

IACC - Accounting - BWIG001

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Longaron Daniel, Zihlmann Christian
Module responsibility	Daniel Longaron Christian Zihlmann
Short description of the module	<p>On one hand IACC establishes the basic knowledge regarding accounting. Its aim is to present the basic rules of accounting. The course will focus on the main current economic transactions and on the understanding of the balance sheet, income statement and cash flow statement.</p> <p>On the other hand, students learn how costs behave, can create cost-volume-profit analyses and apply the concept of pricing.</p>
Requirements	Basic knowledge of financial mathematics and English
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - understand accounting rules - understand the financial statements structure and goals - know, how organizations benefit from cost accounting - know, how costs behave - are able to establish and interpret cost-volume-profit analyses - know the characteristics of job costing and are able to apply this concept. <p>Method: Students</p> <ul style="list-style-type: none"> - are able to apply accounting rules for specific problems/cases - are able to establish financial statements - are able to select, compute and interpret the relevant key data needed for specific management decisions based on the content of this module <p>Social: Students</p> <p>are able to apply the course content to real business situations by means of collaborative learning and use their personal resources as well as the ones of their group</p> <p>Self: Students</p> <ul style="list-style-type: none"> - are able to transfer the learned content to real business situations and able to critically reflect on models, tools and action patterns - develop their personal ability to analyze and assess situations and take decisions - discover gaps in their own knowledge through an autonomous and self-guided learning process and are able to close these gaps through self guided study

IACC - Accounting - BWIG001

Content	<ul style="list-style-type: none"> - Introduction conceptual framework IFRS - Basis of accounting - Income accounting, COGS, amortization, end of the year closing procedure - Net income calculation - Articulation among different financial statements - The manager and management accounting - Cost terms and purposes - Cost-volume-profit analysis - Determining how costs behave - Pricing - (Management Control Systems) - (Performance measurement)
Literature	<ul style="list-style-type: none"> - Students receive an access code to the Accounting Lab with all necessary documents - The additional material provided by the lecturer on the moodle platform
Workload	180 hours
Contact lessons	56 lessons (14 weeks x 4 lessons per week)
Attendance requirement	-
Proof of competence	Electronic exam on moodle, 90 minutes, 100%, end of semester (CW26/27)
Aids for written examination	<ul style="list-style-type: none"> - BFH calculator (TI-30 ECO RS) - Summary: Number of A4 pages = 10 (20 pages single-sided or 10 pages double-sided) - printed dictionary (mother tongue - examination language) <p><i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i></p>
Mode of repetition	Electronic exam on moodle, 90 minutes, 100%, end of semester
Degree programme, semester	<p>BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern BFH diagonal, 2022-2023, spring, -, Bern BSc International Business Administration, 2022-2023, 2 FS, VZ, Bern</p>

IHRM - Human Resource Management - BWIG011

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Sonderegger Andreas, Straub Caroline
Module responsibility	Caroline Straub
Short description of the module	The module IHRM explains how successful companies manage human resources in order to compete effectively in a dynamic, global environment. It combines the relevant aspects from work and organizational psychology, human resource management and international labor law.
Requirements	<p>Problem-solving competences: Students - bring initial problem-solving skills and can carry out a situation analysis.</p> <p>Social skills: Students - bring basics of teamwork skills</p> <p>Self-management: Students - bring basics of time management skills</p> <p>Dealing with complexity: Students - bring the basics to work on cross-topics.</p>
Competencies upon completion	<p>Technical competencies: Students - know the main topics within the areas of work and organizational psychology, HRM and labor law; - can explain the interplay of concepts and instruments from work and organizational psychology, HRM and labor law; - precisely reproduce technical terms from the three subject areas and can apply them to analyse work-related situations.</p> <p>Problem solving competencies: Students - recognize employees in the company as a competitive resource and the strategic importance of personnel-related activities as a consequence; - can use their theoretical knowledge to solve concrete practical situations; - know how to research additional information to expand their knowledge.</p> <p>Collaboration: Students - get to the bottom of things by asking lecturers and / or colleagues; - can discuss constructive solutions in the group. - learn to work in a cross-cultural team</p> <p>Self-management: Students - plan their knowledge development independently; - develop personal judgment, analysis and decision-making skills.</p> <p>Dealing with complexity: Students - know methods in the context of agility</p>

IHRM - Human Resource Management - BWIG011

Teaching and Learning method	<ul style="list-style-type: none">- 1h video podcast (asynchron) plus 3h contact lectures (synchron) onsite per week.- Self-study and case study to prepare for exam over the term- Coaching during lectures on topics related to personality / motivation, interviewing etc.
Literature	<p>Required readings will be posted on Moodle for each session.</p> <p>Suggested text book for review in BFH library:</p> <p><u>Work and organizational psychology</u> - Robbins & Judge (2018) Essentials of Organizational Behavior, 14th Edition, global edition. Pearson (can be found in BFH library)</p> <p><u>Human resource management</u> - Jackson & Schuler (2018) Managing human resources, 12 th Edition, New York : Oxford University Press (can be found in BFH library including older versions)</p>
Workload	6 ECTS credits (180 hours)
Contact lessons	Weekly - 14 times, regular semester time (Each week students receive a 45min podcast lecture (asynchron at home) followed by 3h of lessons at school)
Attendance requirement	First lecture, rest of lecture none.
Proof of competence	<ul style="list-style-type: none">- An online multiple-choice exam of 60 minutes during regular exam period (CW26/27).- weight 100%, individual grade as the module delivers HR, OB and Labor Law knowledge and needs to assess whether students understand the basic concepts at hand.
Aids for written examination	<ul style="list-style-type: none">- Text Code of Obligations; highlightings and post-its are allowed; but notes of any kind are not permitted- printed dictionary mother tongue - English <p><i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i></p>
Continuative, in depth modules	Leadership Mindfulness & Positive Psychology Managing people globally Sustainable Business
Degree programme, semester	BSc International Business Administration, 2022-2023, 2 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern

IMAT - Mathematics - BWIG006

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Krebs Michel, Kurpisz Adam Andrzej, Kwuida Léonard
Module responsibility	Krebs Michel, Kwuida Léonard
Short description of the module	The course covers the basic mathematical concepts and techniques needed to understand economic theory.
Requirements	Mathematics level Vocational Baccalaureate
Competencies upon completion	<p>Subject: Students - will have knowledge of and application of such mathematical concepts as differential calculus in one variable.</p> <p>Method: Students - will be able to recognise situations where the appropriate mathematical theory can be employed.</p> <p>Social: Students - will solve problems through use of varied techniques and methods.</p> <p>Self: Students - will be able to put themselves in the area of different subjects and to critically reflect on the possible personal consequences. They will be able to learn and study by themselves.</p>
Content	Mathematical theory such as functions, differential calculus and their applications to business and economic situations.
Teaching and Learning method	The lectures present the theory and are provided as short video tutorials. Weekly short tests make sure that students watch these tutorials before the exercise classes.
Literature	MATHEMATICS FOR ECONOMICS AND BUSINESS Ian Jacques Pearson Academic ISBN: 978-1-292-19166-9 e-book is available for free (for enrolled students only)
Workload	90 hours
Contact lessons	56 lessons

IMAT - Mathematics - BWIG006

Attendance requirement

attendance is mandatory for all short exams

Proof of competence

written exam, 90 Minutes, at the end of the semester (CW26 or 27), weighting 2/3

periodic short tests during the semester; exact number, duration and dates of these tests will be communicated at the beginning of the semester on moodle; weighting 1/3

only the final mark will be rounded to half points

Aids for written examination

- BFH-Calculator (TI-30 ECO RS)
 - dictionary (mother tongue - examination language)
 - Open Book
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Continuative, in depth modules

Business Analysis

Degree programme, semester

BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 2 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 2 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern

IEN2 - Business English 2 - BWIG003

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Bennie Ross, Faminoff Mangold Valerie
Module responsibility	Valerie Faminoff, Ross Bennie
Short description of the module	<p>The IEN2 module:</p> <ul style="list-style-type: none"> - develops CEFR C1 level English communication skills in advanced business vocabulary, listening, and business writing - follows and complements IEN1
Requirements	<ul style="list-style-type: none"> - Vocational baccalaureate diploma - CEFR B2+ level of English - Previous completion of, or exemption from, IEN1 expected for internal BFH-W students.
Competencies upon completion	<p>The goal of IEN2 (in combination with iEN1 the previous semester) is to bring students proficiency in business English communication to an advanced level. This underpins their studies in the rest of the degree programme and allows them to act more effectively in the business world on completion of their studies.</p> <p>Specialised skills</p> <ul style="list-style-type: none"> - produce accurate and appropriate business English vocabulary - demonstrate ability to write in clear and concise business English <p>Problem solving/design thinking (related: methodological competence)</p> <ul style="list-style-type: none"> - develop and practise listening skills suited to different situations - solve classroom discussion problems <p>Collaboration (related: social skills)</p> <ul style="list-style-type: none"> - group discussion (physical and digital) - comparing notes <p>Self-management (related: personal skills)</p> <ul style="list-style-type: none"> - independent self study - manage time and stress effectively <p>Dealing with complexity</p> <ul style="list-style-type: none"> - recognise, understand, choose, and apply appropriate business English vocabulary - assimilate background information and respond in writing, in a timely and accurate manner in an appropriate register

IENT2 - Business English 2 - BWIG003

Content

14 x 90-minute weekly classes; attendance optional, apart from:

- two Moodle tests

- one 90-minute class allocated to a midterm writing test of vocabulary during class time

see **Teaching and learning method** below for **typical learning cycle** in class:

- lecturer input and/or student self-study on listening strategies and writing techniques
- vocabulary themes: logistics, company finance, global economy, competitive strategy, marketing, business writing

Teaching and Learning method

The course exercises all six levels of Bloom's taxonomy; for example:

- identify and recall business English vocabulary
- rewrite and paraphrase vocabulary in required course literature exercises
- activate and apply learned vocabulary in discussion and use it to solve problems
- compare and contrast different business approaches
- set up talking points for informal presentations
- evaluate and critique peer writing-practice classwork

A typical learning cycle would be:

- individual self-study: learn the vocabulary of international trade tariffs in the required literature
- guided self study: prepare arguments either for or against free trade
- in class the following week: activate the prepared vocabulary in group discussion and problem solving
- additional lecturer input or practice of writing tips, listening skills, etc.
- identify vocabulary to be prepared and topic to research for the next class

Time proportions (3 ECTS, 90 hours):

30% contact lessons

30% individual self study: vocabulary

15% writing practice & feedback

15% guided self study: online research of informal group presentation/discussion themes

10% pre-exam review

Literature

Required ([same as for iEN1](#))

- [print and ebook version](#) for Android & iOS tablet users: **Bill Mascull (2017) Business Vocabulary in Use Advanced, Third Edition** (with answers & enhanced ebook, including audio) Cambridge University Press, ISBN-10: 1316628221 / ISBN-13: 978-1316628225

OR

- **Bill Mascull (2017) Business Vocabulary in Use Advanced, Third Edition** (with answers) Cambridge University Press, ISBN-10: 131662823X / ISBN-13: 978-1316628232

Workload

90 hours

Contact lessons

2 x 45 minutes, weekly during semester
half classes, mixed groups of full- and part-time students

IEN2 - Business English 2 - BWIG003

Attendance requirement

There is no obligatory attendance requirement for IEN2, but students are recommended to attend at least 50% of classes to familiarise themselves with the techniques required if they wish to complete the course successfully.

While there is no obligatory attendance requirement, the two vocabulary tests and midterm writing test take place during class time, so no student should plan not to attend any classes.

Absences covered under Art. 22 of the "Rahmenreglement für Kompetenznachweise an der Berner Fachhochschule (KNR)" e.g. military, accidents, illness, funerals, etc. will be exempted from this ruling. However, you must give proof of the validity of your absence (doctor's certificate, military orders etc.) to your lecturer in the first class after the absence. Note that absences related to work or problems with transport are not covered by this article.

Proof of competence

listening

- two-part multiple-choice test in written exam in evaluation period at end of semester (CW26/27), combined with reading comprehension exam (see below).

vocabulary

- two 15-minute Moodle vocabulary tests (multiple-choice cloze) in class time during the semester (BYOD).

writing

- 45-minute midterm writing test during the semester.

reading comprehension

- multi-part comprehension tasks, testing various aspects of reading included in written exam in evaluation period at end of semester (CW26/27), 90 minutes. Hybrid exam with texts printed on paper, but questions and answers on Moodle (BYOD).

final exam (60%)

midterm email writing test (20%)

two vocabulary tests (20%)

All assessment is individual. No group assessment.

Aids for written examination

None permitted.

Mode of repetition

1. Repeat students have to repeat the final exam.
2. Repeat students have the option to transfer any previous vocabulary test grade(s).
3. Repeat students have the option to transfer the previous mid-semester writing grade.

Continuative, in depth modules

None.

Degree programme, semester

BSc International Business Administration, 2022-2023, 2 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 2 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern

IMBE - International Management and Business Ethics - BWIH002

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Advanced level
Lecturer(s)	Risi David, Serrano Omar Ramon
Module responsibility	David Risi
Short description of the module	This module provides students an understanding of the global context of business and management issues. Students learn important approaches to ethics and apply them to various problems, dilemmas, and risks that arise in a globalized economy. It is designed to help students learn the fundamentals of international management and business ethics.
Competencies upon completion	<p>Specialized skills:</p> <ul style="list-style-type: none"> - Global business context. - International management - Ethical and business ethics theories - Cross cultural mamangement <p>Probelm Solving /Design Thinking: Students</p> <ul style="list-style-type: none"> - learn to apply theoretical frameworks when analyzing case studies. - develop their digital skills through online activities and self-study - improve problem-solving by working in groups - improve their competence in dealing with abstract content - improve their competence to interpret texts and to lead argumentative discussions. <p>Social: Students</p> <ul style="list-style-type: none"> - develop collaboration skills in an international /multi-cultural setting. - understand others needs and expectations. - are able to articulate one's own ideas - can solve problems, cooperate and negotiate with others - can read social situations accurately <p>Self-management: Students</p> <ul style="list-style-type: none"> - develop a better understanding of why working in an international environment can lead to conflict and dilemmas. - develop a higher degree of self-awareness during guided self-study task - Express themselves in front of their group and can improve self-confidence
Content	<ul style="list-style-type: none"> • Acculturation strategies • The political, social, economic environments /Cultural environment • Reasons to go international • Managing across cultures • Corporate Social Responsibility (CSR) in a global context • Applied business ethics • Virtue ethics, Duty ethics , Utility ethics
Teaching and Learning method	<ul style="list-style-type: none"> • Lectures • Group discussions • Case-studies • Online discussion forum • Coaching
Literature	Literature is provided by lecturers in electronic form via Moodle

IMBE - International Management and Business Ethics - BWIH002

Workload	6 ECTS
Contact lessons	The module is composed of 28 lessons
Attendance requirement	Attendance is not mandatory, except in the case of the presentation of the Final Group Project and the Online Midterm test, which both take place on Campus
Proof of competence	<p>Individual grading:</p> <ul style="list-style-type: none">• Online Midterm test as per schedule on Moodle: 30%• Online activities participation during the course: 10% <p>Collective grading:</p> <ul style="list-style-type: none">• Final Group Project as per schedule on Moodle: 60%
Aids for written examination	<p>Print dictionary (English - Student's mother tongue)</p> <p>For details concerning permitted exam aids refer to information on study and examination regulations on Moodle</p>
Mode of repetition	<p>The following rules apply to students who repeat the module (on condition that the assessment components remain the same in the semester in which the student is repeating the module):</p> <ol style="list-style-type: none">1. Repeat students have to repeat those assessment component which they failed. The grades they got for the assessment component they passed will be carried over.2. Students have the option to repeat all assessment components if they wish. In this case, the grade they obtain will be the ones taken into account and not a grade obtained in a previous semester.
Degree programme, semester	<p>BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern</p>

IFMA - Financial Management - BWIH001

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Advanced level
Lecturer(s)	Bächli Sandro, Kwuida Léonard, Rascón Alberto
Module responsibility	Bächli Sandro, Rascón Alberto, Kwuida Léonard
Short description of the module	The module Financial Management (Finanzmanagement) provides an introduction to the theory, the methods, and the concerns of corporate finance. The focus of this course is how to make optimal corporate financial decisions.
Requirements	<ul style="list-style-type: none">• Basic knowledge of accounting and math.• Other required skills: Analytical skills, dealing with complexity and self-management.

