

Module Offer in English - Bachelor's Level Academic Year 2018/19

All modules 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.
- The provisional 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	<ul style="list-style-type: none"> • Introduction to Banking & Finance
w.BA.XX.2FKIR	Financial Communication / Investor Relations <i>(Elective)</i>	2	3	Fall	<ul style="list-style-type: none"> • Financial Accounting
w.BA.XX.2MIC	Management of an Insurance Company	4	6	Fall	<ul style="list-style-type: none"> • Advanced knowledge in Risk & Insurance Management
w.BA.XX.2QMeth-en	Quantitative Methods	2	3	Fall	<ul style="list-style-type: none"> • Mathematics 1; Mathematics 2; Statistics
w.BA.XX.2WMC-en*	Wealth Management & Compliance	4	6	Fall	<ul style="list-style-type: none"> • Basic knowledge of finance, economics and law
w.BA.XX.2CFS	Consolidated Financial Statements	4	6	Fall/Spring	-
w.BA.XX.2CFRM	Corporate Finance & Risk Management	4	6	Fall/Spring	<ul style="list-style-type: none"> • Financial Accounting & Analysis; Financial Instruments & Portfolio Theory
w.BA.XX.2DPG	Data Protection and Governance <i>(Elective)</i>	2	3	Fall/Spring	-
w.BA.XX.2FIPT	Financial Instruments & Portfolio Theory	4	6	Fall/Spring	<ul style="list-style-type: none"> • Mathematics 1; Mathematics 2; Statistics; Introduction to Banking & Finance
w.BA.XX.2TM	Turnaround Management	4	6	Fall/Spring	<ul style="list-style-type: none"> • Financial Accounting; Management Accounting
w.BA.XX.2AIM-en	Active Investment Management	4	6	Spring	<ul style="list-style-type: none"> • 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	-
w.BA.XX.2BF-en	Introduction to Banking & Finance	4	6	Spring	<ul style="list-style-type: none"> • Prior knowledge in the financial and banking sector
w.BA.XX.2MAcc-en	Management Accounting	4	6	Spring	<ul style="list-style-type: none"> • Financial Accounting; Financial Analysis

BUSINESS ADMINISTRATION / GENERAL MANAGEMENT / ECONOMICS

Module Description	Module Name	Hours/Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.2Comm-en	Communication	4	6	Fall	–
w.BA.XX.1CR-IM	Corporate Responsibility	2	3	Fall	–
w.BA.XX.2GDM	Introduction to Digital Marketing Communication (<i>Elective</i>)	2	3	Fall	–
w.BA.XX.2IBS-en	Introduction to Business Studies	4	6	Fall	–
w.BA.XX.2LBE-PiE	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	–
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.2RV	Reinsurance (<i>Elective</i>)	2	3	Fall	• General principles of insurance
w.BA.XX.2Strat-en	Strategy (same module as 'Strategic Mgmt. for Incomings')	4	6	Fall	• Introduction to Business Studies
NEW*	Advanced Microeconomics (<i>Elective</i>)	2	3	Fall/Spring	
w.BA.XX.2CI	Customer Insights (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.2GMM-Inc	Global Marketing Management for Incomings	4	6	Fall/Spring	–
w.BA.XX.2IIST	Information, Incentives and Strategic Thinking (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.2LFD	Learning from Disasters (<i>Elective</i>)	2	3	Fall/Spring	• Basic knowledge of probability and statistics
w.BA.XX.2OD	Organizational Design in a VUCA World (<i>Elective</i>)	2	3	Fall/Spring	• Advanced Strategic Management; Strategic Project Management; Human Capital Management; Innovation & Entrepreneurship; Leadership & Business Ethics
w.BA.XX.2SFIVC	Simulation for Integrated Value Creation (<i>Elective</i>)	2	3	Fall/Spring	–
w.BA.XX.2STM-Inc	Strategic Management for Incomings (same module as 'Strategy')	4	6	Fall/Spring	• Introduction to General Management
w.BA.XX.2SCM	Supply Chain Management (<i>Elective</i>)	2	3	Fall/Spring	• Operations Management; Strategic Management
w.BA.XX.2HCM-en	Human Capital Management	2	3	Spring	–
w.BA.XX.2Math2-en	Mathematics 2	3	3	Spring	• Mathematics 1
w.BA.XX.2OP-en	Operations & Process Management	4	6	Spring	• Advanced Strategic Management; Foundations of marketing; Financial Accounting & Analysis
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 INFORMATION TECHNOLOGY

