

2016.HS

Module Name: Brand Management, Communications & Reputation Management	
Module Code	w.MA.XX.BMC.14HS
Module Description	Students are able to manage a brand, conduct strategic communication planning, and develop and evaluate the right marketing communication disciplines for specific situations.
Program and Specialization	Business Administration - Specialization in Marketing
Legal Framework	Academic Regulations MSc in Business Administration dated by 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Marketing), first adopted on 07.11.2008
Module Category	Module Type: Compulsory
ECTS	6
Organizational Unit	W Institut für Marketing Management Ltg.
Module Coordinator	Hallier Willi Christine (hall)
Deputy Module Coordinator	Beurer-Züllig Bettina (beur)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> ✎ Subject Competence ✎ Methodology Competence ✎ Social Competence ✎ Self Competence
Contribution to Program Learning Objectives	<p>Subject Competence</p> <ul style="list-style-type: none"> ✎ Knowing and Understanding Content of Theoretical and Practical Relevance ✎ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance ✎ Evaluate Content of Theoretical and Practical Relevance <p>Methodology Competence</p> <ul style="list-style-type: none"> ✎ Problem-Solving & Critical Thinking ✎ Scientific Methodology ✎ Work Methods, Techniques, and Procedures ✎ Information Literacy ✎ Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> ✎ Written Communication ✎ Oral Communication ✎ Teamwork & Conflict Management <p>Self Competence</p> <ul style="list-style-type: none"> ✎ Self-Management & Self-Reflection
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> ✎ are able to explain different communication tools to the full extent of their complexity. ✎ are able to replicate challenges and gaps between brand identity and brand perception. ✎ are able to formulate the success factors for brand communication. ✎ are able to derive the success factors for strategic communication. ✎ are able to monitor the comprehensive brand experience (brand building and brand management). ✎ are able to suggest corporate communication measures; communicate during crisis and interpret a corporate CD/CI manual. ✎ are able to assess corporate communication measures within a framework of legal considerations, rules and regulations (brands and advertising). ✎ are able to value brands and interpret goodwill. ✎ are able to assess the significance of professional brand management in the current competitive environment. ✎ are able to reproduce the process of identity-based brand building. ✎ are able to classify the challenges of closing the gaps between brand perception and brand identity. ✎ are able to reflect on the values terms and their importance for the various stakeholders in the company. ✎ are able to communicate the basic positioning approaches and the process of personality-oriented brand positioning using practical examples.
Links to other modules	<p>The content of this module is linked to the following modules:</p> <ul style="list-style-type: none"> w.MA.XX.CML.14HS w.MA.XX.ICM.14HS w.MA.XX.PSIM.14HS

Methods of Instruction	<ul style="list-style-type: none"> # Lecture # Case Studies # Exercises # Literature Review # Discussion # Group project 	Social Settings Used:		
Digital Resources	<ul style="list-style-type: none"> # Teaching Materials # Case Studies (with Key) 			
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Lecture	30 h	-		
Excercise	30 h	-		
Project Work	-	-		
Seminar	-	-		
Total	60 h	0 h		
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
Written exam	Closed book	90	50,00%	
Permitted Resources*	Non-programmable calculator	With dictionary		
*Acc. to the Guidelines on the Use of Examination Aids/Resources ("Merkblatt Hilfsmittel SML Intranet Prüfungen/Zeugnisse")				
Others	Assessment	Length (min.)	Weighting	
Talk/oral presentation	Grade	20	50,00%	
Classroom Attendance Requirement	-			
Language of Instruction/Examination	English			
Compulsory Reading	see Moodle			
Recommended Reading	-			
Comments	Performance assessment: Re-submission of work not possible			