IFMA - Financial Management - BWIH001

Competencies upon completion Specialist skills:

- Students learn the basic concepts of corporate finance and are able to apply them.
- They understand the concepts of time value of money and the trade-off between risk and return.
- Students are able to apply the various methods learned in the area of capital budgeting.
- They are able to value bonds, stocks and projects and entire firms.

Methodological skills:

- Students are able to apply and evaluate the various concepts of capital budgeting in the context of business cases.
- They are able to select the appropriate methods, make the calculations and present the findings and solutions in an adequate way.
- They are able to come to the correct conclusion and therefore should be able to make the correct investment decision.

Social skills:

- Students are able to analyze and discuss problems in working groups, taking into account, evaluating, justifying and refuting different arguments.
- They can constructively lead argumentative discussions and clearly separate them from subjective attitudes.

Self-competence:

- Students can critically reflect on themselves within the framework of various topics and possibly derive individual consequences.
- They can deal with autonomy and self-organization and can critically examine and sharpen their personal judgement.
- They analyze their ability to cope with stress and know their strengths and weaknesses.

Digital skills:

- Students can ensure access and use of a task processing tool and use it efficiently for homework and the tests.
- The skills in online learning and digital communication with teachers are strengthened.

Content

The students are able to master the fundamental concepts of capital budgeting. They know and understand the various methods used to evaluate investment projects. The following content is covered:

- The Corporation and Financial Markets
 - Financial Decision Making and the Law of One Price
 - The Time Value of Money
 - Interest Rates
 - Valuing Bonds
 - Investment Decision Rules
 - Fundamentals of Capital Budgeting
 - Valuing Stocks
 - Capital Markets and the Pricing of Risk
 - Optimal Portfolio Choice and the Capital Asset Pricing Model
 - Estimating the Cost of Capital
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IFMA - Financial Management - BWIH001

Teaching and Learning method	<p>Input by the lecturers, practice on examples/cases. Guided and autonomous self-study via pearsons MyFinanceLab. Thus, it will be a combination between lectures and flipped classroom:</p> <ul style="list-style-type: none"> • Weekly meetings with lectures, exercise briefings, coaching, assignments and discussions. • The students prepare short content on their own using the provided resources.
Literature	<ul style="list-style-type: none"> • Jonathan Berk, Peter DeMarzo: "Corporate Finance, The Core" E5 (own book or e-book accessible via pearsons MyFinanceLab) • The materials (presentations, texts, exercises, etc.) provided by the lecturers on Moodle and Pearsons MyFinanceLab
Workload	180 hours
Contact lessons	56 lessons
Attendance requirement	None
Proof of competence	<ul style="list-style-type: none"> • Two graded homework assignments during the semester, midterm and towards the end. (weight each: 17% => together 34%). • 60-minute written exam during the official exam period in CW26/27 (weight: 66%). • The two homework assignments and the exam will be done digital via Pearsons MyFinanceLab with your own laptop. • Only the overall grade (weighted average grade) is rounded to half grades.
Aids for written examination	<ul style="list-style-type: none"> • Laptop (you have to bring your own laptop to the exam) • MyLab Financial Calculator on Pearsons MyFinanceLab • BFH-calculator TI-30 ECO RS or another pocket calculator according to the written examination regulations • Excel (empty i.e. no content) • Print dictionary (mother tongue - examination language) / the translation tool DeepL is allowed on the exam • Two A4-sheet double-sided or four A4-sheet single-sided (formula collection and notes) <p><i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i></p>
Mode of repetition	<ul style="list-style-type: none"> • If the exam is taken on the second date (same semester!), the two graded homework assignments will count too. • If the exam is repeated in another semester, the entire module with all proofs of competence must be repeated.
Continuative, in depth modules	<ul style="list-style-type: none"> • Modules of the elective group "Finance, Accounting, Tax" • Modules of the specializations "Banking & Finance" and "Accounting & Controlling"
Degree programme, semester	<p>BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern</p>

IBAN - Business Analytics - BWIH003

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Advanced level
Lecturer(s)	Krebs Michel, Kwuida Léonard
Module responsibility	Michel Krebs
Short description of the module	The module Business Analytics provides an introduction to statistics, data exploration & visualization and machine learning.
Requirements	Mathematics (IMAT) Basic knowledge of micro and macro economy
Competencies upon completion	The students can analyse a data set with at least one appropriate tool. They can interpret the statistical keyvalues that come with such an analysis. They can further build simple model from given data in order to make predictions about unknow values. They understand the notion of probability and can use it to interpret the uncertainty of model predictions.
Content	<ul style="list-style-type: none">• Descriptive statistics• Probabilites• Inductive statistcs• Data exploration• Data visualization• Supervised and unsupervised machine learning• Simple and multiple regression
Teaching and Learning method	Four lessons weekly with built in exercise classes. We follow an interpretation of the flipped classroom method. Every week, a new concept is introduced with a hands-on case study. Real economic data is used to illustrate the topic. Students prepare in advance to the weekly case. Short tests check the reading assignments. In class, we find the solutions together by manipulating the data with their statistical software tool. Regular chapter review test and homework throughout the semester.
Literature	Business Analysis 3th Edition, James R. Evans, Pearson The ebook is part of the MyMathLab-learning software and is available to the students for free.
Workload	6 ECTS correspond to about 180 working hours.
Contact lessons	4 contact lessons per week

IBAN - Business Analytics - BWIH003

Attendance requirement	no
Proof of competence	Written exam of 90 min at the end of the semester (CW26/27) (weighting 2/3) Mean of Homework/chapter review test during the semester (weighting 2/9) Weekly short test on reading assignments (weighting 1/9) Rounding to half marks does not take place until the final mark.
Aids for written examination	Open book, Excel, R-Studio The BFH calculator (TI-30 ECO RS) Printed dictionary (mother tongue - examination language) <i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i>
Mode of repetition	The retake of the exam is compulsory in any case. The homework can be redone again if wished. If the homework is no written a second time, the old mean will qualify for the final grade.
Continuative, in depth modules	Any quantitative and data driven modules
Degree programme, semester	BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern

EDAC - Digital Accounting - BWIH011

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Längin Thomas, Longaron Daniel
Module responsibility	Thomas Längin, Daniel Longaron
Short description of the module	<p>This module is about:</p> <ul style="list-style-type: none">• Getting to know the process chain from procurement to payment;• understanding how such a process chain is mapped in an enterprise resource planning system (ERP);• recognizing how accounting is to be integrated into the process chain;• gaining insight into the application of ERP systems in practice by means of the standard software SAP; and• understanding which areas of accounting are significantly affected by the digitalization of the process chain.
Requirements	<p>Students should have completed the BREW or IACC module and be interested in accounting and/or controlling. Besides of that, curiosity is an important requirement.</p>
Competencies upon completion	<p>The students will:</p> <ul style="list-style-type: none">• Be familiar with process thinking;• know how processes are mapped in an ERP system,• know how the amounts published in a balance sheet and in an income statement are generated;• acquire knowledge for practice; and• expand their accounting knowledge.
Content	<p>We will first work out the foundations. The study questions are:</p> <ul style="list-style-type: none">• What sub processes does procurement to payment consist of?• What dependencies exist between the sub processes?• Which information is required?• Where in the value chain is which information generated?• How are the processes linked with accounting? <p>At the same time, we will address important accounting topics that arise along the value chain, such as:</p> <ul style="list-style-type: none">• valuation of inventories;• job costing; and• the cash-conversion cycle. <p>Secondly, the students will simulate some processes with SAP, an ERP system, that is very popular in business. Thereby, the importance of the data and information flowing into the accounting system will be emphasized. In this way, the students will gain experience with a tool that is very common in the business world.</p> <p>Thirdly, practitioners will show:</p> <ul style="list-style-type: none">• how their company uses data from an ERP system for accounting;• how the data flow is organized; and• how important data integrity is.

EDAC - Digital Accounting - BWIH011

Teaching and Learning method	Lectures, exercises, simulations and case studies.
Literature	The documents provided by the lecturers on Moodle.
Workload	180 hours (6 ECTS x 30 hours)
Contact lessons	56 lessons (4 lessons x 14 weeks/semester)
Attendance requirement	none
Proof of competence	(1) SAP Exam at the end of the SAP part, duration 60 minutes, counts 50%. (2) Written exam on Moodle at the end of the semester CW 26/27, duration 60 minutes, counts 50%.
Aids for written examination	Open books.
Mode of repetition	(1) SAP Exam at the end of the SAP part, duration 60 minutes, counts 50%. (2) Written exam on Moodle at the end of the semester, duration 60 minutes, counts 50%.
Continuative, in depth modules	Elective module Management-Information Systems (MIS) (in German); Portfolio module Auditing (in German); and Specialization modules: <ul style="list-style-type: none">• Höhere Rechnungslegung (SAC1) (in German);• Life-Cycle Accounting & Tax (SAC2) (in German); and• Controlling & Digitalization (SAC3) (in German).
Degree programme, semester	BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern

IBTH - Bachelor-Thesis - BWIH993

ECTS	15
Study language	English
Module type	Compulsory module
Module level additive	Advanced level
Lecturer(s)	Anderegg Urs
Module responsibility	Urs Anderegg
Short description of the module	Candidates are required to compile a written dissertation (Bachelor thesis) to provide proof of the academic and methodical skills they have acquired at Bachelor level.
Requirements	Academic Skills, Attendance in an area of specialization, attendance at the kickoff event
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> • may write the Bachelor thesis (diploma thesis) alone or as a pair. • must be able to deal with a problem in an appropriate academic and methodological manner. • must be able to understand and critically assess business administration theories and models. • must be able to understand theoretical and empirical contributions to business administration-related topics, outline their limitations and possibilities and present their findings in a comprehensible way in written form <p>Problemsolving/Complexity: Students</p> <ul style="list-style-type: none"> • must be able to analyse a problem appropriately from the academic/methodological point of view, select (a) suitable method(s) and apply it/these. • must be able to express the problem, the procedures they use and the results they obtain correctly. They will also be required to defend the conclusions of their Bachelor thesis in an oral presentation and provide well-founded responses to questions. • must be able to conduct literature research on the selected topic independently and be able, where necessary, to compile their own data and evaluate this in an academically appropriate manner <p>Collaboration: Students</p> <ul style="list-style-type: none"> • must be able to prepare the thesis, if appropriate, as part of a team, taking into account the requirements of the various interest groups (co-author, supervisor, sponsor). <p>Selfmanagement: Students</p> <ul style="list-style-type: none"> • must be able to plan and complete the written thesis on time, taking into account their various study and internship obligations and the time available.

IBTH - Bachelor-Thesis - BWIH993

Content	<p>Students are to independently work on a personally selected or given topic.</p> <p>They must formulate the problem and situation in a comprehensible manner, conduct an in-depth analysis of the case and derive recommendations from this.</p> <p>In the course of the above, they must demonstrate their ability to use the knowledge acquired during their studies and to independently acquire further, more specialised knowledge.</p> <p>The Bachelor thesis must be correct in terms of comprehensibility, style, form and orthography.</p> <hr/>
Teaching and Learning method	<p>Lectures, Coachings, Presentations, Workshops, Colloquia, Selfstudy</p> <p>Students must be able to restrict a topic from the field of business administration or public sector to its relevant aspects and contribute new theoretical, empirical or practice-relevant input.</p> <p>The Bachelor thesis affords the opportunity to deal at length with a freely selected or sponsor-specified (internal/external) topic, using the professional knowledge acquired, over a period of one semesters.</p> <hr/>
Literature	<p>on moodle</p> <p>Balzer H., Schröder, C., 2016. Wissenschaftliches Arbeiten, Quellen, Artefakte, Organisation, Präsentation 2. Edition., W3L GmbH</p> <hr/>
Workload	<p>450 hours</p> <hr/>
Contact lessons	<p>17 hours (1 Kickoff, 2h / Coachings 2h/ 4 Workshops 2h each / 2 Colloquia 2h each / 1 final Presentation, 1h)</p> <hr/>
Attendance requirement	<p>4 Workshops, 1 Final Presentation, 2 Colloquia (online), Coachings, Kickoff</p> <p>Non-participation in workshops and colloquia may result in a substitute assignment in each case in order to achieve the intended learning objectives. Non-participation or insufficient completion of any work assignments will be taken into account in the module assessment.</p> <hr/>
Proof of competence	<p>Written work: 75 %</p> <p>Oral presentation: 25 % (max 30 min, shared thesis max. 50 min) Details can be found on Moodle in the module Bachelor Thesis, Documents: Study Guide</p> <p>Even if the Bachelor Thesis is written as a group work the assessment will be individual.</p> <p>Written work (75%) : Submission of the Thesis via moodle, by 24 May 2023</p> <p>Oral presentation (25%): Thursday 15 June 2023 / Friday 16 June 2023 / Monday, 19.06.23 / Tuesday 20.06.23</p> <hr/>
Aids for written examination	<p>none</p> <hr/>

IBTH - Bachelor-Thesis - BWIH993

Mode of repetition

If the written work is graded 3.5, the assessors may allow the possibility of rectification within 20 working days. The presentation date will be rescheduled in case of successful rectification.

If the presentation does not receive a passing grade, it is possible to repeat the presentation one more time.

The module can be repeated once. A new topic entry (Thesis Concepts) can be submitted at any time. The students receive an individual schedule from the module manager from the time of the re-entry of the topic. The process is the same (time, sequence) as in the 1st attempt, but can be run faster.

Continuative, in depth modules

none

Comment

none

Degree programme, semester

BSc Business Administration, 2022-2023, 8 FS, BB-IP, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern

ECFA - Business Valuation and M&A - BWIH015

ECTS	3
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Rascón Alberto
Module responsibility	Rascón Alberto
Short description of the module	The module is project-oriented. Each student will perform a financial valuation of a public firm from "scratch". The students will apply the concepts and theories learned in other modules for the valuation of their firm. Additionally, we will explore the principal issues in M&A and transactions.
Requirements	These modules are BFMA / IFMA Accounting Taxes

ECFA - Business Valuation and M&A - BWIH015

Competencies upon completion Subject: Students

- will apply the concepts and theories learned in their curriculum.
- will transform those concepts and theories into financial numbers, relevant for business.
- will be able to perform a valuation of a public firm.
- will be confronted with the difficulties to financial analysis.

Method: Students

- Become familiar with the DCF model.
- will foster their Excel skills.
- will analyse the impact of the "ESG" initiatives for firms.
- will be able to apply a systematic approach to business valuation

Social: Students

- will work in groups.
- will perform peer reviews.
- participate actively in classroom discussions on pertinent topics.
- work in small groups and succeed in organizing themselves in order prepare a financial recommendation.

Self: Students

- prepare for class and improve their ability to express themselves orally and in writing
- will be able to synthesise ideas and documents
- will foster their formatting skills

Content

1. Introduction to Valuation
 2. Introduction to M&A
 3. DCF Model / CAPM
 4. Ratio Analysis
 5. EGS Analysis
 6. Forecasting Techniques
-

ECFA - Business Valuation and M&A - BWIH015

Teaching and Learning method

1. Project-Based Learning
 2. Traditional Lectures
 3. Flip class room
 4. Discussion in class
 5. Presentations by the lecturer
 6. Group work when preparing the valuation
-

Literature

It will be posted on Moodle.

Guide Book

Koller T., Goedhart M., Wessels D. Valuation: Measuring and Managing the Value of Companies 7th Edition by McKinsey & Company Inc. Wiley; 7th edition

ISBN-10 1119610885;

ISBN-13 978-1119610885

Workload

90hr.

Contact lessons

4x7 lessons = 28 (Including final presentation)

Attendance requirement

None

ECFA - Business Valuation and M&A - BWIH015

Proof of competence

Each student will make a valuation of a firm.