Module Description	Module Name	Hours/Week	ECTS	Semester	Prerequisite Knowledge
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

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.2CBSSC*	Cross Border Sales and Services Contracts (<i>Elective</i>)	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

INTERNATIONAL BUSINESS

Module Description	Module Name	Hours/ Week	ECTS	Semester	Prerequisite Knowledge
w.BA.XX.2AIntBus	Advanced International Business	4	6	Fall	<ul style="list-style-type: none"> International Business; Advanced Marketing & Strategy; Financial /Management Accounting
w.BA.XX.2ELH	European Legal History (<i>Elective</i>)	2	3	Fall	<ul style="list-style-type: none"> Legal English, basic knowledge of legal methods
w.BA.XX.1Int2FW-IM	Integration II - Fieldwork	4	6	Fall	-
w.BA.XX.2IBusE-BL	International Business & Ethics	4	6	Fall	<ul style="list-style-type: none"> Basics in business administration & economics; knowledge of binding norms in different fields of law
w.BA.XX.2IntN	International Negotiation (<i>Elective</i>)	2	3	Fall	-
w.BA.XX.1ISMG-T-IM	International Strategic Management	4	6	Fall	-
w.BA.XX.2BM-IM	Brand Management (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> Advanced Business English 1 & 2
w.BA.XX.2BHR	Business and Human Rights (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> Fundamentals of Business Administration
w.BA.XX.2BusEM	Business in Emerging Markets (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> Strategic Management; International Management
w.BA.XX.2DBusAP	Doing Business in Asia Pacific (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> Principles of international business
w.BA.XX.2DBusE	Doing Business in Europe (<i>Elective</i>)	2	3	Fall/Spring	-
w.BA.XX.2EEM	Economics in Emerging Markets (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> Microeconomics; Macroeconomics
w.BA.XX.2EuA	European Affairs (<i>Elective</i>)	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	<ul style="list-style-type: none"> Introduction & foundations of marketing; Advanced Strategic Management
w.BA.XX.2ICRM	International Corporate Responsibility Management (<i>Elective</i>)	2	3	Fall/Spring	<ul style="list-style-type: none"> Foundations of business administration
w.BA.XX.2IIPL*	International Intellectual Property Law (<i>Elective</i>)	2	3	Fall/Spring	
w.BA.XX.2INO-Inc	International Negotiation for Incomings	4	6	Fall/Spring	-
w.BA.XX.2ITrPO-IM	International Trade and Policy (<i>Elective</i>)	2	3	Fall/Spring	-
NEW*	A History of Financial Crisis: Circumstances, Causes and Consequences (<i>Elective</i>)	2	3	Spring	
w.BA.XX.2CP	Competition Policy: EU, US and Switzerland (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> Basics of micro economics
w.BA.XX.2DBusLA	Doing Business in Latin America (<i>Elective</i>)	2	3	Spring	-
w.BA.XX.2DBusME	Doing Business in the Middle East (<i>Elective</i>)	2	3	Spring	-
w.BA.XX.2EEP	Environmental Economics and Politics (<i>Elective</i>)	2	3	Spring	-
w.BA.XX.2FGE	Firms in the Global Economy (<i>Elective</i>)	2	3	Spring	-
w.BA.XX.2IAC*	International Accounting and Controlling (<i>Elective</i>)	2	3	Spring	
NEW*	International Relations – Politics in Business (<i>Elective</i>)	2	3	Spring	
w.BA.XX.2LGM-IM	Luxury Goods Management (<i>Elective</i>)	2	3	Spring	-
w.BA.XX.2MA-IM	Mergers & Acquisitions (<i>Elective</i>)	2	3	Spring	<ul style="list-style-type: none"> Elementary knowledge of finance
NEW*	Rethinking Luxury (<i>Elective</i>)	2	3	Spring	
w.BA.XX.2WEB	War, Economics and Business (<i>Elective</i>)	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
 January, 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.