HS 2014/15

Module Name: Integrated Projects: Consulting Projects (Problem-Based Learning)											
Module Code	w.MA.XX.IPCP.CC										
Degree Program and Discipline	<input type="checkbox"/> Banking and Finance <input checked="" type="checkbox"/> Business Administration - Specialization in Marketing <input type="checkbox"/> Business Administration - Specialization in Public and Nonprofit Management <input type="checkbox"/> Business Information Technology <input type="checkbox"/> Management and Law										
Legal Framework	Academic Regulations Master of Science (MSc) in Business Administration with a Specialization in Marketing dated by 04.06.2009										
Modulkategorie	<table border="0"> <tr> <td>Type of Module</td> <td>Module Level</td> </tr> <tr> <td><input checked="" type="checkbox"/> Compulsory</td> <td><input type="checkbox"/> Basic</td> </tr> <tr> <td><input type="checkbox"/> Consolidation</td> <td><input type="checkbox"/> Intermediate</td> </tr> <tr> <td><input type="checkbox"/> Compulsory Elective</td> <td><input type="checkbox"/> Advanced</td> </tr> <tr> <td><input type="checkbox"/> Elective</td> <td><input checked="" type="checkbox"/> Specialized</td> </tr> </table>	Type of Module	Module Level	<input checked="" type="checkbox"/> Compulsory	<input type="checkbox"/> Basic	<input type="checkbox"/> Consolidation	<input type="checkbox"/> Intermediate	<input type="checkbox"/> Compulsory Elective	<input type="checkbox"/> Advanced	<input type="checkbox"/> Elective	<input checked="" type="checkbox"/> Specialized
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<input type="checkbox"/> Compulsory Elective	<input type="checkbox"/> Advanced										
<input type="checkbox"/> Elective	<input checked="" type="checkbox"/> Specialized										
ECTS	9										
Organizational Unit	Institute of Marketing Management (IMM)										
Module Coordinator	Jürg Hari (harg)										
Deputy Module Coordinator	Gunther Kucza (kuca)										
Prerequisite Knowledge	None										
Relevant Program Objectives	Knowledge and Understanding, Application of Knowledge and Understanding, Ability to Make Judgments, Communications Skills, Self-learning Skills										
Contributions to Program Objectives	<p>Knowledge and Understanding (High)</p> <ul style="list-style-type: none"> Formulates research questions and develops hypothesis with a focus on a specific business problem Applies quantitative and qualitative methods in a business context; assesses their advantages and disadvantages and is aware of their limitations in a daily business context. <p>Application of Knowledge and Understanding (High)</p> <ul style="list-style-type: none"> Applies instruments of market and social research and supports their use in enterprises Formulates an adequate research problem for a specific business challenge (problem based learning) Applies project management guidelines <p>Ability to Make Judgments (High)</p> <ul style="list-style-type: none"> Designs a consulting project Assesses the appropriate solution steps Assesses measure for organizational change management <p>Communications Skills (High)</p> <ul style="list-style-type: none"> Communicates the project outcome and project results to the project steering committee. Drafts written project reports and makes oral presentations. <p>Self-learning Skills (High)</p> <ul style="list-style-type: none"> Increases consulting skills Increases self learning skills in autonomous and guided self study. 										
Primary Module Aim	<p>Students are able to apply the methods and expertise they have acquired in the context of practical consulting projects which are carried out in teams and under supervision. They take account of recognized business management standards and make an identifiable contribution to their team's project.</p> <p>As a key element of the overall aim of this course of study, these consulting projects enable the students to practice the skills and knowledge they have been taught in the modules "Change Management" and "Scientific Working Techniques" by conducting practical research themselves.</p>										
Module Content	<ul style="list-style-type: none"> Project management; project structures Market research methods with different characteristics Data analysis Managing a team Communicating with customers 										