There will be 6 task to be performed :

(Details of delivering method will be provided in class)

1x Macroeconomic Conditions (Group Work / Individual assessment by peer review) (15% of final grade)

1x Particular Macroeconomic Conditions of the Industry(ies) in which the company is performing (Group Work / Individual assessment) (10% of final grade)

1x Value Creation in the Industry in which the firm is performing (Group Work / Individual assessment) (15% of the final grade)

1x ESG Analysis of the firm (Individual Work) (20% of the final grade)

1x Financial Valuation (Individual Work) (20% of the final grade)

1x Management Summary + Presentation of the Analysis (20% of the individual grade)

The details of each document will be provided in the class.

At each class one or more students will be asked (randomly) to present hers/his work if the student is not present to do it the grade of the task will be multiply by 70%.

Each task will be graded from 0 to 10

Rounding will be only be applied to the final grade

Aids for written examination

Non-Applicable

Mode of repetition

Non-Applicable

Continuative, in depth modules

Specialisation in Banking in Finance

Specialisation in Accounting

Specialisation in International Management

Comment

For the peer review section each student will evaluate their peers from 1 to 10. The individual grade will be the product of the group work times 1 plus the ratio of the peer review grade to the mean of the peer grades of the group in question.

Degree programme, semester

BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern

EPR6 - Supervised Professional Experience - BWIH999

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Hofstetter Matthias
Module responsibility	Matthias Hofstetter
Short description of the module	<p>The "Supervised Professional Experience" module serves the goal of promoting application-oriented thinking and action as well as the development of professional competencies. This is achieved by linking professional knowledge with thematically related study content.</p> <p>"Practice activity" is a professional activity that is thematically related to the course of study. This is usually carried out within the framework of a formal employment relationship, self-employed professional work or non-profit voluntary work.</p>
Requirements	<p>The practical activity is performed while the student is enrolled in the corresponding degree program. The practical activity is thematically directly related to the contents of the corresponding study program. The practical activity has not already been credited to the study program in another context or qualified twice with "unfulfilled".</p> <p>A third party (employer, project partner, customer, etc.) confirms the performance of the practical activity. The practical activity is accompanied by (auto-)didactic transfer achievements.</p>
Competencies upon completion	In the transfer performance, the knowledge acquired in the context of the practical activity is linked to thematically related study content.
Content	individually
Teaching and Learning method	1 - 3 coachings
Literature	individually
Workload	<p>The practical activity and the transfer performance together form the basis of the credit for practical activity. The transfer performance can be provided, for example, by a learning report, a presentation, a workshop, a case study, a publication, etc.</p> <p>The extent of the transfer performance is measured by the ECTS credits. The transfer performance effort is about 18 hours for 3 ECTS credits or 36 hours for 6 ECTS credits.</p>
Contact lessons	1 - 3 coaching sessions with supervisor.
Attendance requirement	none
Proof of competence	The extent of the transfer work is measured by the ECTS credits that are credited for the practical activity. These are approximately 18 hours for 3 ECTS credits or 36 hours for 6 ECTS credits.

EPR6 - Supervised Professional Experience - BWIH999

Aids for written examination no written exam

Mode of repetition If the transfer performance for a practice activity is assessed as "not fulfilled", the credit for the work performance can be applied for once again.
In case of repetition, a new thematic focus for the transfer performance must be agreed.

Continuative, in depth modules none

Degree programme, semester , 2022-2023, 2 FS, ,

EPR3 - Supervised Professional Experience - BWIH994

ECTS	3
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Hofstetter Matthias
Module responsibility	Matthias Hofstetter
Short description of the module	<p>The "Supervised Professional Experience" module serves the goal of promoting application-oriented thinking and action as well as the development of professional competencies. This is achieved by linking professional knowledge with thematically related study content.</p> <p>"Practice activity" is a professional activity that is thematically related to the course of study. This is usually carried out within the framework of a formal employment relationship, self-employed professional work or non-profit voluntary work.</p>
Requirements	<p>The practical activity is performed while the student is enrolled in the corresponding degree program. The practical activity is thematically directly related to the contents of the corresponding study program. The practical activity has not already been credited to the study program in another context or qualified twice with "unfulfilled".</p> <p>A third party (employer, project partner, customer, etc.) confirms the performance of the practical activity. The practical activity is accompanied by (auto-)didactic transfer achievements.</p>
Competencies upon completion	In the transfer performance, the knowledge acquired in the context of the practical activity is linked to thematically related study content.
Content	individually
Teaching and Learning method	1 - 3 coachings
Literature	individually
Workload	<p>The practical activity and the transfer performance together form the basis of the credit for practical activity. The transfer performance can be provided, for example, by a learning report, a presentation, a workshop, a case study, a publication, etc.</p> <p>The extent of the transfer performance is measured by the ECTS credits. The transfer performance effort is about 18 hours for 3 ECTS credits or 36 hours for 6 ECTS credits.</p>
Contact lessons	1 - 3 coaching sessions with supervisor.
Attendance requirement	none

EPR3 - Supervised Professional Experience - BWIH994

Proof of competence	The extent of the transfer work is measured by the ECTS credits that are credited for the practical activity. These are approximately 18 hours for 3 ECTS credits or 36 hours for 6 ECTS credits.
Aids for written examination	no written exam
Mode of repetition	If the transfer performance for a practice activity is assessed as "not fulfilled", the credit for the work performance can be applied for once again. In case of repetition, a new thematic focus for the transfer performance must be agreed.
Continuative, in depth modules	none
Degree programme, semester	, 2022-2023, 2 FS, ,

EFRE - Frontiers of Economics - BWIH014

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Fernandes Ana, Foord Daniel, Rascón Alberto
Module responsibility	Fernandes Ana, Foord Daniel, Rascón Alberto
Short description of the module	<p>Frontiers in Economics is an intermediate economics course that deals with the most recent developments in both macroeconomics and microeconomics. The module is designed for students that have some knowledge of economics already and want to foster their business and economics skills.</p> <p>The course is a combination of applied and theoretical approaches. We will be reviewing among other topics: experimental and behavioural economics, inequality, modern fiscal and monetary policies, market structure in the market of data, value chains and external sector.</p>
Requirements	IEFI, Economics.

EFRE - Frontiers of Economics - BWIH014

Competencies upon completion

Subject: Students will...

... analyse consequences and effects of economic policies for firms, for workers and for the whole society.

... be able to evaluate the economic environment of firms.

... argue about the rationality of economic agents.

... be able to defend a location of a firm.

... conjecture about market structures.

Method: Students will...

...be able to understand the different factors that influence the choice of a determinate economic policy.

...be able to create benchmarks of policies across nations.

...be able to support theories and philosophies behind a particular choice of economic policy.

...be able to criticize economic articles and newspapers.

Social: Students...

... be able to debate their political and economic opinions among them.

... provide or request support from peers and supplement course input by providing examples from personal experience.

... will be confronted with a different culture and a different teaching style

Self: Students...

- will reflect their strengths and weaknesses as well as reasons for success or problems encountered.

- will be able to critically assess the concepts and methods of economics.

- will be able to develop a consistent argument in favour of their particular choice of policy.

Content

1. Experimental economics
2. Behavioural economics
3. Inequalities: income & wealth, ethnicity & gender
4. Inequality and poverty
5. Data and the new monopolies
6. Immigration
7. New Fiscal and Monetary Policies
8. New value chains
9. Exchange rates

Teaching and Learning method

Traditional Lectures, Cases, Discussions

EFRE - Frontiers of Economics - BWIH014

Literature

Indispensable literature:

- Several Papers and cases will be given in class.

Recommended literature:

- MANKIW Gregory N. and TAYLOR Mark P. "Economics" 5th Edition CENGAGE Learning (2019), ISBN: 978-147376854-

Workload

180 hrs.

Contact lessons

56 lessons (42 hrs.)

Attendance requirement

None requirement

Proof of competence

The proof of competence of the module will be based in:

a = Average of 3 small tests during the semester and

b = an elective essay over a topic proposed by one of the lectures.

Final Grade = $\max(70\%a + 30\%b, 60\%a + 40\%b)$

Aids for written examination

In principle the written exams will be closed book

Mode of repetition

New essay + The points of the small tests will be kept.

If the average of the tests is lower than 2.25 out of 6, the student will be required to take the whole course again as it is impossible to obtain a passing grade.

Before the enrolment in the repetition attempt, the student will be informed of the minimum grade required in the new essay to obtain a passing grade.

Continuative, in depth modules

Highly recommended for students that want to do a specialization in:

- Banking and Finance,
- Accounting and Controlling,
- Global Management,
- HR,
- Sustainable Business,
- Digital Business Management.

Degree programme, semester

BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern

EAWE - Academic Writing in English - BWBH007

ECTS	3
Study language	English
Module type	Optional module (countable)
Module level additive	Advanced level
Lecturer(s)	Gaibrois Claudine
Module responsibility	Gaibrois Claudine
Short description of the module	Students who decide to study or work in international environments require the ability to conduct research in English and write academic papers and reports using standard stylistic and formal conventions. In this course, students will learn how to read and write academic papers. In addition, they will get to know and apply basic writing techniques that help them to better write and structure academic texts in English.
Requirements	This optional module is targeted at and designed for students with a minimum C1 level. There are only a limited number of places available.
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - can use their own research to write academic papers in English at a C1 level of competence and above <p>Method: Students</p> <ul style="list-style-type: none"> - can plan and execute an academic writing project to a fixed deadline - can transform raw data and the research of others into standard academic prose - can apply formal and stylistic conventions to their own written texts - can reflect critically on their own writing and the writing of others - can apply creative writing techniques such as freewriting and clustering <p>Social: Students</p> <ul style="list-style-type: none"> - can give and receive feedback in an appropriate manner - can participate in the discourse community of English-language study programmes <p>Self: Students</p> <ul style="list-style-type: none"> - can manage the temporal and intellectual demands of an academic writing project - can apply their own critical reflection and that of others towards improving their English-language competence - can perform confidently and successfully in English-language academic context
Content	The course has been designed with the aims to provide students with the skills and knowledge to write a paper in the context of university systems
Teaching and Learning method	The course combines theory and practice. Writing, peer review, and revising takes place in almost every class to create a collaborative learning environment. Outside of class, students will be required to read in preparation for class discussions, work on an academic paper and write a daily diary. Scripts will be provided by the lecturer and uploaded to Moodle.

EAWE - Academic Writing in English - BWBH007

Literature	There is no specific literature required for this class. Weekly readings will be provided to generate an academic discourse.
Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	There is no mandatory attendance for this module.
Proof of competence	<p>Although attendance is not mandatory, it is required that all assignments reflect the content that is presented in the weekly input and scripts.</p> <p>Individual Written Project</p>
Aids for written examination	<p>-</p> <p><i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i></p>
Degree programme, semester	<p>BSc Business Information Technology, 2022-2023, 2 FS, TZ, Bern BSc Business Information Technology, 2022-2023, 4 FS, VZ, Bern BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern BSc Business Administration, 2022-2023, 4 FS, VZ, Bern BSc Business Administration, 2022-2023, 6 FS, VZ, Bern BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern BSc Business Information Technology, 2022-2023, 6 FS, TZ, Bern BSc Business Information Technology, 2022-2023, 2 FS, VZ, Bern BSc Business Information Technology, 2022-2023, 4 FS, TZ, Bern BSc Business Administration, 2022-2023, 2 FS, VZ, Bern BSc Business Administration, 2022-2023, 4 FS, TZ, Bern BSc Business Administration, 2022-2023, 6 FS, TZ, Bern BSc Business Administration, 2022-2023, 2 FS, TZ, Bern BSc International Business Administration, 2022-2023, 2 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern BSc Business Information Technology, 2022-2023, 6 FS, VZ, Bern BSc International Business Administration, 2022-2023, 2 FS, TZ, Bern BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern</p>

IMAR - Marketing - BWIG005

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Rose Stefan, von Däniken Tina, Waldenmeyer Zoé
Module responsibility	Stefan Rose - Tina von Däniken - Zoé Waldenmeyer
Short description of the module	<p>This module will provide you with a fundamental understanding of how firms develop marketing strategies for their products and services and how they implement these strategies through specific marketing instruments. In addition, you will be enabled to consider the client as the centre of all marketing activities and to provide value and benefits in a way that customer acquisition and retention can be built within the digital age. You will learn to manage marketing challenges within fast changing trends and topics. Moreover, the course will also cover the principles of B2B-Marketing and marketing of services. Complementary to the transfer of theoretical knowledge, you will benefit from guest lecturers who will enrich the module with vivid insights into their daily professional practice.</p>
Requirements	Basic business know-how, solid command of English language
Competencies upon completion	<p><u>After successful completion of the module you will:</u></p> <ul style="list-style-type: none">- understand the importance of marketing within the micro-economic business context- hold the knowledge required to make substantiated marketing decisions in different contexts- be familiar with the participants of a market and how to serve them- have acquired the fundamentals relevant to study further marketing modules <p><u>You will acquire the following methodological competencies :</u></p> <ul style="list-style-type: none">- knowing and applying the specific tools needed to carry out a marketing analysis- application of decision related marketing-tools- application of these methods in diverse marketing contexts. <p><u>Social and personal competencies:</u></p> <ul style="list-style-type: none">- reflecting on marketing related activities and their implications for your business and the consumers- Identify and contribute with your individual strengths to develop solutions as an active member of a team

IMAR - Marketing - BWIG005

Content

Shaping Marketing Strategies:

- Key aspects of a successful marketing strategy
- Analysis of the initial strategic situation
- Formulation, evaluation, and selection of marketing strategies
- Managing marketing information to gain customer insights

The Marketing Mix:

- Product decisions & innovation management
- Brand management
- Pricing decisions
- Sales decisions
- Communication decisions & engaging costumers

Marketing in Specific Contexts:

- Business-to-Business marketing
- Marketing of services
- International marketing

Marketing Implementation:

- Marketing and sales management

Teaching and Learning method

Lectures
Discussions
Self-study
Group work
Guest lectures

Literature

The module is based on:
Homburg, C., Kuester, S., Krohmer, H., (2013): Marketing Management: A Contemporary Perspective, 2nd edition. UK, McGraw-Hill

Workload

180 hours

Contact lessons

12-13 lectures, each 4 lessons

Attendance requirement

Mandatory attendance for kick-off session and guest lectures.

Proof of competence

written exam, online, multiple choice, 90 minutes, 100% (CW26 / CW27)

Aids for written examination

BFH calculator (TI-30 ECO RS)
Dictionary in mother tongue - examination language

For details to the aids allowed during written exams see "written examination regulations" on Moodle.

