

## Module Offer in English - Master's Level Academic Year 2024/25

All Master-level modules offered in English are listed below. Click on the module code in the 'Module Description' column to access detailed module information (internet connection required).

**Please note the following:**

- All Master-level modules have specific advanced knowledge requirements, and it is the students' responsibility to ensure they meet these prerequisites.
- This module offer is provisional and subject to change; therefore, we cannot guarantee places in advance.
- Master-level modules typically run from Monday to Thursday. The schedules for most Master-level modules are flexible and may vary from week to week. To avoid scheduling conflicts, students should select modules from the same program and term. Exceptions may be made for modules involving autonomous self-study".

BANKING & FINANCE						
Module Description	Module Name	Hours/Week	ECTS	Semester	Term	Prerequisites
<a href="#"><u>w.CEF-PiE</u></a>	Corporate and Entrepreneurial Finance	2	3	Fall	1	<ul style="list-style-type: none"> <li>• Good knowledge of portfolio theory, capital market theory, and investment appraisal methods</li> </ul>
<a href="#"><u>w.IRB-PiE</u></a>	Institutional Frameworks	4	3	Fall	1	<ul style="list-style-type: none"> <li>• Previous knowledge of economics, law (in particular financial market regulation), and business administration</li> </ul>
<a href="#"><u>w.INE-PiE</u></a>	International Economics	4	3	Fall	1	<ul style="list-style-type: none"> <li>• The module builds on the foundations acquired in a Bachelor's degree program in Business Administration (with a specialization in Banking and Finance)</li> </ul>
<a href="#"><u>w.IN-PiE</u></a>	Investments	6	6	Fall	1	<ul style="list-style-type: none"> <li>• BSc B&amp;F modules: Active Investment Management, Quantitative Methodologies, Statistics, Finance Tools</li> </ul>
<a href="#"><u>w.QNM-PiE</u></a>	Quantitative Methods	6	6	Fall	1	<ul style="list-style-type: none"> <li>• 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</li> </ul>
<a href="#"><u>w.AIM-PiE</u></a>	Agile and Innovation Methods	4	6	Spring	2	<ul style="list-style-type: none"> <li>• Banking and project management knowledge</li> </ul>
<a href="#"><u>w.CBRM</u></a>	Customer Behavior Research Methods	2	3	Spring	2	-
<a href="#"><u>w.CEM-PiE</u></a>	Customer Experience Management	2	3	Spring	2	-
<a href="#"><u>w.IWM</u></a>	International Wealth Management ( <i>Elective</i> )	2	3	Spring	2	<ul style="list-style-type: none"> <li>• Basic banking and wealth management</li> </ul>
<a href="#"><u>w.PMA</u></a>	Performance Management ( <i>Elective</i> )	2	3	Spring	2	<ul style="list-style-type: none"> <li>• Basic understanding of:               <ul style="list-style-type: none"> <li>○ accounting principles and the concepts of finance &amp; investments (net present value, internal rate of return, multiples for stock valuation)</li> <li>○ the regulatory requirements imposed on banks (capital &amp; liquidity requirements)</li> <li>○ capital market instruments (stocks, bonds, swaps, etc.)</li> </ul> </li> <li>• For students taking this module, work experience in a large corporation is an advantage.</li> </ul>

## BANKING & FINANCE

Module Description	Name	Hours/Week	ECTS	Semester	Term	Prerequisites
<a href="#">w.QIS-PiE</a>	Quantitative Investment Strategies	4	6	Spring	2	<ul style="list-style-type: none"> <li>• Demanding module, requiring a strong foundation in the courses covered in the BSc Banking &amp; Finance</li> <li>• Knowledge in Quantitative methods, active investment management, financial instruments and portfolio theory, statistics, and investments</li> </ul>
<a href="#">w.RM-PiE</a>	Risk Management	4	6	Spring	2	<ul style="list-style-type: none"> <li>• Demanding module requiring a bachelor's degree in business administration with a specialization in banking and finance as well as basic knowledge of bank risk management</li> <li>• For further prerequisites, please check the syllabus</li> </ul>
<a href="#">w.REF</a>	Real Estate Finance ( <i>Elective</i> )	2	3	Spring	2	<ul style="list-style-type: none"> <li>• Basic knowledge of finance and statistics.</li> </ul>
<a href="#">w.SIM-PiE</a>	Strategic Innovation Management	2	3	Spring	2	<ul style="list-style-type: none"> <li>• Students have a bachelor's degree in business administration with a specialization in banking and finance. Basic knowledge of bank risk management. See module description for the full description.</li> </ul>
<a href="#">w.SIN-PiE</a>	Sustainable Investments	3	3	Spring	2	<ul style="list-style-type: none"> <li>• Bachelor level knowledge in Banking and Finance.</li> </ul>