	<ul style="list-style-type: none"> • Fact-based recommendations for action • Problem-based learning in real-world situations, consulting tools, and storytelling in project management 								
Competence-Oriented Learning Goals	<p>Students are able to...</p> <p>Knowledge and understanding</p> <ul style="list-style-type: none"> • Understands specific research tools and methods. • Acquires specific and specialized knowledge • Acquires expert knowledge in a given field. • Applies interdisciplinary thinking. <p>Application of knowledge and understanding</p> <ul style="list-style-type: none"> • interdisciplinary thinking • Ensures practical implementation for a given business context • Trains multidisciplinary qualifications <p>Ability to make judgments</p> <ul style="list-style-type: none"> • Scrutinizes project results (critical thinking) • Ensures adequacy for a specific business context • Acquires social competence skills and multidisciplinary qualifications <p>Communication skills</p> <ul style="list-style-type: none"> • Develops project plans and project alternatives for a customer company • Reports in written and oral form the project results and outcomes. • Manages a consulting project. <p>Self-learning skills</p> <ul style="list-style-type: none"> • Self-guided project management of an open business problem 								
Links to Other Modules	<p>The module is linked to the following module(s):</p> <table> <tr> <td>Module:</td> <td>Content:</td> </tr> <tr> <td>WAIM</td> <td>Research methods</td> </tr> <tr> <td>WAQM</td> <td>Statistics</td> </tr> <tr> <td>CML</td> <td>Change management, team work, external organizations</td> </tr> </table>	Module:	Content:	WAIM	Research methods	WAQM	Statistics	CML	Change management, team work, external organizations
Module:	Content:								
WAIM	Research methods								
WAQM	Statistics								
CML	Change management, team work, external organizations								
Teaching Method(s)	<p>Classroom Instruction</p> <ul style="list-style-type: none"> <input type="checkbox"/> Lectures <input type="checkbox"/> Interactive instruction <input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Discussion <input checked="" type="checkbox"/> Presentation <input checked="" type="checkbox"/> Group project <input checked="" type="checkbox"/> Case studies <input checked="" type="checkbox"/> Review of literature <input type="checkbox"/> Simulation(s) <input type="checkbox"/> Others: 								

Classroom Attendance Requirement	Projekt im Feld		
Type of Instruction	Classroom Instruction (1 x 45 min. lesson = 1 h workload)	Guided Self-Study (1 x 45 min. lesson = 1 h workload)	Autonomous Self-Study (1 x 45 min. lesson = 1 h workload)
Lecture	h	h	
Exercise	h	h	
Project Work	h	h	270 h
Seminar	h	h	
Total	h	h	270 h
Performance Assessments	Type	Number	Length (min.)
	<input type="checkbox"/> Written exam(s)		
	<input type="checkbox"/> Oral exam(s)		
	<input type="checkbox"/> Talk/oral presentation(s)		
	<input checked="" type="checkbox"/> Paper(s)	1	
	<input type="checkbox"/> Others:		
	Type	Weighting	Form
	Written exam(s)		<input type="checkbox"/> Open book <input type="checkbox"/> Specified materials <input type="checkbox"/> Closed book
	Oral exam(s)		
	Talk/oral presentation(s)		
	Paper(s)	100%	
	Others:		
	Permitted Resources acc. to the guidelines on the use of examination aids/resources ("Merkblatt Hilfsmittel SML Intranet Prüfungen/Zeugnisse")		
	<input type="checkbox"/> Free choice of calculator <input type="checkbox"/> Calculator supplied by ZHAW <input type="checkbox"/> Non-programmable calculator <input type="checkbox"/> Dictionary <input type="checkbox"/> Others (please specify):		
Correction period	No correction period granted.		
Language of Instruction/Examination	<input type="checkbox"/> German <input checked="" type="checkbox"/> English		
Teaching Materials	<input type="checkbox"/> Lecture slides <input type="checkbox"/> Script <input checked="" type="checkbox"/> Online resources <input type="checkbox"/> Others (please specify):		
Compulsory Reading	- Fallweise verschieden		
Recommended Reading	None		
Comments			

