Zurich University
of Applied Sciences

zh aw **School of Management and Law**

Module Offer in English - Master's Level
Academic Year 2021/22

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	Pre-Requisits
w.CEF-PiE	Corporate and Entrepreneurial Finance	4	3	Fall	1	• A good knowledge of portfolio and capital market theory and at least a basic knowledge of company valuation methods.
w.IRB-PiE	Institutional Frameworks	4	3	Fall	1	• Economics, law (in particular financial market regulation) & business admin.
w.INE-PiE	International Economics	4	3	Fall	1	• Introductory courses on economic principles and macroeconomics
w.IN-PiE	Investments	4	6	Fall	1	• BSc B&F modules: Active Investment Mgmt, Quantitative Methodologies, Statistics, Finance Tools
w.IREP-PiE	International Research Projects	4	9	Fall	1	• Students have a Bachelor's degree in Business Administration and have written a Bachelor's Thesis
w.QNM-PiE	Quantitative Methods	4	6	Fall	1	• Basic knowledge of mathematics an statistics at Bachelor's level and writing a scientific paper
w.AQM-PiE	Advanced Quantitative Methods	Autonomous Self-study**	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, bachelor degree in Business/Economics
w.MA.CJO-PiE	Customer Journey	Autonomous Self-study**	3	Spring	2	-
w.PMA-PiE	Performance Management	Autonomous Self-study**	3	Spring	2	• Script Fundamentals of Bank Accounting: Accounting rules for banks and fundamentals of funds transfer pricing, risk cost calculation and activity based costing Script Fundamentals of Capital Requirements: Definition of regulatory capital, riskweighted capital requirements for major banking businesses and leverage ratio requirements Script Fundamentals of Liquidity Requirements: Minimum reserves, liquidity coverage ratio (LCR) and net stable funding ratio (NSFR) requirements for major banking businesses
w.QLM-PiE	Qualitative Methods	Autonomous Self-study**	3	Spring	2	-
w. QIS-PiE	Quantitative Investment Strategies	4	6	Spring	2	• Quantitative methods, active investment management, financial instruments and

Module Description	Module Name	Hours/Week	ECTS	Semester	Term	Pre-Requisits
						portfolio theory, statistics, investments.
w.RM	Risk Management	4	6	Spring	2	• Bachelor's degree in Business Administration (major in Banking & Finance) Basic knowledge of bank risk.
w.SIM-PiE	Strategic Innovation Management	Autonomous Self-study**	3	Spring	2	• Students have a Bachelor's degree in Business Administration with a specialization in Banking and Finance, or a similar degree. Prior to starting this module, they have the following knowledge and competencies: - Understanding the basic principles underlying the relationships between an enterprise, its environment, and the market - Basic knowledge and understanding of strategy and innovation - Basic knowledge of business models - Basic knowledge of characteristics of business models in retail banking, private banking, and investment banking
w.SIN-PiE	Sustainable Investments	Autonomous Self-study**	3	Spring	2	• Bachelor Knowledge Banking and Finance

BUSINESS ADMINISTRATION – MAJOR INNOVATION AND ENTREPRENEURSHIP

Module Description	Module Name	Hours/Week	ECTS	Semester	Term	Pre-Requisits
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"
w.DMSU	Digital Marketing for Startups (Elective)	2	3	Fall	3	• Affinity for and basic knowledge of digital marketing methods and techniques.
w.DITRA	Digital Transformation (Elective)	2	3	Fall	3	–

BUSINESS ADMINISTRATION – MAJOR MARKETING

Module Description	Module Name	Hours/Week	ECTS	Semester	Term	Pre-Requisits
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 (Elective)	2	3	Fall	3	–
w.DMPL	Digital Marketing for Product Launches or Start-ups (Elective)	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 (Elective)	2	3	Fall	3	–
w.AKIM	Automation & AI in Marketing (Elective)	2	3	Fall	3	–

BUSINESS INFORMATION TECHNOLOGY***

Module Description	Module Name	Hours/ Week	ECTS	Semester	Term	Pre-Requisits
w.EPA	Enterprise Architecture	2	3	Fall	1	• Students must have an understanding of modeling, IT architecture, and the Internet.
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)
NEW	IT Governance, Risk Management, & Compliance	tba	3	Fall	3	tba
NEW	Process Digitalization	tba	6	Fall	3	tba

MANAGEMENT AND LAW

Module Description	Module Name	Hours / Week	ECTS	Semester	Term	Pre-Requisits
w.IEP	International Economics and Politics	4	6	Fall	1	• Basic knowledge of economics (systems knowledge in microeconomics and macroeconomics)
w.SEIC	Scientific Exchange & International Conference	Guided Self-study*	9	Fall	3	• Knowledge from the module "Research and Methodology"
w.PFP	Applied Research Projects	Autonomous Self-study**	6	Fall / Spring	1 / 2	• Knowledge of scientific research and academic writing at BSc level
w.IVFL	Interdisciplinary Research	Autonomous Self-study**	6	Spring	2	• Knowledge from the module "Research and Methodology"
w.ILSSL	International Labour and Social Security Law	4	6	Spring	2	• HR Management as well as Labor and Social Security Law at BSc level
w.MS	Managing Strategy	4	6	Spring	2	• Knowledge of strategic management at BSc Level
w.RC	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

*** All modules from this degree program take place in Zurich

ZHAW School of Management and Law
January 2021