Zurich University of Applied Sciences
zh aw School of Management and Law

Module Offer in English - Bachelor's Level
Academic Year 2019/20

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.

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.2FKIR	Financial Communication / Investor Relations *(Elective)*	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.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
NEW*	Empirical Research *(Elective)*	2	3	Fall/Spring	
w.BA.XX.2FIPT	Financial Instruments & Portfolio Theory	4	6	Fall/Spring	• Mathematics 1; Mathematics 2; Statistics; Introduction to Banking & Finance
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
NEW*	Climate and Energy Economics *(Elective)*	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.2GDM	Introduction to Digital Marketing Communication *(Elective)*	2	3	Fall	–
t.BA.XX.ISSP-EN*	Introduction to Swiss Society and Politics	2	3	Fall	–
w.BA.XX.2IBS-en	Introduction to Business Studies	4	6	Fall	–
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.2PFM	Public Financial Management	4	6	Fall	• Financial Accounting ; Management Accounting ; Microeconomics ; Macroeconomics
w.BA.XX.2AMCFM	Advanced Microeconomics: Consumers, Firms and Markets *(Elective)*	2	3	Fall/Spring	• Microeconomics; Macroeconomics; basic concepts of statistics
w.BA.XX.2CI	Customer Insights *(Elective)*	2	3	Fall/Spring	–
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.2OD	Organizational Design in a VUCA World *(Elective)*	2	3	Fall/Spring	–
NEW*	Representations of Business in Film *(Elective)*	2	3	Fall/Spring	
w.BA.XX.2SFIVC	Simulation for Integrated Value Creation *(Elective)*	2	3	Fall/Spring	–
w.BA.XX.2STM-Inc	Strategic Management for Incomings	4	6	Fall/Spring	–
w.BA.XX.2SCM	Supply Chain Management *(Elective)*	2	3	Fall/Spring	• Operations Management; Strategic Management
w.BA.XX.2HCM-en	Human Capital Management	2	3	Spring	–
w.BA.XX.2IIST	Information, Incentives and Strategic Thinking *(Elective)*	2	3	Spring	• Mathematical skills at introductory economics Bachelor's level; Knowledge of elementary statistical concepts
w.BA.XX.2LFD	Learning from Disasters *(Elective)*	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 and management accounting
w.BA.XX.2Skill-en	Skills for Business Studies	4	6	Spring	–
w.BA.XX.2Stat-en	Statistics	4	6	Spring	• Mathematics 1; Mathematics 2

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.2DPG	Data Protection and Governance *(Elective)*	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

BUSINESS INFORMATION TECHNOLOGY

Module Description	Module Name	Hours/ Week	ECTS	Semester	Prerequisite Knowledge
NEW*	Applied Data Science *(Elective)*	2	3	Fall/Spring	
w.BA.XX.2InfoM-WIN	Information Management	4	6	Fall/Spring	• Software Engineering 1 & 2
w.BA.XX.2WEng-WIN	Web Engineering	2	3	Fall/Spring	• Software Engineering 1 & 2; Information Management

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.1Int2FW-IM	Integration II - Fieldwork	4	6	Fall	–
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 *(Elective)*	2	3	Fall	–
w.BA.XX.1ISMGT-IM	International Strategic Management	4	6	Fall	–
w.BA.XX.2BM-IM	Brand Management *(Elective)*	2	3	Fall/Spring	• Advanced Business English 1 & 2
w.BA.XX.2BHR	Business and Human Rights *(Elective)*	2	3	Fall/Spring	• Fundamentals of Business Administration
w.BA.XX.2BusEM	Business in Emerging Markets *(Elective)*	2	3	Fall/Spring	• Strategic Management; International Management
w.BA.XX.2DBusAP	Doing Business in Asia Pacific *(Elective)*	2	3	Fall/Spring	• Principles of international business
w.BA.XX.2DBusE	Doing Business in Europe *(Elective)*	2	3	Fall/Spring	–
w.BA.XX.2EEM	Economics in Emerging Markets *(Elective)*	2	3	Fall/Spring	• Microeconomics; Macroeconomics
w.BA.XX.2EuA	European Affairs *(Elective)*	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 Management
w.BA.XX.2ICRM	International Corporate Responsibility Management *(Elective)*	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 *(Elective)*	2	3	Fall/Spring	–
w.BA.XX.2CP	Competition Policy: EU, US and Switzerland *(Elective)*	2	3	Spring	• Basics of micro economics
w.BA.XX.2DBusME	Doing Business in the Middle East *(Elective)*	2	3	Spring	–
w.BA.XX.2EEP	Environmental Economics and Politics *(Elective)*	2	3	Spring	–
w.BA.XX.2FGE	Firms in the Global Economy *(Elective)*	2	3	Spring	• Microeconomics; Macroeconomics
w.BA.XX.2HoFinC	History of Financial Crisis *(Elective)*	2	3	Spring	–
w.BA.XX.1Int1BC-IM	Integration I – Business Case	4	6	Spring	–
w.BA.XX.2IntRelPiB	International Relations – Politics in Business *(Elective)*	2	3	Spring	–
w.BA.XX.2LGM-IM	Luxury Goods Management (Elective)	2	3	Spring	• Students must have a keen interest in the luxury market
w.BA.XX.2MA-IM	Mergers & Acquisitions *(Elective)*	2	3	Spring	• Finance, accounting, project management, international business, international strategic management
w.BA.XX.2ReLu	Rethinking Luxury *(Elective)*	2	3	Spring	• Students must have a keen interest in the luxury market
w.BA.XX.2WEB	War, Economics and Business *(Elective)*	2	3	Spring	–

LANGUAGE AND COMMUNICATION

Module Description	Module Name	Hours/ Week	ECTS	Semester	Prerequisite Knowledge
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.2LE1-BL	Legal English 1	2	3	Fall/Spring	Language level B2
w.BA.XX.2LE2-BL	Legal English 2	2	3	Fall/Spring	Language level B2+
w.BA.XX.2LEA1-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; a few provisional module descriptions are available attached to this document (unfortunately, not all are available in English language).

ZHAW School of Management and Law
December, 2018

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 1-4). 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 **5**

Zurich University of Applied Sciences
School of Management and Law

Moduledescription: ISSP-EN Introductions to Swiss Society and Politics

Version: 3.0 start 01.02.2018

Module Co-ordinator: Edgar Marc Petter, pett

Learning objectives:

Objectives	Competences	Taxonomy level
Students will be familiarised with the ways in which Swiss society has evolved.	D	C3 C4
They will gain knowledge of the political system in Switzerland and why it works the way it does. • Basics of Switzerland • History of Switzerland • Political system of Switzerland, federalism Government and parliamentary system	D M	C3 C4
They will be able to make an active contribution to the work in their team and assume responsibility for their own tasks in the project.	SO	C5
They will be able to take their own initiative to acquire further knowledge, and reflect their own attitudes and values.	P	C3 C4

Module Contents:

- inputs by a team of experts
- interactive learning through discussion of texts, videos, case studies
- panel discussion(s)
- excursion(s)

Literature: To be announced at the beginning of the semester

Supplementary literature:

Prerequisites: None

Teaching Language: English

Module structure:

Form of instruction:	Number of lessons per week:
Lecture:	2
Labs:	
Block teaching:	

Exams:

The regulation on graded class assignments is binding. However, it may be waved if a formal, written request is made by the lecturer in the first week of the semester.

Designation	Type	Form	Scope	Grade	Weighting
Grade assignments during teaching semester	Presentation	oral	10/15 min.	pass/fail	50%
End-of-semester exam	End-of-semester exam	written	60 min	pass/fail.	50%