*Unfortunately not yet available in English

Modulbezeichnung: Pricing & Business Models in the Digital Age*											
Modulkürzel	w.MA.XX.PBM.XX										
Studiengang und Studienrichtung	<input type="checkbox"/> Banking and Finance <input checked="" type="checkbox"/> Business Administration - Specialization in Marketing <input type="checkbox"/> Business Administration - Specialization in Public and Nonprofit Management <input type="checkbox"/> Wirtschaftsinformatik <input type="checkbox"/> Management and Law										
Rechtliche Grundlagen	Studienordnung für den Masterstudiengang Business Administration (Marketing und Public and Nonprofit Management) vom 04.06.2009										
Modulkategorie	<table border="0"> <tr> <td>Modultyp</td> <td>Modullevel</td> </tr> <tr> <td><input checked="" type="checkbox"/> Pflichtmodul</td> <td><input type="checkbox"/> Basic</td> </tr> <tr> <td><input type="checkbox"/> Vertiefungsmodul</td> <td><input type="checkbox"/> Intermediate</td> </tr> <tr> <td><input type="checkbox"/> Wahlpflichtmodul</td> <td><input type="checkbox"/> Advanced</td> </tr> <tr> <td><input type="checkbox"/> Wahlmodul</td> <td><input checked="" type="checkbox"/> Specialized</td> </tr> </table>	Modultyp	Modullevel	<input checked="" type="checkbox"/> Pflichtmodul	<input type="checkbox"/> Basic	<input type="checkbox"/> Vertiefungsmodul	<input type="checkbox"/> Intermediate	<input type="checkbox"/> Wahlpflichtmodul	<input type="checkbox"/> Advanced	<input type="checkbox"/> Wahlmodul	<input checked="" type="checkbox"/> Specialized
Modultyp	Modullevel										
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<input type="checkbox"/> Wahlmodul	<input checked="" type="checkbox"/> Specialized										
ECTS	6										
Verantwortliche OE	Institut für Marketing Management (IMM)										
Modulverantwortung	Frank Hannich (hanf)										
Modulverantwortung Stellvertretung	Gunther Kucza (kuca)										
Erforderliche Vorkenntnisse											
Studiengangziele (durch das Modul betroffene)	Wissen und Verstehen, Anwenden von Wissen und Verstehen, Urteilen, Kommunikative Fertigkeiten, Selbstlernfähigkeit										
Beiträge des Modules an die Studiengangziele	<p>Wissen und Verstehen (Hoch):</p> <ul style="list-style-type: none"> • Das Zusammenspiel von Unternehmensparametern verstehen. • Deren Auswirkung auf den Unternehmenserfolg kennen. <p>Anwenden von Wissen und Verstehen (Hoch):</p> <ul style="list-style-type: none"> • Das Modell des Business Model Canvas anwenden. • digitale Prozesse integrieren. <p>Urteilen (Hoch):</p> <ul style="list-style-type: none"> • eine Preisstrategie beurteilen. • Diverse digitale Geschäftsmodelle evaluieren. <p>Kommunikative Fertigkeiten (Mittel):</p> <ul style="list-style-type: none"> • Ein Geschäftsmodell visualisieren. • Neue Geschäftsmodelle kreieren. <p>Selbstlernfähigkeit (Hoch):</p> <ul style="list-style-type: none"> • Bei der Analyse eines Marktes sowohl die Perspektive der Kunden und Konkurrenten als auch des Unternehmens einnehmen und Quellen für Abweichungen identifizieren und beurteilen. • Anhand der Lektüre von Fachliteratur gezielt Wissen zu bestimmten Fachthemen vertiefen. 										
Richtziel des Modules	Das Modul stützt sich auf die Methode des Business Model Canvas für Geschäftsmodellinnovationen inkl. digitale Mechanismen quer durch verschiedene Industrien. Insbesondere liegt der Fokus auf der Preisfestsetzung, die dank digitalen Mechanismen innovativ gestaltet werden kann. Business Model Canvas ist ein Tool zur Visualisierung von Geschäftsmodellen. Startup Unternehmen sind ein weiterer Fokus des Moduls.										
Lerninhalte des Modules	<ul style="list-style-type: none"> • Business Model Canvas visualisiert die neun zentralen Faktoren für den Erfolg eines Geschäftsmodells und zeigt deren gegenseitige Abhängigkeit: • Kundensegmente: Nutzer, Abonnenten, zahlenden Kunden • Wertversprechen: Für jedes Kundensegment gibt es ein eigenes Wertversprechen: eine abgestimmte Kombination aus Produkt, Service, Dienstleistung. • Kanäle: Dieser Faktor steht für die einzelnen Kanäle und Touchpoints. • Kundenbeziehungen: Form des Umgangs mit deinen Kunden • Umsatzquellen: Mit welchen Preisstrategien erzielt die Firma Einnahmen • Schlüsselressourcen: Welche Ressourcen und welche Infrastruktur werden benötigt • Schlüsselaktivitäten: Zentralen Aktivitäten, die erforderlich sind? 										