IMAR - Marketing - BWIG005

Mode of repetition

Retake of the exam

Continuative, in depth modules

Digital Marketing Strategy
Entrepreneurial Marketing
Brand Management
International Marketing
Consumer Behavior

Degree programme, semester

BSc International Business Administration, 2022-2023, 2 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern

ISTO - Strategy & Organization - BWIG010

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Braun Aron, Noppeney Claus
Module responsibility	Aron Braun
Short description of the module	<p>In this module students become familiar with the basic concepts and methods of Strategic Management and Organizational Design. They learn how companies try to understand and adapt to a continuously changing environment and take the right decisions and implement appropriate measures in order to stay successful in the long run.</p> <p>The course provides insights into different theories and methods for analysing the external environment and the internal properties of a company, for understanding the various ways in which culture influences the company's strategy, for developing and implementing a new strategy, for accordingly adapting the organizational structure and for leading the company through critical phases of change.</p> <p>The students get the opportunity to practise the application of the presented theory on selected case studies about different industries.</p>
Requirements	No special requirements; open for incoming students and students from BWI
Competencies upon completion	<p>This module aims at imparting the following set of competencies. The students</p> <ul style="list-style-type: none"> • know the main topics and terms within the areas of Strategic Management, Culture and Organizational Design • are able to explain both the difference and the relationship between the different terms and concepts introduced in this module • understand why and how a company must support the implementation of a specific strategy with an appropriate organizational design • understand what geographical, field-level and organizational culture is, and how they are related to the corporations strategy • can apply selected methods and concepts of Strategic Management, Culture and Organizational Design for analyzing practical business cases and discussing strategic issues • start recognizing the relevant strategic themes and patterns when reading a newspaper article about a company • know about the limitations and weaknesses of the imparted concepts • learn to ask the right strategic questions when analyzing a given company • develop a sense for the complexity and ambiguity inherent to strategic questions in practice • are able to talk about strategic topics in an accurate, coherent and concise way • improve their ability to effectively work together with other students on a given task / towards a given goal
Content	Introducing strategy & macro-environment analysis; Industry & sector analysis; Resources & capabilities; Stakeholders & governance; Cultural analysis; Business strategy & models; Corporate strategy & diversification; International strategy; Evaluating strategy; Strategy development; Leadership & strategic change; The practice of strategy; Wrap-up

ISTO - Strategy & Organization - BWIG010

Teaching and Learning method	The module uses a variety of teaching methods. Some sessions are based on intensive case discussion class. The cases are prepared beforehand by the students. Other classes might involve a practitioner's input or the discussion of a film or excises or exploratory research adventures. Videocasts capturing key elements of the corresponding chapters are provided online. The module requires intensive preparation and depends on student interaction in class.
Literature	Mandatory reading: Jonson, Whittington, Scholes, Angwin, Regnér: Exploring Strategy, 12th edition, 2020, Pearson. The purchase of the books is recommended.
Workload	6 ECTS
Contact lessons	14 weeks, 4 lessons per week (one block of four lessons or two blocks of 2 lessons)
Attendance requirement	Mandatory attendance during the first session of the course. The course is conducted based on voluntary student participation.
Proof of competence	Written exam: the graded final exam at the end of the semester determines the final grade. The exam will take place as an online exam. It is a multiple choice exam. The lecturers will inform you about the details during the last week (semester week 14) with some sample questions. Duration of the exam: 90 minutes
Aids for written examination	<i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i>
Continuative, in depth modules	Majors "Innovation & Entrepreneurship" and "Global Management"
Degree programme, semester	BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern BSc International Business Administration, 2022-2023, 2 FS, VZ, Bern BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern BSc International Business Administration, 2022-2023, 2 FS, TZ, Bern BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern

EBMA - Brand Management - BWIH012

ECTS	3
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	von Däniken Tina
Module responsibility	Tina von Däniken

Short description of the module

Managing a brand successfully is a key competitive factor for any company. This is why brand management is such an important topic. The goal of successful branding is to anchor the entire company as a brand in the minds of employees, shareholders, customers and the general public and thus to establish a successful brand. A consistent image of the company should be communicated to all these stakeholder groups.

This module offers an overview of all the tasks and contents of brand management with a main focus on the practical use of the gained knowledge and exciting insights from branding professionals.

You will be able to apply the knowledge from the lecture by analyzing a brand of choice in depth and by making specific brand recommendations.

Requirements	Attendance and successful completion of the IMAR / BMAR lectures.
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Competencies upon completion	<p>Professional skills: Students will be able to</p> <ul style="list-style-type: none">- apply the knowledge from the lecture to brands- analyze a brand in depth- make concrete recommendations for a brand <p>Methodological skills: Students will</p> <ul style="list-style-type: none">- know the sources for information collection to use them for the brand inventory and draw conclusions for brand recommendations <p>Social skills: Students are able to</p> <ul style="list-style-type: none">- work successfully in a team and to present their results as a group <p>Self-competence:</p> <ul style="list-style-type: none">- Students are aware of the influence of brands on consumers and consumer behavior
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EBMA - Brand Management - BWIH012

Content	<p>Introduction, definition and meaning of brands, brand functions</p> <p>Strategic Brand Management: brand equity, brand architecture, brand identity</p> <p>Core values of brands, brand positioning</p> <p>Brand stretching, brand partnerships</p> <p>Operational brand management: implementation in the marketing mix</p> <p>Situation analysis (Brand Inventory) - market development, trends, brand, competition, etc.</p> <p>Brand recommendations</p>
Teaching and Learning method	<p>Lectures</p> <p>Guest lectures by branding experts</p> <p>practical work in groups</p> <p>group coachings</p>
Literature	<p>Kevin Lane Keller, Vanitha Swaminathan: Strategic Brand Management - fifth edition - 2020, Pearson, Harlow, England.</p> <p>Philip Kotler, Gary Armstrong: Principles of Marketing - eighteenth edition - 2021, Pearson, Harlow, England.</p> <p>Philip Kotler, Kevin Lane Keller, Malcolm Goodman, Mairead Brady, Torben Hansen: Marketing Management - fourth European Edition - 2019, Pearson, Harlow, England.</p> <p>Gorden C. Bruner II, Marketing Scales Handbook, Multi-Item Measures for Consumer Insight Research, Volumes 5-11, Fort Worth, Texas.</p>
Workload	<p>90 hours</p>
Contact lessons	<p>7x4 lessons</p>
Attendance requirement	<p>during the lectures, especially during guest lectures</p>
Proof of competence	<p>- Group project (written assignment) - Group presentation of results (graded individually)</p>
Aids for written examination	<p>For details see the current "Guidelines for compiling written assignments"</p>

EBMA - Brand Management - BWIH012

Comment

the detailed curriculum of the module will be communicated at the beginning of the semester

Degree programme, semester

BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern

IACS - Academic Skills - BWIG008

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Jarchow Thomas
Module responsibility	Thomas Jarchow
Short description of the module	The module Academic Skills teaches the scientific research and work skills needed for studying at the BFH W. This includes dealing with literature, writing papers and reports, conducting studies, handling data, and presenting results. The aim is to apply and practice the acquired knowledge directly to build the scientific working skills throughout the course.
Requirements	Vocational baccalaureate diploma or equivalent knowledge
Competencies upon completion	<p>Professional competencies:</p> <ul style="list-style-type: none"> - Dealing with literature (digital, on-line, and off-line) - Plan and carry-out scientific studies (face to face to online,...., surveys, interviews, experiments) - Create scientific work collaboratively - Applied digital data evaluation and basic data analysis <p>Problem Solving/Design Thinking:</p> <ul style="list-style-type: none"> - Development of own research question - Iterative approach to solution adaptation and problem solving - Applying different methodological approaches and procedures <p>Collaboration:</p> <ul style="list-style-type: none"> - Implementation of group project - Combination and coordination of group and individual tasks - Dealing with "test persons" in different contexts <p>Self-management:</p> <ul style="list-style-type: none"> - Independent research and work - Independent testing of own competences - Critical questioning and critical thinking <p>Dealing with complexity:</p> <ul style="list-style-type: none"> - Iterative problem solving as a strategy - Usage and application of (some) digital tools to deal with complexity

IACS - Academic Skills - BWIG008

Content

The module Academic Skills teaches the basics for scientific work at the BFH W. This includes:

Literature: searching, finding, and documentaion of sources, using and arguing with ideas, reading with different focus, criteria based evaluation, classification, etc.

Writing: structure and composition of scientific work, arguing about content, including and referencing sources, using and referencing graphical artifacts in text, indexes and tables of contents.

Research: develop, prepare, conduct, and evaluate scientific studies; as well as describe, visualize and discuss the results.

Organize: Effective search strategies, planning of study execution and evaluation.

Created artifacts: In the part "literature-work", students individually prepare the basis for the "research-paper" and the study, which they produce as a group. The literature work is handed in and evaluated separately. It includes search, evaluation and summary of the sources used. The individual literature work must be coordinated within the group in such a way that it can be used for the introduction, methods, or discussion of the research paper, which is prepared as a group work. For the research paper, groups of 3-5 students conduct a study (e.g., interviews, online survey, etc.). This includes development and implementation of the study, evaluation of the data and presentation of the results in a research paper.

Teaching and Learning method

Content in two parallel but interdependent strings:

- Individual work: Written presentation of the artifacts of literature work (search strategy, search criteria, hit list, summary of sources).
- Group work: Written research paper on the conducted study (design and conduct of the study, evaluation and presentation of the results and writing it down as a research paper).

Throughout the semester: from theory to application.

- First half of the semester "Theory": basics (for understanding), plus small exercises (for application) and coaching (for clarification); focus on topic identification and literature work.
- Second half of the semester "Research": further practical exercises and "own" work packages.

Literature

The materials are made available on Moodle (slides, presentations, video, etc.)

Mandatory books are:

- Bell, J., & Waters, S. (2018). Doing your research project: A guide for first-time researchers (7th). Maidenhead: Open University Press. ISBN: 978-0-335-24338-9
- Publication Manual of the American Psychological Association (Seventh edition). (2019). American Psychological Association. ISBN: 978-1-433-83217-8.

Workload

6 ECTS require 180h effort:

- 30-40h face-to-face lessons
- 30-40h coaching
- 100-120h group and self-study
- online tasks/tests for self-evaluation and units for self-paced learning will be provided

Contact lessons

30-40h face-to-face lessons

30-40h coaching (face-to-face or online)

Attendance requirement

-

IACS - Academic Skills - BWIG008

Proof of competence

All proofs of competence are handed in on moodle. Exact time and date are available on moodle in the first week of semester.

Mid-term (8th week of semester):

- Individual literature work, which counts for 50% of final grade.
- End of term (14th week of the semester)

- Individual reflection about the learning in the course, which counts for 10% of the final grade.
 - Research-Paper as group work, which counts for 40% of final grade.
- Individual grades are given for the literature-review and the individual reflection (60% of the final grade).

A collective grade is given for the research-paper (40% of the final grade).

Degree programme, semester

BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 2 FS, TZ, Bern

IBLW - International Business Law - BWIH004

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Advanced level
Lecturer(s)	Suppa Giovanni
Module responsibility	Giovanni Suppa
Short description of the module	<p>The Module gives an overview of the organization of the federal state / confederation; the module will focus within the first part on fundamental rights and the organization of federal state, cantons and communes. Further, in the second part, the module provides students with an introduction to the law of contracts, torts and unjust enrichment. It deals with the general legal principles governing these areas of private law as well as with a variety of specific types of contracts. The course is based on Swiss law and these principles are best demonstrated by the teaching of Swiss law and are recognizable outside of Switzerland with very little effort. In the third part, a particular focus is placed on contracts used in the business world such as e.g. the purchase contract. Using practical materials, it will focus on a range of legal topics and associated business risks arising in the national/international context, such as typical risks within a contract, international sales transactions, the protection and licensing of intellectual property, international dispute resolution and typical clauses for specific risks.</p>
Requirements	none
Competencies upon completion	<p>Subject: Students will gain an understanding of the legal principles governing the laws of contracts, torts and unjust enrichment. They will get a sense of the national as well as of the international aspects of these fields of law.</p> <p>Method: Students will learn how to read and interpret legal codes, court decisions and specific contracts. They will read selected material from legal literature.</p> <p>Social: Students will discuss problems and cases in class, work in groups in class, and react properly to the arguments of their fellow students.</p>
Content	-
Teaching and Learning method	<ul style="list-style-type: none"> - Presentations by the lecturer - Discussion of cases in class - Self-study (weekly preparatory reading expected from the students) in preparation of the short tests - Short tests in class
Literature	<ul style="list-style-type: none"> - Legal codes to be found in the internet - Introduction to Business Law, Volume 1: Contract Law, by Markus Müller Chen (collective purchase order to be organized by the students themselves on the first day of class) - Cases, model contracts, excerpts from books and articles posted on Moodle
Workload	180 hours

IBLW - International Business Law - BWIH004

Contact lessons	56 lessons
Attendance requirement	Students have to attend 12 out of 14 classes Free choice of the skipped classes (without any excuse) See on moodle, where at 3-4 dates there is self-study
Proof of competence	7 (+/- 1) Short tests (weekly, starting after an introduction phase), written in class (100%).
Aids for written examination	none
Mode of repetition	If a student fails the modul aide, he/she may retake four short tests at once. The two-best results of the initial 7 tests will be kept in favor of the student.
Continuative, in depth modules	-
Degree programme, semester	BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern

EMPG - Managing People Globally - BWIH013

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Sonderegger Andreas, Straub Caroline
Module responsibility	Sonderegger Andreas, Straub Caroline

Short description of the module

This course introduces students, through theories and practical examples, to the complexity of international human resource management and cross-cultural issues in a globalized and digitized world.

Requirements

Problem-solving competences: Students

- have basic problem-solving skills
- can carry out a literature analysis.

Social skills: Students

- possess basics of teamwork skills

Self-management: Students

- bring basics of time management skills

Dealing with complexity: Students

- bring the basics to work on interdisciplinary-topics

EMPG - Managing People Globally - BWIH013

Competencies upon completion Technical: Students

- understand human resource management in an international context with respect to policies and practices in global or multinational organisations
- analyse the impact of cultural dimensions on the behaviour of people in business environments and cultivate a global mindset of effective management of globally located personnel
- understand the different forms of global work and apply this knowledge to strategic international human resource management and personal career development
- apply effective communication techniques and strategies for managing a global workforce
- conduct research on international human resource management

Method: Students

- develop a set of skills in critical thinking and analysis through elaboration of various HRM models and frameworks in an international context

Social: Students

- work on questions and exercises in teams and integrate various perspectives to come to a solution
- use individual and group resource in a sensible way

Self: Students

- critically reflect different HRM approaches and methods
- deliver overview of scientific content about global HRM in elaborate but concise presentations
- can discuss constructive solutions in the group
- learn to work in a cross-cultural team

Self-management: Students

- plan their knowledge development independently
- develop personal judgment, analysis and decision-making skills

Content

Two trends are decisively changing our lives and the world of work: rapid technological development and the associated trend towards a globalised (economic) world. These trends pose different challenges regarding human resource management in a multinational organisation, with implications for many stakeholders in today's global businesses, including employees, managers, human resource professionals, trade unions, policy makers and academic researchers. This course introduces students, through theories and practical examples, to the complexity of international human resource management and cross-cultural issues.

This course aims to:

- Introduce the concept of intercultural/global management.
- Present key theoretical concepts and examples of international HR management issues in today's HR practice.
- To explore the impact of national culture within organisations and how HR leaders and managers can develop key global competencies.
- Enable students to understand their own potential as effective global leaders.