## BUSINESS ADMINISTRATION – MAJOR INNOVATION AND ENTREPRENEURSHIP

Module Description	Module Name	Hours/Week	ECTS	Semester	Term	Prerequisites
<a href="#">w.IES</a>	International Entrepreneurship	4	6	Fall	3	<ul style="list-style-type: none"> <li>• See the module description.</li> </ul>
<a href="#">w.IECO</a>	Innovation Ecosystems	4	6	Fall	3	–
<a href="#">w.IVLAB3</a>	Innovation & Venture LAB III: Collaborative Innovation Project	4	6	Fall	3	<ul style="list-style-type: none"> <li>• A prerequisite is the parallel attendance of the module "Innovation Ecosystems". All previous modules (1st year) of the degree program.</li> </ul>

## BUSINESS ADMINISTRATION – MAJOR MARKETING

Module Description	Module Name	Hours/Week	ECTS	Semester	Term	Prerequisites
<a href="#">w.AKIM</a>	Automation & AI in Marketing ( <i>Elective</i> )	2	3	Fall	3	<ul style="list-style-type: none"> <li>• Module includes basic tasks covering statistics, math, and very basic coding, so expertise in these areas will be helpful.</li> </ul>
<a href="#">w.BMC</a>	Brand Management, Communications & Reputation Management	4	6	Fall	3	–
<a href="#">w.DMSU</a>	Digital Marketing for Start-ups ( <i>Elective</i> )	2	3	Fall	3	<ul style="list-style-type: none"> <li>• Compulsory MSc modules according to module table. Affinity for and basic knowledge of digital marketing methods and techniques.</li> </ul>
<a href="#">w.ECOM</a>	E-Commerce ( <i>Elective</i> )	2	3	Fall	3	<ul style="list-style-type: none"> <li>• Affinity to and interest in digital topics. Lectures and some professional experience in the field of e-commerce, sales, or digital marketing are an advantage.</li> </ul>
<a href="#">w.MAT</a>	Marketing Technology ( <i>Elective</i> )	2	3	Fall	3	–
<a href="#">w.PBM</a>	Pricing & Business Models in the Digital Age	4	6	Fall	3	–

## BUSINESS ADMINISTRATION – MAJOR ENTERPRISE DEVELOPMENT

Module Description	Module Name	Hours / Week	ECTS	Semester	Term	Prerequisites
<a href="#">w.DFRI*</a>	Digital Futures & Responsible Innovation	4	6	Fall	3	• New module
<a href="#">w.REL*</a>	Rethinking Leadership	4	6	Fall	3	• New module
<a href="#">w.NVC*</a>	New Value Creation	4	6	Fall	3	• New module

## BUSINESS INFORMATION TECHNOLOGY

Module Description	Module Name	Hours/ Week	ECTS	Semester	Term	Prerequisites
<a href="#">w.ITSY</a>	IT Security	2	3	Fall	1	• Prior knowledge of Business IT at BSc level, especially on the aspect of IT Security. See more information in the module description.
<a href="#">w.ITGRC</a>	IT-Governance, Risk and Compliance	2	3	Fall	3	• A basic understanding of ITIL and IT service management.
<a href="#">w.PDI</a>	Process Digitalization	4	6	Fall	3	• Basic principles of modeling business processes, in particular using BPMN

## CIRCULAR ECONOMY MANAGEMENT

Module Description	Module Name	Hours/ Week	ECTS	Semester	Term	Prerequisites
<a href="#">w.SSEC</a>	Sustainability – Sufficiency – Efficiency – Consistency**	2	3	Fall	1	<ul style="list-style-type: none"> <li>• Ability explain the principles of sustainability and key concepts of sustainable development, for example, the Strategic Development Goals framework and triple-bottom-line model</li> <li>• explain the drivers, mechanisms, and impacts of major environmental issues such as climate change, eutrophication, resource depletion, deforestation, etc.</li> </ul>
<a href="#">w.LCSA</a>	Life Cycle Sustainability Assessment**	2	3	Fall	1	<ul style="list-style-type: none"> <li>• elaborate on the sustainable development goals of the United Nations.</li> <li>• read, process, and critically discuss scientific publications from peer-reviewed journals,</li> <li>• understand the basics of systems theory, life cycle thinking, economics and chemistry, and</li> <li>• perform calculations and visualizations in MS Excel.</li> </ul>
<a href="#">w.BIMA</a>	Bioeconomy / Materials	2	3	Fall	1	–
<a href="#">w.OESG</a>	Organizations and Environment, Social and Governance	2	3	Fall	1	• General understanding of ESG principles and guidelines
<a href="#">w.ISLCE</a>	International and Swiss Law – Circular Economy	2	3	Fall	1	• students are invited to contribute their practical experiences and special knowledge
<a href="#">w.MES</a>	Material and Energy Systems**	2	3	Fall	1	–