A History of Financial Crises: Circumstances, Causes and Consequences	PROVISIONAL..... 5
Advanced Microeconomics: Consumers, Firms and Markets	PROVISIONAL..... 6
A History of Financial Crises: Circumstances, Causes and Consequences	PROVISIONAL..... 7
Rethinking Luxury	PROVISIONAL..... 8

Name: A History of Financial Crises: Circumstances, Causes and Consequences

Inhalt (um was geht es)	<p>From the past to the present, capitalistic economic order is inherently intertwined with the emergence of economic and especially financial crises. While financial crises were restricted to only one or a couple of countries in the past, in the present they arise - corresponding to the evolution of a world-wide financial system - on a global scale. This was shown prominently by the recent global crisis, whose severe economic consequences are still felt until now.</p> <p>The aim of this module is to provide students with an understanding of the historic circumstances, the specific economic causes and the socio-economic and political consequences of selected financial crises in the past and the present. One of the main topics of this module will be a comparison and discussion of the similarities as well as the differences of the Great Depression in the nineteen-twenties and -thirties and the last financial crisis since 2008. It will be analyzed why both crises had a global impact, why (hardly any) economists foresaw either crises and why economic policy was able to manage the most recent crisis better.</p> <p>First, an introduction into the general anatomy of a financial crisis, its typical causes, such as overvaluation of future investment returns and herding behavior, and its socio-economic consequences is given (1st and 2nd week). Furthermore, the differences, similarities and connections between an economic, a financial and a banking crisis are discussed.</p> <p>In the following, this framework is applied to the analysis of selected financial crises in history, such as the currency devaluation in the late Roman Empire, the Tulip Mania bubble, the South Sea Bubble and the 19th and early 20th century financial crises in Europe and the US (3rd - 5th week). The mid of the semester (6th - 8th week) is contributed to the analysis of the Great Depression and the breakdown of the Gold Standard. Then, some prominent examples of post-war financial crises, such as the Wall street crash of 1987, the 1997 Asian crisis and the 2001 debt crises in Argentina are examined (9th - 10th week). In the last three weeks, the causes and consequences of the recent global financial crisis are addressed.</p> <p>By the end of the module, students ...</p> <ul style="list-style-type: none"> ▪ have a profound knowledge of the history of financial crises, especially the Great Depression and the recent financial crisis since 2008, ▪ know and can explain the typical circumstances, causes and consequences of financial crises, ▪ can compare and discuss the similarities and differences of several financial crises, especially the Great Depression and the recent global financial crisis. <p>The module includes 2 lectures with a general introduction to modules' topics. The remaining lectures are devoted to student presentations of case studies (based on articles and book chapters). Students are also expected to write a short paper (about 15-20 pages). The final grade will be an average of the presentation and the paper.</p>																								
Verantwortliche OE	FWP																								
Modulverantwortung	Björn Plaschnick																								
Stellvertretung	tbd																								
Max. Klassengrösse	32																								
Unterrichtsverfahren	Geleitetes Selbststudium <input checked="" type="checkbox"/> Einzelarbeit <input checked="" type="checkbox"/> Partnerarbeit Gruppenarbeit																								
Präsenzverpflichtung im Kontaktstudium	Nein																								
Leistungsnachweise	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;"></th> <th style="width: 10%;">Anzahl</th> <th style="width: 60%;">Art des Leistungsnachweises</th> <th style="width: 20%;">Dauer (Min.)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td></td> <td>Schriftliche Prüfung(en)</td> <td></td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td></td> <td>Mündliche Prüfung(en)</td> <td></td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td></td> <td>Referat/mündliche Präsentation(en)</td> <td></td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td></td> <td>Schriftliche Arbeit(en)</td> <td></td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td></td> <td>Weitere: Mündlicher Beitrag</td> <td></td> </tr> </tbody> </table>		Anzahl	Art des Leistungsnachweises	Dauer (Min.)	<input type="checkbox"/>		Schriftliche Prüfung(en)		<input type="checkbox"/>		Mündliche Prüfung(en)		<input checked="" type="checkbox"/>		Referat/mündliche Präsentation(en)		<input checked="" type="checkbox"/>		Schriftliche Arbeit(en)		<input type="checkbox"/>		Weitere: Mündlicher Beitrag	
	Anzahl	Art des Leistungsnachweises	Dauer (Min.)																						
<input type="checkbox"/>		Schriftliche Prüfung(en)																							
<input type="checkbox"/>		Mündliche Prüfung(en)																							
<input checked="" type="checkbox"/>		Referat/mündliche Präsentation(en)																							
<input checked="" type="checkbox"/>		Schriftliche Arbeit(en)																							
<input type="checkbox"/>		Weitere: Mündlicher Beitrag																							
Unterrichtssprache	Englisch oder Deutsch																								
Unterrichtsunterlagen und Pflichtliteratur	<input checked="" type="checkbox"/> Folienskript																								

Name: Advanced Microeconomics: Consumers, Firms and Markets in an uncertain world