EMPG - Managing People Globally - BWIH013

Teaching and Learning method	<ul style="list-style-type: none">- Contact lectures<ul style="list-style-type: none">• Input from lecturer, mini cases, videos, group work, discussion- Self-study (extensive reading material)- Group work (student presentations)- Collaborative Online International Learning (COIL) part together with students from JAMK University of Applied Sciences, Finland- Online lessons
Literature	Required readings will be communicated on Moodle for each session.
Workload	6 ECTS correspond to about 180 working hours.
Contact lessons	14 x Contact lectures 1 Final exam All lessons contain the preparation of case studies and student presentations.
Attendance requirement	It would be elementary that students are present at each of the COIL collaborations (= 4 sessions in the first half of the semester > the exact dates will be communicated in class)
Proof of competence	<ul style="list-style-type: none">• Group work, which has to be accomplished within an international team cooperation (50% of the grade).• Final exam (50%) , written in CW26/27, 60 minutes
Aids for written examination	The BFH calculator (TI-30 ECO RS) Printed dictionary (mother tongue - examination language) For details to the aids allowed during written exams see "written examination regulations" on Moodle.
Degree programme, semester	BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern

YEEP - Young Entrepreneurship Exchange Project - BWIH010

ECTS	3
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Braun Aron, Vogel Claudia
Module responsibility	Aron Braun (Lecturer Strategy and Entrepreneurship) & Claudia Vogel (Lecturer Business Administration and Entrepreneurship) at the BFH Business School
Short description of the module	<p>YEEP takes you on a unique entrepreneurial field trip to India!</p> <p>The module YEEP (Young Entrepreneur Exchange Project) offers an exciting opportunity for students who are interested in entrepreneurship and who want to gain first, real-world experience with the delights and challenges of working in an intercultural team in an emerging economy.</p> <p>This intensive 16-day module will take you to the Parul University in Gujarat, India. Participants from different BFH departments will join teams of entrepreneurial Indian students who are working on their startup ideas. They are being supported by the Business Incubation Center of Parul University and intend to realize their business ideas after graduation.</p> <p>This elective module gives you the unique possibility to participate in entrepreneurial business projects and to experience an emerging country with its vibrant culture and economy not like an observing tourist, but from the "inside".</p> <p>This summer school allows students to practically apply the knowledge they have acquired in preceding business courses or their general knowledge of business administration.</p> <p>A special focus lies on:</p> <ul style="list-style-type: none"> - Purpose, content, and key success factors of a business concept / business plan - Customer-centered development of a viable value proposition - Process of business concept development / business plan writing - Alignment of a business concept / business plan to the typical expectations of investors - Application of the relevant methods of strategic management and business modeling - Understanding how the social, cultural, academic and business environment and market conditions can differ in other parts of the world - Establishing relationships across cultural borders in face-to-face interactions - Developing strategies in order to function successfully in challenging and unusual environments - Reflecting on one's intercultural competency and learning how to adjust appropriately to new situations and tasks
Requirements	<p>This International Summer School is open to all BFH students as well as selected BFH Business School partner university students.</p> <p>The number of participants is limited to 25 students.</p>

YEEP - Young Entrepreneurship Exchange Project - BWIH010

Competencies upon completion

Subject: Students

- apply different analytical methods and planning instruments
- gain an increased knowledge of the host country, its culture and its business environment
- develop a concrete business concept / business plan for an entrepreneurial project including the necessary preceding investigations and analyses
- analyse the opportunities and risks of a concrete venture

Method: Students

- develop an understanding for the essential elements and success factors of a business proposition
- recognize different systematic approaches and analysis methods in the field of business planning, learn to procure, evaluate, and present the information required for a business concept / business plan
- are able to present their business proposition in a convincing and target group oriented way
- learn how to assess the opportunities and risks of a concrete business model
- apply a variety of frameworks used to analyse cultures and cross-cultural interactions
- learn how to systematically document and reflect on challenges arising in multi-cultural team work

Social: Students

- practise team work by working in a multi-cultural team
- apply systematic approaches to cross-cultural communication and intercultural encounters
- identify and assess the success factors, necessary resources, team configuration, organizational structures, and appropriate timing in the management of the venture

Self: Students

- recognize their own entrepreneurial potential
- recognize their ability for intercultural teamwork
- develop their own initiative and ability to autonomously work on a project; the success of this module hinges on the active and dedicated participation of the students and their ability to deal with challenges, frustrations and uncertainty arising within a cross-cultural environment

Content

Each multi-cultural student team will develop and write up or further develop a business concept / business plan for a specific business proposition conceived by students from the host country, with a special focus on:

- selection, application, and adaptation of appropriate methods / concepts from strategic management and other basic fields of management theory
- creation of a business concept / business plan
- development of a financial plan
- documenting and presenting the business proposition in a concise and convincing way

Teaching and Learning method

- seminars, workshops and company visits
- introductory lectures on the basics of business planning for those requiring this input - team coaching
- presentation and discussion of practical solutions
- mutual reviews between teams

YEEP - Young Entrepreneurship Exchange Project - BWIH010

Literature

Indispensable literature:

- Hand-outs provided during the International Summer School

Recommended literature:

- India: The Essential Guide to Customs & Culture (Culture Smart!) Becky Stephen (2021)
- Running Lean, Ash Maurya, O'Reilly, 3rd edition (2022)
- Talking to Humans, Giff Constable September 2014; ISBN-10: 099080092X

Additional, continuative literature:

- The Art of the Start 2.0, Guy Kawasaki, Portfolio Penguin 2015; ISBN-10: 0241187265
- Business Model Generation, Alexander Osterwalder and Yves Pigneur August 2010; ISBN-10: 0470876417

Workload

90h

Contact lessons

As per programme schedule: 13 to 29 July 2023

Attendance requirement

As per programme schedule: 13 to 29 July 2023 (at Parul University)

Proof of competence

During the International Summer School:

- Short reflective reports 30% (individual grades)
- Business concept documentation 50% (format and scope will be individually defined for each project team, group grade)
- Final pitch of business concept / business plan 20% (group grade)

Continuative, in depth modules

-

YEEP - Young Entrepreneurship Exchange Project - BWIH010

Comment

The YEEP Summer School costs EUR 300, this fee includes:

- Tuition and coaching
- Expert speakers on various themes on Indian culture
- Industry visits
- Cultural excursions in Gujarat State
- Coffee and lunches on campus and 3 Indian dinners
- Shuttle service - from recommended hotels to campus

Accommodation (not included in summer school fee):

- students and visiting lecturers will organise hotel accommodation independently based on recommendation from Parul University. The price range is EUR300 - 500 depending on your needs and paid individually.

Transport:

- Flights are organised individually and not included in summer school fee (latest arrival July 12)
- Shuttle service - from recommended hotels to campus is included

Visas, Insurances & Vaccinations (not included in summer school fee):

- Organised individually

Number of participants:

- Minimum 12 students
- Maximum 25 students

This International Summer School is open to all BFH students. In addition, it may also be made available to students of selected partner universities.

A minimum of 6 places are reserved for BFH Diagonal, i.e. for BFH students who are not studying at BFH Business. The other places are available for students of BFH Business, with a priority given to students from the IBA program.

In case there are still some open places after the registration deadline the summer school can also be offered to selected partner universities.

Scholarship:

The International Office can provide a limited number of **scholarships at CHF800 each** to BFH Business School students who motivate why they should receive a scholarship. Application deadline for the scholarship is **16 January 2023**. Contact claudia.vogel@bfh.ch.

All applicants for a scholarship will be informed by **January 20, 2023** as to whether they will receive a scholarship.

Application requirements

- BFH Business students to apply via IS-A
- BFH students from other departments to apply via the BFH Diagonal application form

Please inform yourself about the regulations concerning entry to India, in particular with regard to the COVID-19 situation, as well as visa regulations.

Degree programme, semester

BSc Business Information Technology, 2022-2023, 4 FS, TZ, Bern
 BFH diagonal, 2022-2023, spring, -, Bern
 BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
 BSc Business Administration, 2022-2023, 6 FS, VZ, Bern
 BSc Business Administration, 2022-2023, 6 FS, TZ, Bern
 BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
 BSc Business Administration, 2022-2023, 8 FS, BB, Bern
 BSc Business Information Technology, 2022-2023, 6 FS, VZ, Bern
 BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
 BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
 BSc Business Information Technology, 2022-2023, 6 FS, TZ, Bern
 BSc Business Administration, 2022-2023, 4 FS, VZ, Bern
 BSc Business Administration, 2022-2023, 4 FS, TZ, Bern
 BSc Business Information Technology, 2022-2023, 4 FS, VZ, Bern

SSB2 - Circular Business Models - BWBH322

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Meili Rahel, Stucki Tobias
Modulverantwortung	Rahel Meili, Tobias Stucki

Kurzbeschreibung des Moduls

Die Kreislaufwirtschaft wird sowohl in der Privatwirtschaft wie auch in der Politik zunehmend wichtiger. Die Kreislaufwirtschaft ist ein sehr umfassendes Konzept der Nachhaltigkeit. Neben einer effizienteren Nutzung von bestehenden Ressourcen geht es auch um die Verlängerung und Schliessung von Ressourcenflüssen. Interdisziplinäres, bereichs- und oft auch unternehmensübergreifendes Denken wird für eine erfolgreiche Umsetzung benötigt. Dies stellt Unternehmen oft vor grosse Herausforderungen bei der Umsetzung. Ziel dieses Moduls ist es die Umsetzung eines zirkulären Unternehmensmodells in Unternehmen und Organisationen zu üben. Dazu wird in einem ersten Schritt relevantes Wissen vermittelt, welches dann in einem zweiten Schritt konkret angewendet werden kann.

Eingangskompetenz

- Sie kennen die wichtigsten Grundbegriffe, Konzepte und Modelle des nachhaltigen Wirtschaftens.
- Sie erkennen (aktueller und zukünftiger) ökologische, soziale und wirtschaftliche Probleme und Herausforderungen und können ihre Bedeutung und ihre Wechselwirkung mit der heutigen Weltwirtschaft einschätzen.
- Sie haben ein Verständnis für die komplexen Wechselwirkungen zwischen Wirtschaft, Politik, Gesellschaft (z.B. Konsumenten) und natürlicher Umwelt.
- Sie kennen wirtschaftliche und unternehmerische Konzepte und Ansätze im Zusammenhang mit nachhaltiger Entwicklung und können diese an realen Beispielen beurteilen.
- Sie verstehen das Konzept des ökologischen und sozialen Fussabdrucks (Ökobilanz) von Produkten, Prozessen und Unternehmen und können diesen interpretieren.
- Sie haben ein Verständnis über die Nachhaltigkeit des individuellen Konsums.

Kompetenz

- Sie verstehen das Konzept der Circular Economy und können dieses von anderen Nachhaltigkeitskonzepten abgrenzen.
- Sie kennen zirkuläre (Geschäfts-)Modelle und können eine Implementierung im konkreten Umfeld konzipieren.
- Sie kennen die Idee der Lebenszyklusbewertung zur Bestimmung der Umweltbilanz von Produkten, Prozessen und Unternehmen.
- Sie kennen die Chancen und Risiken der Transformation von einem linearen zu einem zirkulären Unternehmensmodell.
- Sie kennen relevante Instrumente aus dem Bereich Sustainable Management, welche für die Umsetzung der Kreislaufwirtschaft in der Unternehmensstrategie benötigt werden.
- Sie können diese Tools auf beliebige Unternehmen und Organisationen adaptieren.

Inhalt

Einführung in das Konzept der Kreislaufwirtschaft:

- Grundlagen und Bedeutung der Kreislaufwirtschaft aus der Sicht der Wirtschaft und Gesellschaft.
- Zirkuläre (Geschäfts-)Modelle konzipieren und umsetzen
- Analyse von Best Practice Beispielen
- Einführung in die Lebenszyklusbewertung zur Bestimmung der Umweltbilanz von Produkten
- Die Rolle des Industriedesigns für die Umsetzung der Kreislaufwirtschaft in der Praxis
- Umsetzung anhand von spezifischen "Live Case"-## Projekten: Entwicklung und Umsetzung eines zirkulären Geschäftsmodells an einem konkreten Unternehmen/Organisation

SSB2 - Circular Business Models - BWBH322

Lehr- und Lernmethode	<p>Die Vorlesung ist auf dem Prinzip des Flipped Classroom aufgebaut. Flipped Classroom ist ein Blended-Learning-Unterrichtsmodell, bei dem sich die Studierenden selbständig mit Literatur vertraut machen oder ein Video ansehen müssen. Während des Unterrichts liegt der Schwerpunkt in erster Linie auf fallbasierter praktischer Arbeit (allein und in Gruppen), bei der das neue Wissen angewendet werden kann.</p> <p>Um die verschiedenen Facetten der Kreislaufwirtschaft kompetent abdecken zu können wird es auch Gastvorträge und Inputs aus der Praxis geben.</p> <p>Im zweiten Teil sollen die Studierenden anhand von spezifisch ausgewählten «Live Cases» die Chancen und Herausforderungen einer Umstellung von einem linearen zu einem zirkulären Unternehmensmodell erkennen.</p>
Fachliteratur	<p>Die Literatur wird spezifisch für den Unterricht zusammengestellt und auf Moodle verfügbar gemacht.</p>
Workload	<p>180 Stunden</p>
Kontaktstudium	<p>14 x 4 Lektionen - 3 Stunden pro Woche</p>
Präsenzpflicht	<p>Es wird bei diesem Modul wenig Frontalunterricht geben, denn es geht darum, das Wissen anzuwenden. Diese Anwendung kann zu Hause kaum individuell eingeübt werden.</p> <p>Im Fokus dieses Moduls steht aber die Anwendung des Wissens auf konkrete Unternehmen. Im zweiten Teil des Moduls wird deshalb primär in Gruppen gearbeitet und die Präsenz vor Ort reduziert.</p> <p>Umso wichtiger ist es aber, dass der Unterricht vor Ort besucht wird.</p>
Kompetenznachweis	<p>Bericht und Gruppenpräsentation zu einem "Live Case" im Bereich der Kreislaufwirtschaft.</p> <p>Es gibt eine Gruppenbewertung, da die Studierenden in Gruppen spezifische Cases bearbeiten. Das Thema der Kreislaufwirtschaft ist sehr vielschichtig. Es ist deshalb wichtig, dass dieses Thema aus verschiedenen Perspektiven beleuchtet wird. Das Erarbeiten der Arbeit in der Gruppe ist zentraler Bestandteil dieses Moduls.</p>
Wiederholungsmodalitäten	<p>Das Modul kann bei der nächsten Durchführung wiederholt werden.</p>
Weiterführende, vertiefende Module	<p>Dieses Modul ist Teil der Vertiefungsrichtung "Sustainable Business". Es kann auch unabhängig von den anderen Modulen besucht werden.</p>
Studiengang, Semester	<p>BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern BSc Betriebsökonomie, 2022-2023, 8 FS, BB-IP, Bern BSc Wirtschaftsinformatik, 2022-2023, 6 FS, VZ, Bern BSc Betriebsökonomie, 2022-2023, 8 FS, BB, Bern BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern BSc Wirtschaftsinformatik, 2022-2023, 4 FS, TZ, Bern BSc Wirtschaftsinformatik, 2022-2023, 6 FS, TZ, Bern BSc Wirtschaftsinformatik, 2022-2023, 4 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern BSc Betriebsökonomie, 2022-2023, 6 FS, TZ, Bern BSc Wirtschaftsinformatik, 2022-2023, 8 FS, BB, Bern BSc Betriebsökonomie, 2022-2023, 6 FS, VZ, Bern BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern</p>

SP04 - Junior Agency Award - BWBH384

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	von Däniken Tina, Waldenmeyer Zoé
Modulverantwortung	Waldenmeyer Zoé, Tina von Däniken
Kurzbeschreibung des Moduls	<p>Ein Modul, wie für einen Werbeprof: Sie kreieren erarbeiten während dieses Semesters für einen realen Kunden eine Kampagne im Bereich Marketing / Kundenintegration (z.B. <i>Einführung eines neuen Produkts oder eine Marketingkampagne für das Unternehmen</i>) und lernen so am praktischen Beispiel, wie sie mit den Kundenanforderungen, der Kreativität und dem Budget arbeiten müssen. Sie werden dabei von LSA-Agenturen (Coaches) betreut. Am Schluss des Semesters findet die Preisverleihung statt, an der die Studierenden ihre Kampagnen präsentieren. Eine Experten-Jury bewertet die Kampagnen und verleiht den LSA Junior Agency Award ((LSA = LEADING SWISS AGENCIES)).</p>
Eingangskompetenz	<p>Marketing Grundmodul BMAR</p> <p>Problemlösungskompetenzen</p> <p>Kreativitätstechniken</p>

SP04 - Junior Agency Award - BWBH384

Kompetenz

Fachkompetenz

- Theorie- und Praxisrelevante Fachinhalte kennen, evaluieren, verstehen, anwenden, analysieren

Methodenkompetenz

- Problemlösung und kritisches Denken
- Wissenschaftliche Methoden
- Arbeitsmethoden, -techniken, und -verfahren
- Nutzung von Informationen
- Kreativität und Innovation

Sozialkompetenz

- Schriftliche und mündliche Kommunikation
- Teamarbeit

Selbstkompetenz

- Selbstmanagement und Selbstreflexion
- Ethische und soziale Verantwortung

Inhalt

In der ersten Phase erhalten alle teilnehmenden Studierenden an einem gemeinsamen virtuellen Meeting das Kundenbriefing sowie eine Einführung in die Kampagnenarbeit. Es werden Teams à 4-6 Studierende gebildet und LSA-Agenturen werden den Teams als Coaches zugeteilt. In der zweiten Phase beginnen die Studierenden mit Unterstützung ihrer Coaching-Agentur mit der Erarbeitung der Kampagne. Jedes Team vereinbart als erstes einen Kick-Off Termin mit seiner Agentur. Dann beginnt die Arbeit an der Kampagne. Weitere Meetings (Schulterblicke) werden mit der Agentur vereinbart (insgesamt 3-4 Meetings). Diese Meetings finden vorzugsweise in der Agentur statt, wenn dies nicht möglich ist, dann virtuell. Die Modulverantwortlichen seitens Schule übernehmen die interne Koordination und garantieren die fachliche Qualität des Studiengangs. In der dritten Phase geht es an die finale Ausarbeitung der Kampagne. Hier wird auch die Präsentation für den Wettbewerb fertiggestellt. Während des Schlussspurts ist eine enge Betreuung seitens Agenturen und Modulverantwortlichen garantiert. Am Ende des Semesters findet die Prämierung und Award Verleihung statt. Zuerst wird je ein Gewinner-Team pro teilnehmende Hochschule ermittelt, das dann gegen die Gewinner-Teams der anderen Hochschulen antritt. Eine Jury bewertet die präsentierten Kampagnen und wählt das finale Gewinner-Team des LSA Junior Agency Award 2023. Diese Award-Verleihung findet (sofern möglich) anlässlich eines Events mit anschließender Party statt, zu welchem alle Teilnehmer*innen des LSA Junior Agency Award 2023 eingeladen sind. Die Plätze 1,2, und 3 erhalten je einen Preis.