	<ul style="list-style-type: none"> • Schlüsselpartner: Ressourcen auf die das Unternehmen auf externe Zulieferer zurückgreift (Outsourcing). • Kostenstruktur: Die übergeordnete Finanzplanung für das Unternehmen. 		
Feinziele des Modules (kompetenzorientierte Lernziele)	<p>Die Studierenden können...</p> <p>Wissen und Verstehen</p> <ul style="list-style-type: none"> • ein Geschäftsmodell nachvollziehen • zentrale Parameter in der Finanzrechnung wiedergeben. <p>Anwenden von Wissen und Verstehen</p> <ul style="list-style-type: none"> • ein Canvas entwerfen • eine Gruppe beim entwerfen eines Canvas unterstützen <p>Urteilen</p> <ul style="list-style-type: none"> • die Parameter sinnvoll einordnen. <p>Kommunikative Fertigkeiten</p> <ul style="list-style-type: none"> • ein visualisiertes Modell den Geschäftspartnern erklären • einen Bericht zuhanden der Geschäftsleitung verfassen <p>Selbstlernfähigkeit</p> <ul style="list-style-type: none"> • die Bereitschaft entwickeln, sich vertieft mit Geschäftsmodellen auseinanderzusetzen. • ihr eigenverantwortliches Lernen durch autonomes und begleitetes Selbststudium fördern. 		
Verknüpfung zu anderen Modulen	Das Modul weist eine Verknüpfung zu folgendem/folgenden Modul(en) auf:		
	Modul: FBM Int. Mark.	Inhalt: Evidenzbasierte Finanzkennzahlen Internationales Umfeld	
Unterrichtsmethode	<p>Kontaktstudium</p> <p><input checked="" type="checkbox"/> Vorlesung <input type="checkbox"/> Lehrgespräch <input checked="" type="checkbox"/> Übung <input type="checkbox"/> Diskussion <input type="checkbox"/> Präsentation <input checked="" type="checkbox"/> Gruppenarbeit <input checked="" type="checkbox"/> Fallstudien <input type="checkbox"/> Literaturstudium <input type="checkbox"/> Simulation <input type="checkbox"/> Weitere:</p>		
Präsenzverpflichtung im Kontaktstudium	keine		
Unterrichtsgliederung	Kontaktstudium (1 Lektion à 45 Min. = 1 h workload)	Begleitetes Selbststudium (1 Lektion à 45 Min. = 1 h workload)	Autonomes Selbststudium (1 Lektion à 45 Min. = 1 h workload)
Vorlesung	60 h	h	60
Übung	h	h	
Projektarbeit	30 h	h	30
Seminar	h	h	
Total	90 h	h	180 h
Leistungsnachweise	Art	Anzahl	Dauer(Min)
	<input checked="" type="checkbox"/> Schriftliche Prüfung(en)	1	60
	<input type="checkbox"/> Mündliche Prüfung(en)		
	<input type="checkbox"/> Referat/mündliche Präsentation(en)		
	<input checked="" type="checkbox"/> Schriftliche Arbeit(en)	1	
	<input type="checkbox"/> Andere:		
	Art	Gewichtung	Form
	Schriftliche Prüfung(en)	50 %	<input checked="" type="checkbox"/> open book <input type="checkbox"/> Spezifizierte Unterlagen <input type="checkbox"/> closed book
	Mündliche Prüfung(en)		
	Referat/mündliche Präsentation(en)		
	Schriftliche Arbeit(en)	50 %	
	Andere:		
	Hilfsmittel (gemäss Merkblatt Hilfsmittel SML Intranet Prüfungen/Zeugnisse)		

	<input type="checkbox"/> freie Wahl des TR <input type="checkbox"/> ZHAW TR <input type="checkbox"/> nicht programmierbarer TR <input type="checkbox"/> Diktionär <input type="checkbox"/> andere:
Nachbesserungen	Eine Nachbearbeitung ist nicht möglich.
Unterrichts- und Prüfungssprache	<input checked="" type="checkbox"/> Deutsch <input checked="" type="checkbox"/> Englisch
Unterrichtsunterlagen	<input checked="" type="checkbox"/> Folienskript <input type="checkbox"/> Skript <input type="checkbox"/> Elektronische Hilfsmittel <input type="checkbox"/> andere:
Pflichtliteratur	- Osterwalder, A., Pigneur Y. (2011) Business Model Generation: Ein Handbuch für Visionäre, Spielveränderer und Herausforderer, Campus VerlagName, Vorname (Erscheinungsjahr): Titel. Auflage. Erscheinungsort: Verlag
Ergänzende Literatur	
Bemerkungen	