

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

All Master 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:

- All Master level modules require specific advanced knowledge. It is the responsibility of 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.
- Master level modules take place Monday till Wednesday. The schedule of most Master level modules are fluid and not the same every week. In order to avoid an overlap of different modules, only modules of the same program and term can be chosen (exceptions can be made for modules that consist of autonomous self-study).

BANKING & FINANCE

Module Description	Module Name	Hours / Week	ECTS	Semester	Term	Prerequisites
w.CEF-PiE	Corporate and Entrepreneurial Finance	2	3	Fall	1	• good knowledge of portfolio theory, capital market theory, and investment appraisal methods.
w.IRB-PiE	Institutional Frameworks	4	3	Fall	1	• Previous knowledge of economics, law (in particular financial market regulation), and business administration.
w.INE-PiE	International Economics	4	3	Fall	1	• Introductory courses on economic principles and macroeconomics
w.IN-PiE	Investments	6	6	Fall	1	• BSc B&F modules: Active Investment Management, Quantitative Methodologies, Statistics, Finance Tools
w.QNM-PiE	Quantitative Methods	6	6	Fall	1	• A basic knowledge of mathematics and statistics at BSc level as well as knowledge and experience in researching and processing scientific literature and in writing a scientific paper.
w.AIREP-PiE	Advanced International Research Projects	Guided Self-study*	6	Spring	2	• Methodological competence including e principles of statistics, the research and processing of scientific literature, and a systematic approach.
w.AQM-PiE	Advanced Quantitative Methods	2	3	Spring	2	• Advanced knowledge in statistics and quantitative methods as well as fundamental Python programming skills.
w.BPM-PiE	Business Process Management	4	6	Spring	2	• In general, a Bachelor's degree in Business/Economics
w.MA.CJO-PiE	Customer Journey	2	3	Spring	2	-
w.PMA-PiE	Performance Management	2	3	Spring	2	-
w.QLM-PiE	Qualitative Methods	2	3	Spring	2	-
w.QIS-PiE	Quantitative Investment Strategies	4	6	Spring	2	• Quantitative methods, active investment management, financial instruments and portfolio theory, statistics, investments.
w.RM-PiE	Risk Management	4	6	Spring	2	• Bachelor's degree in Business Administration (major in Banking & Finance) Basic knowledge of bank risk: see syllabus for the full description.

w.SIM-PiE	Strategic Innovation Management	2	3	Spring	2	Students have a Bachelor's degree in Business Administration with a specialization in Banking and Finance, or a similar degree. See syllabus for the full description.
w.SIN-PiE	Sustainable Investments	3	3	Spring	2	Bachelor level knowledge in Banking and Finance

BUSINESS ADMINISTRATION – MAJOR INNOVATION AND ENTREPRENEURSHIP

Module Description	Module Name	Hours/Week	ECTS	Semester	Term	Prerequisites
w.DITRA	Digital Transformation (<i>Elective</i>)	2	3	Fall	3	-
w.IES	International Entrepreneurship	4	6	Fall	3	-
w.IECO	Innovation Ecosystems	4	6	Fall	3	-
w.IVLAB3	Innovation & Venture LAB III: Collaborative Innovation Project	4	6	Fall	3	A prerequisite is the parallel attendance of the module "Innovation Ecosystems"

BUSINESS ADMINISTRATION – MAJOR MARKETING

Module Description	Module Name	Hours/Week	ECTS	Semester	Term	Prerequisites
w.PBM	Pricing & Business Models in the Digital Age	4	6	Fall	3	-
w.BMC	Brand Management, Communications & Reputation Management	4	6	Fall	3	-
w.ECOM	E-Commerce (<i>Elective</i>)	2	3	Fall	3	-
w.DMPL	Digital Marketing for Start-ups (<i>Elective</i>)	2	3	Fall	3	Compulsory MSc modules according to module table. Affinity for and basic knowledge of digital marketing methods and techniques.
w.MAT	Marketing Technology (<i>Elective</i>)	2	3	Fall	3	-
w.AKIM	Automation & AI in Marketing (<i>Elective</i>)	2	3	Fall	3	-

BUSINESS INFORMATION TECHNOLOGY

Module Description	Module Name	Hours/Week	ECTS	Semester	Term	Prerequisites
w.DSF	Data Science Fundamentals	2	3	Fall	1	Basic programming experience. Previous knowledge of statistics and business intelligence.
w.ITS	IT Security	2	3	Fall	1	Solid programming skills. Passing knowledge of at least one virtualization platform (e.g., Virtualbox, VMWare, or Parallels)
w.ITGRC	IT-Governance, Risk and Compliance	2	3	Fall	3	A basic understanding of ITIL and IT service management

MANAGEMENT AND LAW

Module Description	Module Name	Hours / Week	ECTS	Semester	Term	Prerequisites
<u>w.IEP</u>	International Economics and Politics	4	6	Fall	1	• Basic knowledge of economics (systematic knowledge in microeconomics and macroeconomics)
<u>w.PFP</u>	Applied Research Projects	Autonomous Self-study**	6	Fall / Spring	1/2	• Knowledge of scientific work at Bachelor's level.
<u>w.ILSSL</u>	International Labor and Social Security Law	4	6	Spring	2	• HR Management as well as Labor and Social Security Law at BSc level
<u>w.MS</u>	Managing Strategy	4	6	Spring	2	• Knowledge of strategic management at BSc Level
<u>w.RC</u>	Regulation and Competition	4	6	Spring	2	• Knowledge of commercial law and competition law at BSc Level

* Few hours of classroom instructions, mainly self-study for a research paper or project

** Very few or no hours of classroom instructions, mainly self-study for a research paper or project

ZHAW School of Management and Law
 January 2022