SP04 - Junior Agency Award - BWBH384

Lehr- und Lernmethode

Die Rolle der Agenturen (Coaches)

LSA-Agenturen begleiten und coachen die Studierenden während des Semesters. Sie stellen den Teams ihr Know-how und ihre Ressourcen zur Verfügung. Sie prüfen kritisch die Arbeiten, geben Feedback und helfen auch bei der Erarbeitung der Präsentationen. Die Agenturen gewähren den Studierenden Einblick in den Agenturalltag und in die Vielfalt der Agenturarbeit.

Die Rolle des LSA

LEADING SWISS AGENCIES garantiert die Verfügbarkeit von qualifizierten Coaching-Agenturen, koordiniert die gemeinsamen Termine und organisiert die Durchführung der Award-Verleihung. Der Verband stellt auch das Kundenbriefing. Zudem kommuniziert der LSA das Projekt auf den Kommunikationskanälen des Verbands und in den Fachmedien.

Termine

- 1 Gemeinsames Briefing (virtuell)
- Kick-Off bei der Agentur
- 3 Schulterblick-Meetings bei der Agentur
- Generalprobe Präsentation bei der Agentur
- Vorausscheidungen an den Hochschulen
- Award-Verleihung

Fachliteratur

keine, das Modul ist praxisorientiert

Workload

180 Stunden

Kontaktstudium

Sie entscheiden, wann Sie mit "Ihrer" Agentur in Kontakt treten.

Die Dozentin coacht Sie in drei Sprints

Präsenzpflicht

1. Gemeinsames Briefing

Kick Off bei der Agentur

Generalprobe der Präsentation

Award-Verleihung

SP04 - Junior Agency Award - BWBH384

Kompetenznachweis

Gruppenarbeit:

Präsentationsunterlage für die Agentur: 50%

Schriftliches Worddokument, welches Ihre Ideen zusammenfasst: 50%

(Gruppenbewertung)

Weiterführende, vertiefende Module

Digitale Marketingstrategie

Consumer Behaviour

International Marketing

Brand Management

Bemerkung

Dieses Modul ist extrem anwendungsorientiert. Es bietet Ihnen die Möglichkeit, in einer Werbeagentur mitzuarbeiten - Sie sind Kundenberater, Copy Writer, Creative Director. Sie werden von den Profis sehr profitieren und - wer weiss - vielleicht sehen Sie Ihre Kampagne danach realisiert.

Studiengang, Semester

BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc Betriebsökonomie, 2022-2023, 6 FS, VZ, Bern
BSc Betriebsökonomie, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc Wirtschaftsinformatik, 2022-2023, 4 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc Wirtschaftsinformatik, 2022-2023, 6 FS, TZ, Bern
BSc Betriebsökonomie, 2022-2023, 8 FS, BB-IP, Bern
BSc Wirtschaftsinformatik, 2022-2023, 6 FS, VZ, Bern
BSc Betriebsökonomie, 2022-2023, 8 FS, BB, Bern
BSc Wirtschaftsinformatik, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern

SMM1 - Digital Marketing Strategy - BWBH361

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Hüsser Frederik
Modulverantwortung	Elisa Konya-Baumbach, Frederik Hüsser
Kurzbeschreibung des Moduls	In diesem Modul lernen Sie die Grundlagen der Digital Marketing Strategy kennen. Sie erfahren, wie es zum heutigen digitalen Marketing gekommen ist und wie dies in der Praxis erfolgreich angewandt wird.
Eingangskompetenz	Erfolgreicher Abschluss des Moduls BMAR, IMAR oder eines vergleichbaren Marketingmoduls.
Kompetenz	<ul style="list-style-type: none"> • Kennen, Anwenden und Reflektieren verschiedener Instrumente, um eine Digital Marketing Strategy zu erstellen • Kennenlernen der Besonderheiten im digitalen Marketingumfeld verschiedener Branchen und Industrien • Einsatz verschiedener strategischer Bausteine, inklusive Social Media Kanälen • und: lassen Sie sich überraschen
Inhalt	<ul style="list-style-type: none"> • Einführung ins Digitale Marketing <ul style="list-style-type: none"> - Einführung in die Thematik - Leistungsnachweis • Strategien & Konzept <ul style="list-style-type: none"> - Situationsanalyse - Konkurrenzanalyse - Ziele & Vision - Zielgruppen & Persona - Controlling - Strategie nach Harvard • (Big) Data • Webite • SEO & SEA • Lead Generierung & Marketing Automation • Social Media <ul style="list-style-type: none"> - Social Media Kanäle & Nutzung - Content & Story Telling - (Going) Viral & Shitstorm - Influencer & Affiliate Marketing • Digital (Personal) Branding • App Oekonomie • Cyber Security
Lehr- und Lernmethode	<ul style="list-style-type: none"> • Vorlesung & Klassenunterricht • Diverse Gastvorträge • Selbständige Arbeit in der Gruppe • Individuelles Blogging • Coachings (nach Bedarf)
Workload	180 Stunden

SMM1 - Digital Marketing Strategy - BWBH361

Kontaktstudium

56 Lektionen

Kompetenznachweis

Einzelarbeit

Sie führen einen Blog zu einem oder mehreren ausgewählten Themen. Diese werden am Anfang des Semesters bekannt gegeben. Als Voraussetzung zur Zulassung des Einzelleistungsnachweises gilt die Teilnahme an diversen Arbeitsaufträgen während des Moduls.

Sie erstellen eine Reflektion als Video zum Semester, den Inhalten und natürlich zur Digital Marketing Strategie ihres Unternehmens.

Videolänge: 3min - max. 5min

Keine weitere Arbeit, Prüfung oder sonstiger Leistungsnachweis.

Hilfsmittel bei schriftlicher Prüfung

Wir werden "Notion" nutzen als Dokumentationsplattform Ihrer Einzelarbeit.

Bemerkung

Es wird ein interaktives Semester mit einem digitalen Leistungsnachweis-Format und diversen Gastvorträgen von Experten aus diversen Branchen.

Studiengang, Semester

BSc Betriebsökonomie, 2022-2023, 6 FS, VZ, Bern
BSc Betriebsökonomie, 2022-2023, 8 FS, BB-IP, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc Betriebsökonomie, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc Betriebsökonomie, 2022-2023, 8 FS, BB, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern

SIE1 - Customer Side of Innovation - BWBH301

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Gurtner Sebastian, Huynh Tin
Module responsibility	Sebastian Gurtner, Tin Huynh
Short description of the module	In this module, the role of the customer in the creation and diffusion of innovation is studied through a series of six interactive sessions and the participation in a co-creation challenge.
Requirements	Basic knowledge about the areas of innovation and entrepreneurship, as taught in the elective module "innovation and entrepreneurship".
Competencies upon completion	<p>Expertise: innovation management, esp. open innovation, customer insight, market research</p> <p>Methodological competencies: qualitative and quantitative methods of empirical social research, digital skills, project management</p> <p>Social skills: teamwork, presentation techniques, motivational skills</p> <p>Self-competencies: personal initiative, decisiveness, self-discipline</p>
Content	The customer is king. This old saying describes in a beautiful way the power the customer has when it comes to the success of innovations. For companies, customers are often equally the source of innovations as well as their judge. The customer will only buy a product that has a perceived benefit and only those products will succeed in the market. In this module, we will interactively explore why some innovations go viral while others fail miserably, what roles customers play in the development of innovations, and how to create value for customers.
Teaching and Learning method	<p>The didactic concept of the course is interactive and divers. In the first part of the course, students prepare one of six teaching units by studying the appropriate literature, carrying out a small empirical project as well as designing and conducting a workshop with the other students to transfer the knowledge of the teaching unit to practical application.</p> <p>In the second part of the course, the students will work on an actual co-creation challenge and reflect on this practical experience with the theoretical knowledge acquired earlier.</p>
Literature	For each topic a basic set of literature is provided to the students.
Workload	180h
Contact lessons	on campus sessions will be every two weeks

SIE1 - Customer Side of Innovation - BWBH301

Attendance requirement

every student needs to be present at min. 80 % of the on campus sessions

Proof of competence

Types of assessments (percentage of overall individual grade)

Group work with individual assessment:

- Conducting and documenting a small explorative reasearch project (20%)
- Developing and presenting a teaching session as well as a workshop on a dedicated topic (30%)

Individual work with individual assessment:

- Reflection report on co-creation challenge (25%)
 - Individual lessons learned video (25%)
-

Mode of repetition

every spring semester

Degree programme, semester

BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc Business Administration, 2022-2023, 8 FS, BB, Bern
BSc Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc Business Administration, 2022-2023, 8 FS, BB-IP, Bern

SHR3 - Neue Organisationsformen & HRM - BWBH203

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Clerc Isabelle, Habegger Anja
Modulverantwortung	Clerc Isabelle, Habegger Anja

Kurzbeschreibung des Moduls

Die Formen und Strukturen von Arbeitsorganisationen haben sich in den letzten Jahrzehnten tiefgreifend verändert. Mit ihnen wandelten sich auch die Aufgaben und Rolle(n) des Human Resources Management (HRM). Im Modul beschäftigen wir uns mit unterschiedlichen Organisationsformen, von bürokratischen Organisationen über Organisationen mit Netzwerkcharakter bis hin zu Organisationen auf Basis von Crowdsourcing/Crowdworking. Wir diskutieren, analysieren und bewerten die Aufgaben und Herausforderungen von Human Resources Management in den unterschiedlichen Organisationsformen: Wie wirken sich einerseits neue Organisationsformen und andererseits die neuen Arbeitsformen auf die Arbeitskräfte aus, wie funktionieren Flexibilisierung der Arbeit und der Organisation? Kurz: Wie transformiert sich HRM in Zeiten der Digitalisierung? Diese Fragen untersuchen wir konzeptionell und auch ganz praktisch durch Besuche in realen Unternehmen.

Darüber hinaus können Sie in diesem Modul im Rahmen des Berufsbildungskurses die beiden Teile "Ausbildungsplanung/Leistungsziele/Bildungsbericht - Beurteilen" und "Lehren und Lernen" absolvieren.

Eingangskompetenz

BHRM, BEMA

Kompetenz

Fachkompetenz: Die Studierenden

- Haben einen Überblick über unterschiedliche Organisationsformen und Trends in der Organisationsgestaltung.
- Begreifen Herausforderungen neuer Organisationsformen für das HRM.
- Können Risiken und Chancen neuer HRM Tools und Prozesse einschätzen.
- Können zukünftige Entwicklungen fundiert thematisieren und Thesen zur organisationalen Herausforderungen formulieren.

Methodenkompetenzen: Die Studierenden

- können Thesen entwickeln, ausformulieren und in der Diskussion vertreten.
- können die Relevanz von aktuellen Entwicklungen einschätzen.
- können eine fokussierte Literaturrecherche zu von ihnen formulierten Thesen durchführen.

Sozialkompetenz: Die Studierenden

- gehen durch (Nach)fragen den Dingen auf den Grund,
- bearbeiten in der Diskussion Fragestellungen lösungsorientiert, dabei integrieren sie verschiedene Perspektiven, berücksichtigen eigene und fremde Ansichten, nutzen persönliche Ressourcen und Ressourcen der Gruppe.

Selbstkompetenz: Die Studierenden

- Reflektieren auf verschiedenen Ebenen,
- entwickeln das persönliche Analyse-, Urteils- und Entscheidungsvermögen,
- decken eigenständig und selbstverantwortlich Wissensdefizite auf und gleichen diese durch Selbststudium aus.

SHR3 - Neue Organisationsformen & HRM - BWBH203

Inhalt

Die Studierenden lernen praktische, räumliche und sinnliche Grundannahmen von 'neuen Arbeitswelten' New Work kennen. Geplant sind 2-3 Ausflüge zu Praxispartnern, bei denen die Studierenden neue Arbeitswelten erfahren können. Sie überlegen sich anhand ihrer Wahrnehmung mögliche Problemstellungen und Lösungsansätze, zu denen HR beitragen könnte.

An weiteren Terminen werden aus Forschung und Praxis relevante Themen aus dem Bereich New Work präsentieren und mit den Studierenden diskutieren. Neue Organisations- und Arbeitsformen, aber auch die Veränderungen der HRM Organisation selbst werden thematisiert. Wir diskutieren Veränderungen im HR Business Partner Modell, Digitalisierung als Megatrend, KI in HRM und die ethischen Herausforderungen des Einsatzes in HR, Holacracy, Soziokratie und neue Organisationsformen und die Rolle, die HRM in diesen Organisationen hat. Wir laden jeweils fundierte Praktiker*innen zu einem Gastvortrag ein.

Die Studierenden reflektieren ihren Lernfortschritt in einem Lernjournal.

Die Studierenden erarbeiten mit Coaching einer Dozierenden ein kritisches Thesenpapier zu einem selbst gewählten Thema aus dem Bereich New Work, das in einer mündlichen Prüfung mit den 2 Dozentinnen verteidigt und verargumentiert wird.

Die Studierenden können im Rahmen des Moduls zwei Teile des Berufsbildungskurs ("Ausbildungsplanung/Leistungsziele/Bildungsbericht - Beurteilen" und "Lehren und Lernen") absolvieren.

Lehr- und Lernmethode

Das Modul ist ein Mix aus verschiedenen Lehr- und Lernformen. Reflexionsfähigkeit und kritische Wahrnehmung, aber auch die Erarbeitung von Lösungsvorschlägen werden mit Exkursionen, Vorträgen aus Forschung und Praxis, Diskussionsrunden etc. geschult .

Ein individuelles Lernjournal und die Erstellung und argumentative Verteidigung eines Thesenpapiers werden praktisch durchgeführt.

SHR3 - Neue Organisationsformen & HRM - BWBH203

Fachliteratur

Fachliteratur wird für die einzelnen Termine per Moodle zur Verfügung gestellt.

Für den Kompetenznachweis unerlässliche Literatur:

- Unterrichtsmaterialien, Handouts,

Empfohlene Literatur:

- Baker T (Hrsg.), 2017. Performance Management for Agile Organizations. Overthrowing The Eight Management Myths That Hold Businesses Back. Springer International Publishing, Cham.

- Edelkraut, Frank (2019): Schnelleinstieg Agiles Personalmanagement - inklusive Arbeitshilfen online. HR-Business-Agility, Führung und Transformation. Unter Mitarbeit von Heiko Mosig. EMP. Freiburg: Haufe-Lexware GmbH & Co. KG. Online verfügbar unter https://www.wiso-net.de/document/HAUF,AHAU,VHAU__9783648132562267.

- Hofert, S. (2020): Führen in die postagile Zukunft. Die Arbeitswelt sinnvoll gestalten und mutig vorangehen, 1. Auflage 2020, Wiesbaden.

- Laloux, F. (2015): Reinventing organizations. Ein Leitfaden zur Gestaltung sinnstiftender Formen der Zusammenarbeit, München.

- Sattelberger T, Welpel IM, Boes A, 2015. Das demokratische Unternehmen. Neue Arbeits- und Führungskulturen im Zeitalter digitaler Wirtschaft (1. Auflage). Haufe Gruppe, Freiburg.