Inhalt (um was geht es)	Titel: Advanced Microeconomics: Consumers, Firms and Markets in an uncertain world Kursinhalte: In diesem Kurs lernen Sie die Grundzüge der modernen Mikroökonomie. Hauptfokus ist die individuelle Entscheidungslehre sowie die gesamtwirtschaftliche Interaktion auf Märkten unter Unsicherheit. Der Kurs richtet sich insbesondere an Studierende, die einen Master mit einer wirtschaftswissenschaftlichen oder politökonomischen Ausrichtung planen. <ul style="list-style-type: none"> ○ Entscheidungslehre: Es werden die Grundlagen des klassischen Entscheidungsmodells der Mikroökonomie entwickelt (Präferenzen, Nutzenmaximierung, Gewinnmaximierung). ○ Behavioral biases: Eine Einführung in die Vielfalt der untersuchten behavioral biases, und wie diese das Entscheidungskalkül beeinflussen können. ○ Unsicherheit: Eine anwendungsorientierte Einführung in das Standardmodell der Erwartungsnutzen-Maximierung (Risikoaversion), sowie Beispiele aus Versicherungsökonomie, Finance (Portfolio-Optimierung) und anderen Gebieten. ○ Wohlfahrtslehre: Ein intuitiver und anwendungsorientierter Zugang zu den beiden Wohlfahrtstheoremen (effiziente Märkte und Umverteilungsmöglichkeiten) ○ Allgemeines Gleichgewicht: Anhand von simplen aber aussagekräftigen Beispielen wird das teilweise komplexe Zusammenspiel diverser ökonomischer Agenten auf Märkten greifbar gemacht. Themen umfassen: Tauschlehre (Edgeworth Box), Gleichgewicht mit Konsum und Produktion bzw. Arbeit (Robinson-Crusoe-Ökonomie), Tausch unter Unsicherheit (mutual hedging, Effizienz und Ineffizienz von Finanzmärkten). <p>Ausrichtung und Bedeutsamkeit: Die besprochenen Themen und Konzepte finden vertiefte Anwendungen in praktisch allen Themengebieten der Wirtschaftswissenschaften. Somit ist der Kurs „general interest“, und für alle Vertiefungsrichtungen sinnvoll.</p> <p>Dieses Wahlmodul ergänzt das Lehrangebot der SML um eine grundlegende und vielseitig einsetzbare Lerneinheit. Absolventen des Modells verfügen über eine ausgefeilte Basis in mikroökonomischem Denken, welche sie für eine angedachte Weiterbildung äußerst stark qualifiziert. Das Modul etabliert zudem zentrale Vernetzungen zwischen verschiedenen Disziplinen. Wichtigstes Beispiel dazu ist die Erwartungsnutzen-Theorie, welche das Bindeglied zwischen Präferenzen (Risikoaversion), rationaler Entscheidung unter Unsicherheit, Vertragstheorie, Portfolio-Theorie und trading under uncertainty („securities“, „mutual hedge“, „complete markets“ usw.) darstellt.</p>		
Verantwortliche OE	CEE (APS)		
Modulverantwortung	Andreas Hefti (heft)		
Stellvertretung	Tobias Müller (murt)		
Max. Klassengröße	offen		
Unterrichtsverfahren	Vorlesung mit integrierter Übung	Geleitetes Selbststudium <input type="checkbox"/> Einzelarbeit <input type="checkbox"/> Partnerarbeit <input type="checkbox"/> Gruppenarbeit	
Präsenzverpflichtung	Anwesenheitspflicht		
Leistungsnachweise		Anzahl	Dauer (Min.)
	<input checked="" type="checkbox"/>		Schriftliche Prüfung(en) 60min
	<input type="checkbox"/>		Mündliche Prüfung(en)
	<input type="checkbox"/>		Referat/mündliche Präsentation(en)
	<input type="checkbox"/>		Schriftliche Arbeit(en)
	<input type="checkbox"/>		Weitere: Mündlicher Beitrag
Unterrichtssprache	Englisch		
Unterrichtsunterlagen und Pflichtliteratur	<input checked="" type="checkbox"/> Folienskript <input type="checkbox"/> Skript <input checked="" type="checkbox"/> Lehrbuch		
Semester (nur im HS, nur im FS oder beides)	Beide Semester		