## CIRCULAR ECONOMY MANAGEMENT

<u>w.MANF</u>	Manufacture	2	3	Fall	1	<ul style="list-style-type: none"> <li>• basic knowledge and understanding of operations management, production cycles, and operation costs</li> </ul>
<u>w.SCVC</u>	Supply Chains – Value Chains	2	3	Fall	1	<ul style="list-style-type: none"> <li>• Global supply chain management</li> <li>• Organizational and operational management</li> <li>• Fundamentals in international business</li> </ul>
<u>w.DPG</u>	Drivers – Politics and Governance	2	3	Fall	1	<ul style="list-style-type: none"> <li>• Basic knowledge of sustainability and resources and how they are managed, circular economy methods and definitions, technologies and innovations in the circular economy.</li> </ul>
<u>w.CTH</u>	Critical Thinking	2	3	Fall	1	<ul style="list-style-type: none"> <li>• Analysis and decision-making principles and models; ethics in organizational behavior</li> </ul>
<u>w.BEPS</u>	Behavioral Psychology**	2	3	Spring	2	<ul style="list-style-type: none"> <li>• name examples from professional or everyday lives in which behavioral changes play a role, at an individual, consumer, or group level, such as employees in an organization.</li> <li>• name examples of behaviors that are desirable in a circular economy, for example, repair, re-use, sharing, and second-hand purchases</li> <li>• apply empirical research methods</li> </ul>
<u>w.DES</u>	Design	2	3	Spring	2	<ul style="list-style-type: none"> <li>• general understanding of design principles and recycling in technical and natural cycles</li> </ul>
<u>w.BMCE</u>	Business Models for the Circular Economy	2	3	Spring	2	<ul style="list-style-type: none"> <li>• Principles of business transformation around the circular economy, creating competitive advantage, consumer buying cycle</li> </ul>
<u>w.CHAMA</u>	Change Management	2	3	Spring	2	–
<u>w.TRAP</u>	Transformation Processes	2	3	Spring	2	<ul style="list-style-type: none"> <li>• basic knowledge of circular economy methods and definitions, technologies and innovations in the circular economy, and governance and policies</li> </ul>
<u>w.COCO</u>	Communication and Consulting ( <i>Elective</i> )	4	6	Spring	2	<ul style="list-style-type: none"> <li>• Principles of stakeholder management</li> <li>• Organizations and environmental, social, and governance (ESG) issues</li> <li>• Legal, social, political, environmental, and economic drivers related to the circular economy</li> </ul>
<u>w.SYPA</u>	Systems and Potential Analysis ( <i>Elective</i> )	4	6	Spring	2	<ul style="list-style-type: none"> <li>• Basics of approaches to system analysis and potential analysis</li> <li>• A general understanding of tools for modelling systems</li> </ul>
<u>w.TEAS</u>	Technology Assessment ( <i>Elective</i> )	4	6	Spring	2	<ul style="list-style-type: none"> <li>• Life cycle assessment</li> <li>• Assessment methods and forecasting</li> </ul>
<u>w.DAMO</u>	Data Analysis and Monitoring ( <i>Elective</i> )**	4	6	Spring	2	<ul style="list-style-type: none"> <li>• understand basic concepts of statistics (types of data, sample vs population, sampling techniques, parameters, and variables).</li> <li>• have previous basic knowledge of (any) programming language</li> </ul>

\*\* module takes place at ZHAW School of Life Sciences and Facility Management located in the municipality of Waedenswil

## MANAGEMENT AND LAW

Module Description	Module Name	Hours / Week	ECTS	Semester	Term	Prerequisites
<a href="#"><u>w.IEP</u></a>	International Economics and Politics	4	6	Fall	1	<ul style="list-style-type: none"> <li>• Basic knowledge of economics (systematic knowledge in microeconomics and macroeconomics)</li> </ul>
<a href="#"><u>w.PFP</u></a>	Applied Research Projects	Autonomous self-study**	6	Fall / Spring	1/2	<ul style="list-style-type: none"> <li>• Knowledge of scientific work at bachelor's level</li> </ul>
<a href="#"><u>w.ILSSL</u></a>	International Labor and Social Security Law	4	6	Spring	2	<ul style="list-style-type: none"> <li>• HR Management as well as Labor and Social Security Law at BSc level</li> </ul>
<a href="#"><u>w.MS</u></a>	Managing Strategy	4	6	Spring	2	<ul style="list-style-type: none"> <li>• Knowledge of strategic management at BSc level</li> </ul>
<a href="#"><u>w.RC</u></a>	Regulation and Competition	4	6	Spring	2	<ul style="list-style-type: none"> <li>• Knowledge of public commercial law and competition law at BSc level</li> </ul>

\* 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