- Zölch M, Oertig M, Calabrò V (Hrsg.), 2017. Flexible Workforce - Fit für die Herausforderungen der modernen Arbeitswelt? Strategien, Modelle, Best Practice (1. Auflage 2017). Haupt Verlag, Bern.

Zusätzliche, weiterführende Literatur:

- Böhle F, Voß GG, Wachtler G (Hrsg.), 2010. Handbuch Arbeitssoziologie. VS Verlag für Sozialwissenschaften. (Als E-Book verfügbar, Springerlink)

- Preisendörfer P, 2011. Organisationssoziologie. Grundlagen, Theorien und Problemstellungen (3. Aufl.). VS Verlag für Sozialwissenschaften, Wiesbaden. (Als E-Book verfügbar, Springerlink)

- Willman P, 2014. Understanding management. Social science foundations. Oxford University Press, Oxford.

Workload

6 ECTS

Kontaktstudium

KW 8-24 Donnerstag jeweils 4 Lektionen

Spezialtermin innerhalb des Modules (gleiches Zeitfenster)

KW 16 Berufsbildungskurs

KW 22 Berufsbildungskurs

Präsenzpflicht

Präsenzpflicht bei Exkursionen und Vorträgen von externen Referent:innen.

Die Präsenzpflicht wird jeweils auf Moodle bekanntgegeben.

SHR3 - Neue Organisationsformen & HRM - BWBH203

Kompetenznachweis

Der Kompetenznachweis besteht aus mehreren Teilen:

1. Erstellung eines individuellen Lernjournals für die jeweiligen Lerneinheiten (ausser Berufsbildungskurs, Coaching und Selbststudium). Notengebung für diesen Teil findet keine statt, Prädikat erfüllt/nicht erfüllt.
2. Erstellung eines Thesenpapiers in einem selbst gewählten Thema im Bereich New Work. Das Thesenpapier wird in einer mündlichen Prüfung am Ende des Semesters verteidigt. Die Notengebung erfolgt konsensuell durch Expertise der Dozentinnen.

Wiederholungsmodalitäten

Der Teil 1 'Lernjournal' kann bei 'nicht erfüllt' nachbearbeitet werden (sanktionslos). Wird durch die Nachbereitung das Prädikat 'erfüllt' immer noch nicht erreicht, ist die Zulassung zur mündlichen Prüfung (Teil 2 'Thesenpapier') nicht möglich.

Bei ungenügender Note im Teil 2 'Thesenpapier und mündliche Prüfung' kann die mündliche Prüfung mit einem neuen Thesenpapier wiederholt werden.

Weiterführende, vertiefende Module

SHR2 / SHR1

Studiengang, Semester

BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc Betriebsökonomie, 2022-2023, 6 FS, TZ, Bern
BSc Betriebsökonomie, 2022-2023, 8 FS, BB-IP, Bern
BSc Betriebsökonomie, 2022-2023, 8 FS, BB, Bern
BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc Betriebsökonomie, 2022-2023, 6 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern

SDB3 - Digital Markets and Platform Ecosystems - BWBH263

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Thies Ferdinand
Module responsibility	Ferdinand Thies
Short description of the module	<p>Digital markets and platform ecosystems have emerged as powerful new organizational forms and disrupted the business landscape across various industries. In this module, students will</p> <ul style="list-style-type: none"> • Learn how platform ecosystems function and how they differ from other market forms • Analyze and evaluate platform based business models • Critically assess the role of IT in the development of platform based ecosystems • Engage with concrete cases to reflect on potential future developments of digital markets & platform ecosystems
Requirements	none
Competencies upon completion	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Understand and evaluate digital business models • Assess the viability of different platform based business models • Understand and analyze new forms of value creation in a digital environment • Describe the dynamics of digital platforms and transfer this knowledge to different upcoming business ideas
Content	<ul style="list-style-type: none"> • Electronic Markets • From Pipeline to Platforms • Introduction to Platform Economics: Network Effects • Introduction to Platform Economics: Scaling • Principles of Platform Ecosystems: Interaction • Strategies in a Platform Economy: Competition, Pricing & Monetization • Platform Governance: Control Mechanisms
Teaching and Learning method	Weekly classes with interactive sessions, group tasks and theoretical input
Literature	<p>Choudary, Sangeet Paul (2015): Platform Scale. How an emerging business model helps startups build large empires with minimum investment, Platform Thinking Labs.</p> <p>Parker, Geoffrey; van Alstyne, Marshall W.; Choudary, Sangeet Paul (2016): Platform Revolution. How Networked Markets are Transforming the Economy-and How to Make Them Work for You, Norton & Company</p>
Workload	180h
Contact lessons	14/28h

SDB3 - Digital Markets and Platform Ecosystems - BWBH263

Proof of competence

- 40% group work and short presentations during the semester (individual grading)
- 60% individual case-based assignment (written paper which has to be handed in at the end of the semester)

Degree programme, semester

BSc Business Administration, 2022-2023, 8 FS, BB, Bern
BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc Business Administration, 2022-2023, 8 FS, BB-IP, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern

SBF3 - Portfolio- & Risk Management - BWBH243

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Gimeno Raúl Diego, Osterrieder Jörg Robert, Rascón Alberto
Module responsibility	Gimeno Raúl Diego, Alberto Rascon, Jörg Osterrieder
Short description of the module	<p>The course comprises two parts: Portfolio Management and risk Management</p> <p>We'll cover the most important methods/concepts as applied in practice (standards of "best practice") with a focus on financial risks (market risks, credit risk, operational risk, ALM). Holistic treatment of practical issues along the risk management process: risk identification, risk quantification, risk reporting, risk management, from strategic aspects (strategic risk management, ERM) all the way down to tactical and technical dimensions (risk quantification on a stand-alone basis, portfolio risk).</p> <p>You'll receive a sound introduction in portfolio management with emphasis given on the use of Excel as a calculation tool. Students learn how to use Excel in order to perform performance calculations and especially absolute and relative optimisations.</p>
Requirements	It is recommended to attend the previous courses in finance like IFMA / BFMA
Competencies upon completion	<p>Subject: Students...</p> <ul style="list-style-type: none"> • know the aims and basics of risk management • can calculate the market risk • can calculate the credit risk • are familiar with the most important methods and concepts for quantifying, controlling and managing risk • understand and apply the basic models of portfolio management. • understand the different performance measures and their respective drawbacks • perform portfolio optimizations • perform a performance attribution analysis <p>Social: Students</p> <ul style="list-style-type: none"> - analyze and discuss problems, in study groups, by considering, evaluating, substantiating and refuting a variety of different arguments - argue in a constructive and factual way - analyze the source of potential conflicts, perceive conflicts and solve them in a constructive way <p>Self: Students</p> <ul style="list-style-type: none"> - learn and work independently, recognize gaps in your knowledge and fill these gaps independently - critically reflect work and thought processes and develop possible courses of action - reflect and challenge personal and external judgments and develop these with regard to the assignment - draw conclusions from your experiences for your further studies and professional life and document these in your individual portfolio - evidence stamina when confronted with problems during their studies

SBF3 - Portfolio- & Risk Management - BWBH243

Content	<ul style="list-style-type: none">- Introduction to Risk Management (risk, risk management process, risk categories)- Strategic Risk Management: economic capital, CAR, capital allocation- Credit Risk: credit risk framework, EL, UL- Market Risk: market risk framework, market risks on a stand-alone basis, portfolio risk measures- Liquidity Risk- Sovereign Risk- Capital adequacy (Basel III, Solvency Risk) <p>Portfolio models: an introduction</p> <ul style="list-style-type: none">- efficient portfolios calculation- Estimating betas and the Security Market Line- Efficient portfolios- Performance attribution
Teaching and Learning method	<ul style="list-style-type: none">- Blending learning with a mix of contact lessons and self-study.- Guided self-study with exercises and solutions- Use of videos as a teaching aid
Literature	<p>Suggested books:</p> <p>Risk Management:</p> <p>Financial Institutions Management: a risk management approach, Anthony Saunders and Marcia Millon Cornett McGraw-Hill, 10th edition, softcover, ISBN 1260571475</p> <p>Portfolio Management:</p> <p>Investments, Bodie, Kane and Marcus, 12th edition, Paperback, McGraw-Hill 2021 ISBN 1260571157</p>
Workload	180 hours
Contact lessons	14x4 lessons
Attendance requirement	no attendance requirement
Proof of competence	<p>Written examination, 90 minutes, end of semester (CW 26 or 27)</p> <p>Excel-based exam and Moodle exam</p> <p>Bring your own device</p>

SBF3 - Portfolio- & Risk Management - BWBH243

Aids for written examination

- any pocket calculator
- Excel for Excel-based exam
- Formulary sheet (will be given on the examination day)

Mode of repetition same format as in the main exam

Degree programme, semester

- BSc Business Administration, 2022-2023, 6 FS, TZ, Bern
- BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
- BSc Business Administration, 2022-2023, 8 FS, BB, Bern
- BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
- BSc Business Administration, 2022-2023, 6 FS, VZ, Bern
- BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
- BSc Business Administration, 2022-2023, 8 FS, BB-IP, Bern
- BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern

EHEB - Heuristics and Biases - BWBH023

ECTS	3
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Hietschold Nadine, Keim Jan
Module responsibility	Nadine Hietschold, Jan Keim
Short description of the module	Consumers as well as managers repeatedly rely on heuristics in their decisions and are consciously or unconsciously influenced by biases. In this module, students learn about the psychological foundations of decision-making processes and study selected heuristics and biases in their own small experiments.
Requirements	<ul style="list-style-type: none">- ability to self-reflect- ability to work in a team- basic mathematical/statistical understanding
Competencies upon completion	<ul style="list-style-type: none">- basic psychological knowledge in the context of decision-making and cognitive biases- increased ability of self-reflection- understanding of experimental designs- collaboration
Content	<p>In the first two course blocks, students learn about the decision-making process. Based on current decision-making theories, they understand to what extent both intuition and rationality influence our decisions. An introduction to the relevance of heuristics and biases, as well as their occurrence, then forms the transition to the second part of the course.</p> <p>In the course blocks 3-7, the students get to know a total of 10 heuristics and biases in more detail by carrying out corresponding experiments themselves (experimental design is specified by the lecturer) and then presenting the results as well as the corresponding theoretical principles to the other students.</p>
Teaching and Learning method	After a lecture and information block in the first two courses, the module follows a flipped classroom approach in which students acquire knowledge themselves through experiments and literature and then pass this on to their fellow students.
Literature	<ul style="list-style-type: none">- required Reading: Daniel Kahneman: Thinking Fast and Slow- further reading: a selection of articles on the individual heuristics will be provided in the course
Workload	90h
Contact lessons	presence mandatory

EHEB - Heuristics and Biases - BWBH023

Proof of competence

- Design, implementation and documentation of two experiments in group work (25% each). The documentation of the two experiments will be graded individually although the experiment is conducted in groups.
- Design and implementation of two 45 min lectures in group work on the two heuristics studied (25% each). The flipped class room lectures about the experiments will be graded as group work.

The proofs of competence are to be done in class, so they take place successively during the semester.

Aids for written examination

-

Mode of repetition

-

Continuative, in depth modules

decision making

Degree programme, semester

BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern

EG4B - German for Beginners - BWBH011

ECTS	2
Study language	German
Module type	Optional module (countable)
Module level additive	Advanced level
Lecturer(s)	Wehrli Andrea
Module responsibility	Andrea Wehrli In spring semester 2023 this module will be lectured by Corinna Schenker
Short description of the module	Knowledge of German is not a requirement for this course. The objective is to convey basic abilities that will enable students to feel more comfortable in a new University context and to actively participate in everyday and student life in a German-speaking environment. It addresses topics such as making contact, studies and work, travel and countries, shopping, home living as well as cultural experiences when living in a multilingual environment. The course content focuses on systematically developing the necessary vocabulary and its communicative use for reading, speaking and writing. The development of grammatical structures is integrated into the subject matter and verbal exercises in a manner that fulfils these communicative objectives.
Requirements	-
Competencies upon completion	<p>Subject: Students At the end of the course students will be able to</p> <ul style="list-style-type: none"> - take the first steps in interacting with German speakers and communicating on a basic level in German in everyday situations at university, at work, in the supermarket, in a restaurant, at public authority offices, when looking for accommodation and when travelling - use sentences and expressions to satisfy specific needs of daily life at university and at work - be able to describe themselves, their preferences and the area in which they work - ask others about themselves and answer questions on where they live, their hobbies, tastes and interests <p>Method: Students</p> <ul style="list-style-type: none"> - Develop personal learning methods <p>Social: Students</p> <ul style="list-style-type: none"> - Command active oral communication in everyday situations - Ask and answer open and closed questions - Actively initiate and engage in small-talk <p>Self: Students</p> <ul style="list-style-type: none"> - Learn grammar, pronunciation and conversation situations on their own - Implement and expand on what they have learned outside the classroom
Content	<p>Pronunciation Basic grammar Greeting and small-talk Hobbies and sport Studies and work Eating, drinking and shopping Visiting a restaurant Telling the time The weather Home living and household Dealing with public authorities Looking for accommodation Travel as well as aspects of languages and cultures in the lives of incoming students in a multilingual environment</p>

EG4B - German for Beginners - BWBH011

Teaching and Learning method	Input explanations, conversations in groups and pairs, role play, exercises also with online tools In classroom or/and online (virtual classroom)
Literature	Indispensable literature: - will be discussed in the first session Recommended literature: - Dictionary (online)
Workload	60 hours
Contact lessons	20 lessons
Attendance requirement	-
Proof of competence	Group work (individual mark) during the semester (50%) Oral examination in the form of group discussions of 15 minutes each, at the end of the course (50%)
Comment	This course is exclusively for exchange students (Incoming-Students) and students of the BSc International Business Administration whose native language is not German. If language competences are too high, participants may be excluded from the course.
Degree programme, semester	BSc International Business Administration, 2022-2023, 2 FS, TZ, Bern BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern BSc International Business Administration, 2022-2023, 2 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern

EENF - Entrepreneurial Finance - BWBH022

ECTS	3
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Hopp Christian, Thies Ferdinand
Module responsibility	Christian Hopp, Ferdinand Thies
Short description of the module	<p>The primary objective of this course is to provide students with a general understanding of the concepts and institutions involved in entrepreneurial financing. We address the challenges of fundraising, due diligence, financing strategies and the importance of the analyzing business plans for deal selection. The course will deal with common organizational issues encountered in the formation of an external-backed start-up, including matters relating to initial capitalization and early-stage equity incentives. The course will also address the financing sources and arrangements, the dynamics of negotiation between the entrepreneur and the financier, as well as corporate governance in the context of an external-backed start-up and the typical dynamics that play out in the post-financing phase.</p>
Requirements	<p>While it might facilitate the understanding of some issues at hand, a background in finance is not mandatory for participating in this course. All concepts will be explained thoroughly in class, to allow students with all sorts of backgrounds to acquire the skills and knowledge to evaluate business ideas, value proposed transactions and deal with the organizational issues of entrepreneurial financing. The course will be case intensive. Preparation of cases and class interaction is therefore the building block of this course to bring the various topics across.</p>
Competencies upon completion	<p>Students will be able to analyze business plans, understand financing strategies for new ventures, and be able to understand advantages and problems associated with different financing sources.</p>
Content	<ol style="list-style-type: none">1) Introduction2) Incubators, Business Angels3) Business Planning4) Crowdfunding5) VC and PE6) ICOs7) Case Analyses/Presentations
Teaching and Learning method	<p>The course will comprise lectures, case studies, and case presentations</p>
Workload	<p>90 hours</p>
Contact lessons	<ul style="list-style-type: none">- 14/28 lessons- plus Coaching and group work
Attendance requirement	<p>- 75% for lectures and coaching</p>

EENF - Entrepreneurial Finance - BWBH022

Proof of competence

Individual assignments & group assignments:

- Individual Assignment: Pitch Deck Preparation (1/3)
- Group project & Presentation (1/3)
- Teamwork on case study with written group assignment (1/3)

2/3 assignments will be grade individually, 1/3 as a group

Detailed requirements will be communicated by the teacher in class.