Name: International Relations – Politics in Business						
Inhalt (um was geht es)	BREXIT? New sanctions against Iran? Economic war between the U.S. and China? In the last years it has again become evident, how politics influences international business. This module focusses on the relations political states undertake with each other. Starting with the Swiss perspective and its political system it widens its scope to political issues around the world. It examines different ways how states try to solve their conflicts in a peaceful way. Explains organizations like the United Nations, G20, OECD or the World Bank. In addition to that, the students learn to understand different angles to a political problem and to defend a position in a competitive academic debate. In times of “fake news” it is a key competence for a graduate of a university, to be able to differ founded arguments from political ones.					
Verantwortliche OE	AIB					
Modulverantwortung	Dr. Florian Keller					
Stellvertretung	Dominique Ursprung					
Max. Klassengrösse	50					
Unterrichtsverfahren	Interdisziplinärer Ansatz (International Relations - International Business) <table style="float: right; margin-left: 20px;"> <tr> <td>Geleitetes Selbststudium</td> </tr> <tr> <td><input checked="" type="checkbox"/> Einzelarbeit</td> </tr> <tr> <td><input checked="" type="checkbox"/> Partnerarbeit</td> </tr> </table> Simulation von Arbitration Panels Kompetitive akademische Debatten			Geleitetes Selbststudium	<input checked="" type="checkbox"/> Einzelarbeit	<input checked="" type="checkbox"/> Partnerarbeit
Geleitetes Selbststudium						
<input checked="" type="checkbox"/> Einzelarbeit						
<input checked="" type="checkbox"/> Partnerarbeit						
Präsenzverpflichtung im Kontaktstudium	keine					
Leistungsnachweise		Anzahl	Art des Leistungsnachweises			
	<input type="checkbox"/>		Schriftliche Prüfung(en)			
	<input type="checkbox"/>		Mündliche Prüfung(en)			
	<input checked="" type="checkbox"/>	1	Referat/mündliche Präsentation(en)			
	<input checked="" type="checkbox"/>	1	Schriftliche Arbeit(en)			
	<input type="checkbox"/>		Weitere: Mündlicher Beitrag			
Unterrichtssprache	Englisch					
Unterrichtsunterlagen und Pflichtliteratur	<input checked="" type="checkbox"/> Folienskript <input checked="" type="checkbox"/> Skript <input checked="" type="checkbox"/> diverse Artikel und Fallstudie auf moodle					
Zusatzqualifikation (z.B. ITIL, Hermes etc.)	keine					
Semester (nur im HS, nur im FS oder beides)	Nur im FS					

Name: Rethinking Luxury				
Inhalt (um was geht es)	<p>The world of luxury is changing and new methods have be invented to cope with the challenges of declining markets, new customers and new trends. The module Rethinking Luxury will focus on specific fields such as Niche Products, Integration of new Sales Channels & Service trends, adaptations to geographical regions with (new) market potential, sustainability in the luxury world (focusing on the mindful customer) and innovation. The Swiss luxury Market will be thoroughly scanned, showing which luxury brands are ready and fit for the future.</p> <p>This module is, due to the high interest of the students for the module "Luxury Goods Management", an additional offer in the luxury field.</p>			
Verantwortliche OE	AIB			
Modulverantwortung	Fabio Duma			
Stellvertretung	Maya Gadgil			
Max. Klassengrösse	25			
Unterrichtsverfahren	<p>Interdisciplinary (international business, marketing, crosscultural, innovation, CSR)</p> <p>lectures interactive Case Studies exercises project work</p> <p style="text-align: right;">Geleitetes Selbststudium <input checked="" type="checkbox"/> Einzelarbeit <input checked="" type="checkbox"/> Partnerarbeit</p>			
Präsenzverpflichtung im Kontaktstudium	Attendance is expected. Attendance for presentations of guest speakers is mandatory.			
Leistungsnachweise		Anzahl	Art des Leistungsnachweises	Dauer (Min.)
Weighting 40 %	<input type="checkbox"/>		Schriftliche Prüfung(en)	
	<input type="checkbox"/>		Mündliche Prüfung(en)	
Weighting 60 %	<input checked="" type="checkbox"/>	1	Referat/mündliche Präsentation(en)	15 min
	<input checked="" type="checkbox"/>	1	Schriftliche Arbeit(en)	Paper 20 pages
	<input type="checkbox"/>		Weitere: Mündlicher Beitrag	
Unterrichtssprache	Englisch			
Unterrichtsunterlagen und Pflichtliteratur	<input checked="" type="checkbox"/> Folienskript <input checked="" type="checkbox"/> Skript <input checked="" type="checkbox"/> diverse Artikel und Fallstudie auf moodle			
Zusatzqualifikation (z.B. ITIL, Hermes etc.)	no			
Semester (nur im HS, nur im FS oder beides)	FS oder HS ?			
ECTS	3			