spring	–
<u>w.BA.XX.2EEP</u>	Environmental Economics and Politics (<i>Elective</i>)	2	3	Spring	• A basic understanding of microeconomics is an advantage.
<u>w.BA.XX.2FGE</u>	Firms in the Global Economy (<i>Elective</i>)	2	3	Spring	• Economics, microeconomics, macroeconomics
<u>w.BA.XX.2IntRelPiB</u>	International Relations – Politics in Business (<i>Elective</i>)	2	3	Spring	–
<u>w.BA.XX.2ILu</u>	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.
<u>w.BA.XX.2LuFo</u>	Luxury Foresight: Key Trends & Business Implications (<i>Elective</i>)	2	3	Spring	• Interest in craftsmanship, artisanal work, and artisanal entrepreneurship as an important foundation of the luxury sector and the cachet of its goods and services. A basic knowledge of the luxury industry and luxury management (as taught in the elective "Introduction to Luxury Management") is helpful, but not mandatory.
<u>w.BA.XX.2MDiLu</u>	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
<u>w.BA.XX.2WEB</u>	War, Economics and Business (<i>Elective</i>)	2	3	Spring	• An understanding of the principles of international business is an advantage

LANGUAGE AND COMMUNICATION

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

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

ZHAW School of Management and Law
January 2022

Index of Module Descriptions

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

Introductions to Swiss Society and Politics 2 ECTS

PROVISIONAL 6

Version: 1.0 start 01 February 2021

Short description

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

Module coordinator

Agius William (agiu)

**Learning objectives
(competencies)**

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

Module contents

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

Teaching materials

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

Supplementary literature**Prerequisites**

None

Teaching language

☐ German ☒ English

Part of International Profile

☐ Yes ☒ No

Module structure

Type 1a

Exams

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

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