Continuative, in depth modules

Business Valuation and M&A
Digital Finance & Banking

Degree programme, semester

BSc Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc Business Administration, 2022-2023, 4 FS, TZ, Bern

ECBE - Certificate of Advanced Business English - BWBH010

ECTS	3
Study language	English
Module type	Optional module (countable)
Module level additive	Advanced level
Lecturer(s)	Al-Azm Ivan
Module responsibility	Ivan Al-Azm (aai1)
Short description of the module	<p>This module prepares students for the Cambridge C1 Business Higher exam.</p> <p>We will examine the strategies you need for the different exam tasks and apply them to reading, listening, speaking and writing tasks. Feedback will be given on writing assignments and speaking practice. We will also look at grammar.</p>
Requirements	<p>Suitable for students from all degree programmes, including incoming students as well as students from other departments.</p> <p>You will need to take a placement test to determine if you have the required language level for this module before registering. The placement test is available from 12 December 2022 to 15 January 2023 on Moodle - EPLT English Placement Test SS23. The enrolment key is wasserwerk. You will need a minimum score of 46 points to enroll in this module. If you score between 35-45, it is recommended that you enroll in EBBE Bridge to Advanced Business English.</p>

ECBE - Certificate of Advanced Business English - BWBH010

Competencies upon completion

Subject: Students can:

- express themselves with a high level of fluency
- read a wide variety of business-related texts
- write different business communication texts: reports, emails, proposals
- participate with confidence in workplace meetings
- give presentations confidently
- react appropriately in different cultural and social situations
- use appropriate English grammar at the C1+ level
- use specific Business English vocabulary appropriately

Method: Students will

- improve reading skills by reading business texts
- improve listening comprehension by listening to business related texts and situations
- improve speaking business skills for meetings, negotiations and presentations by practicing these skills in business contexts.
- use business English
- improve grammar and vocabulary through focused exercises

Social: Students

- work in groups
- argue and present effectively
- react appropriately in different cultural and social situations

Self: Students

- learn and work independently
- develop personal skills in speaking, reading, listening in business contexts
- reflect on their strengths and weaknesses in their use of English in business and professional contexts
- critically reflect on work and thought processes and develop possible courses of action
- manage time and stress effectively

Content

- Exam tips and strategies
- Exam practice (reading, writing, listening and speaking)
- Applying exam strategies to real exam questions
- Written business communication
- Reading and listening comprehension
- Short presentations
- Developing and using business English vocabulary at C1 level

Teaching and Learning method

- Exam strategies and practice
- Reading comprehension techniques and practice
- Listening comprehension techniques and practice
- Business writing communication practice
- Speaking practice
- Use and development of business vocabulary

Literature

Indispensable literature

Cambridge ESOL (2012). Cambridge English Business 5 Higher Students Book with Answers, Cambridge: Cambridge University Press.

ISBN 978-1-107-61087-3

ECBE - Certificate of Advanced Business English - BWBH010

Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	There is no attendance policy. However, it is strongly recommended that you attend as many classes as possible as we will practise exam tasks in class. Regular attendance is important if you wish to take the C1 Business Higher exam.
Proof of competence	<p>Your semester grade is based on a mid-term exam worth 40% and a final exam worth 60% of the final grade.</p> <p>The mid-term exam (approx. 90 minutes) includes reading, writing and listening tasks. The final exam (140 minutes) is divided into two parts:</p> <ol style="list-style-type: none">the written exam (120 minutes) which includes reading, writing and listening tasks will take place during the written exam period (CW 26 /CW 27).the oral exam (20 minutes) will take place during the oral exam period (CW 25). <p>To qualify for the final exam you must fulfill the following two requirements:</p> <ol style="list-style-type: none">Complete and meet the minimum criteria of two of the three required written assignments during the semesterPass the mid-term exam (passing grade is 60%). <p>To receive the 3 ECTS for this module you must fulfill all of the following:</p> <ul style="list-style-type: none">Complete and meet the minimum criteria of two of the four required written assignmentsPass the mid-term exam (60%)Pass the written internal BFH Business School ECBE Certificate of Advanced Business English module final exam AND pass the internal oral exam. The passing grade for each part of the final exam is 60%. This means that you must receive a minimum of 60% on the written exam and 60% on the oral exam. <p>A minimum grade of 70% for the whole module demonstrates a C1 level of English language.</p>
Aids for written examination	None. However, students will need to bring their own laptops and headphones for the final exam.
Mode of repetition	<p>Repeat students have to repeat the final exam (written and oral exams).</p> <p>Repeat students may repeat the mid-term exam. The result of the repeat mid-term replaces the previous result.</p>
Continuative, in depth modules	You would be better equipped should you decide to take the modules offered in English at the advanced level and Academic Writing in English (EAWÉ).

ECBE - Certificate of Advanced Business English - BWBH010

Comment

- Official Cambridge ESOL exam costs (only if taking the official Cambridge exam): Approximately CHF400 and must be covered by the student.
- Students must register for the exam independently.
- Students who have successfully completed this module with a minimum average of 70% can, upon request, be issued with a letter stating that they have completed this module which is benchmarked at C1 and their minimum result of 70% indicates a C1 level in English.
- Exam dates for are usually March, May, November and December.
- If you wish to take the official Cambridge exam, it is recommended that you do so by December 2023 at the latest.

Degree programme, semester

BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc Business Information Technology, 2022-2023, 6 FS, VZ, Bern
BSc Business Information Technology, 2022-2023, 2 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 2 FS, VZ, Bern
BSc Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 2 FS, TZ, Bern
BSc Business Administration, 2022-2023, 2 FS, VZ, Bern
BSc Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc Business Administration, 2022-2023, 2 FS, TZ, Bern
BSc Business Information Technology, 2022-2023, 4 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc Business Information Technology, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc Business Information Technology, 2022-2023, 6 FS, TZ, Bern
BSc Business Information Technology, 2022-2023, 2 FS, VZ, Bern
BSc Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern

EBDS - Basic Digital Skills - BWBH019

ECTS	3
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Hofstetter Matthias, Simonet Joëlle
Module responsibility	Matthias Hofstetter
Short description of the module	<p>In this module, students individually or in groups create a theory or practice project of their own choice.</p> <p>Possible topics:</p> <ul style="list-style-type: none">- Modeling processes, data, knowledge, infrastructures.- Information concepts (companies, schools, associations, ...)- Websites, databases, multimedia- Familiarization with a programming language- Implementations to COBIT, CMMI...- Technology research, artificial intelligence, digital transformation- Security, ethics, politics, economy
Requirements	none
Content	<p>By choice: Work on a topic specified by the instructor. or Working on your own topic</p>
Teaching and Learning method	Group and individual work, presentations
Literature	According to individual discussion with the lecturer.
Workload	3 ECTS / 90 hours
Contact lessons	According to individual plan
Attendance requirement	45 minutes each for the start event and for the presentations of the project topic and the project result.

EBDS - Basic Digital Skills - BWBH019

Proof of competence

The proof of competence includes the following three partial proofs:

- Presentation project topic: 10%
- Presentation project result 10%
- Project 80% (in case of groups individually assessed)

The presentation dates and the deadline are during the attendance period (contact study).

Deadline for submission of work/documentation: Friday of the attendance period (contact study) 1200 hrs on Moodle.

Aids for written examination

No written exam

Mode of repetition

An unsatisfactory work can be reworked at most once.

Degree programme, semester

BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc Business Administration, 2022-2023, 4 FS, VZ, Bern

EBBE - Bridge to Advanced Business English - BWBH008

ECTS	3
Study language	English
Module type	Optional module (countable)
Module level additive	Advanced level
Lecturer(s)	Al-Azm Ivan
Module responsibility	Al-Azm, Ivan (aai1)

Short description of the module This module aims to improve your business English language skills from level B2 to a more advanced level. It will develop your reading, speaking, listening and writing skills, improve your vocabulary, and review essential grammar so that you are more confident when using English in professional contexts.

This module can be taken as a stand-alone module but it also provides you with the first step towards achieving your goal of reaching a C1 level of English competency.

Many of the BFH Business School partners require a C1 level of English for exchange in English speaking countries, for example the USA, and double degree. Also, as a professional in the business world it is expected that you are proficient in English, which means having a C1 level at least.

Requirements Suitable for students from all degree programmes, including incoming students as well as students from other departments.

You will need to take a placement test before registering for this module. The placement test is available from 12 December 2022 to 8 January 2023. You can take the placement test on Moodle - EPLT English Placement Test SS23 . The enrolment key is wasserwerk. If you score 35-45 points, then you can enroll in this module. However, if you score between 46-60, then ECBE Certificate of Advanced Business English / COBE Certificate of Business English Higher is recommended.

You cannot enroll in this EBBE module if:

- your score is higher than 45 points
- you have been exempt from English, for example iEN1 or iEN2
- you have a Cambridge First or equivalent, or higher qualification

EBBE - Bridge to Advanced Business English - BWBH008

Competencies upon completion

Specialised skills

Students

- can read, comprehend, discuss and summarise real-world and business related texts
- can understand business media texts such as business and financial news
- can use specific business English vocabulary correctly
- can write clear and effective short business messages

Collaboration and social skills

Students

- can work as reliable team members in negotiation and presentation groups
- can effectively and efficiently collaborate online
- can work as a team to solve problems such as group dynamics and interaction, as well as problem-solving oriented tasks

Self-management and personal skills

Students

- are open to new ideas
- can critically assess business ideas or theories

Dealing with complexity

Students

- can critically reflect on own work and thought processes and that of others and develop possible courses of action

Content

- reading about current business topics and themes
- discussing business related topics and themes
- listening to short texts, interviews and presentations
- writing 1-2 short business texts such as short reports and emails
- developing subject relevant vocabulary
- grammar review and practice

Teaching and Learning method

This module follows more the traditional language class mode of instruction and learning with short input sessions by the lecturer on grammar, vocabulary, oral and written skills; short practice sessions with discussion and feedback as well as self-study tasks to be completed outside the classroom time.

Literature

Dubicka, I., Rosenberg, M., (2022) *Business Partner B2+*. Pearson, ISBN 9781282372617

(includes coursebook, e-book and interactive workbook)

EBBE - Bridge to Advanced Business English - BWBH008

Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	Although there is no attendance policy, it is recommended that you attend at least 70% of all classes if you wish to improve your English, benefit from this module and complete the module successfully.
Proof of competence	<ul style="list-style-type: none">• unit tests: 40% (reading, listening, vocabulary and grammar)• final exam 60% (90 minutes - reading, listening, vocabulary and grammar) in CW26 or CW27
Aids for written examination	You will need to bring your laptop with you for the final exam. Headphones and charging cable are recommended.
Mode of repetition	<ul style="list-style-type: none">• Repeat students must repeat the final exam.• Repeat students have the option of repeating the unit tests or transferring the existing grade.• Repeat students have the option of repeating the new written tasks or transferring the existing grade.
Continuative, in depth modules	Certificate of Advanced Business English ECBE
Comment	<p>The results of the placement test will determine if you have the level for this module. If you score 35-45 points, you can enroll in this module. However, if you score between 46-60, then ECBE Certificate of Advanced Business English is recommended. You cannot enroll in this EBBE module if</p> <ul style="list-style-type: none">• your score is higher than 45 points• you have been exempt from English, for example iEN1 or iEN2• you have a Cambridge First or equivalent, or higher qualification <p>Upon the successful completion of this module, you can also receive, upon request, a letter stating that you have attained B2 level English if your final grade is 70% or higher. Please note that this letter does not replace an official B2 certification such as Cambridge B2 First.</p> <p>If you wish to take the Certificate of Advanced Business English ECBE module after this module, you will need a minimum grade of 70% in EBBE or you can take the placement test again if your module average is less than 70%.</p>

EBBE - Bridge to Advanced Business English - BWBH008

Degree programme, semester

BSc Business Information Technology, 2022-2023, 2 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc Business Information Technology, 2022-2023, 4 FS, TZ, Bern
BSc Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 2 FS, VZ, Bern
BSc Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc Business Information Technology, 2022-2023, 2 FS, TZ, Bern
BSc Business Administration, 2022-2023, 2 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc Business Administration, 2022-2023, 2 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc Business Information Technology, 2022-2023, 4 FS, VZ, Bern
BSc Business Information Technology, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 2 FS, TZ, Bern
BSc Business Information Technology, 2022-2023, 6 FS, VZ, Bern

SAC1 - Höhere Rechnungslegung - BWBH221

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Längin Thomas, Longaron Daniel
Modulverantwortung	Längin Thomas, Longaron Daniel
Kurzbeschreibung des Moduls	<p>Die Studierenden erhalten einen Überblick über das aktuelle Regelwerk der Swiss GAAP FER (SGF) und der International Financial Reporting Standards (IFRS). Ausgewählte Vorgaben der beiden Regelwerke werden anhand von Fallbeispielen veranschaulicht. Die praktische Anwendung der Fachempfehlungen auf konkrete Sachverhalte wird mit Uebungen vermittelt.</p> <p>Die Studierenden sind in der Lage, ausgewählte Standards in konkreten Fallbeispielen anzuwenden und verstehen die Informationen einer nach den SGF oder den IFRS erstellten Jahresrechnung.</p>
Eingangskompetenz	Fachkenntnisse des Rechnungswesen, welche in den Modulen BREW und IACC vermittelt wurden.
Kompetenz	<p>Fachkompetenzen: Die Studierenden sind in der Lage, ausgewählte Standards in konkreten Fällen anzuwenden, und verstehen die Informationen einer nach den SGF oder den IFRS erstellten Jahresrechnung.</p> <p>Methodenkompetenzen: Die Studierenden können unter Anleitung bei der Erstellung einer Jahresrechnung nach den SGF oder nach den IFRS mitarbeiten. Sie sind in der Lage, die Vorschriften auf eine konkrete Situation anzuwenden (Transferleistung).</p> <p>Sozialkompetenzen: Die Studierenden sind in der Lage, konstruktiv an einer Partner- oder Gruppenarbeit teilzunehmen.</p> <p>Selbstkompetenzen: Die Studierenden können durch Selbstreflexion beurteilen, ob sie den behandelten Stoff verstanden haben, und allenfalls notwendige Fragen präzise formulieren.</p>
Inhalt	Ausgewählte Fachempfehlungen der SGF und ausgewählte Standards der IFRS.
Lehr- und Lernmethode	<ul style="list-style-type: none"> • Präsenzunterricht im Klassenverband • Fachvorträge von SGF/IFRS-Experten und -Anwendern • Einzelarbeiten • Selbststudium
Fachliteratur	<p>Für den Kompetenznachweis unerlässliche Literatur:</p> <ol style="list-style-type: none"> 1) Swiss GAAP FER Stand 1.1.2020, Fachempfehlungen zur Rechnungslegung, Stiftung FER, ISBN 978-3-286-30275-4, Deutsch. 2) Finanzbuchhaltung nach Swiss GAAP FER, Theorie, Aufgaben und Lösungen, Carlen, Riniker, Widmer, 3. Auflage 2015, ISBN 978-3-286-32827-3, Deutsch. 3) KPMG AG Wirtschaftsprüfungsgesellschaft: IFRS visuell, Die IFRS in strukturierten Übersichten, 9. Auflage; ISBN 978-3-7910-5188-8 4) IDW Verlag GmbH: International Financial Reporting Standards IFRS IDW Textausgabe einschließlich International Accounting Standards (IAS) und Interpretationen. Die amtlichen EU-Texte Englisch-Deutsch. 15. Auflage; Stand 17. Januar 2022, ISBN 978-3-8021-2593-5. 5) Die von den Dozenten auf Moodle zur Verfügung gestellten Unterlagen.

SAC1 - Höhere Rechnungslegung - BWBH221

Workload	180 Stunden
Kontaktstudium	14 Semesterwochen zu 4 Lektionen
Präsenzpflicht	Keine
Kompetenznachweis	Schriftliche Prüfung mit Moodle, Dauer 90 Minuten, zählt 100 %, in der unterrichtsfreien Zeit (KW 26/27).
Hilfsmittel bei schriftlicher Prüfung	<ul style="list-style-type: none">• Open Book• BFH-Taschenrechner (TI-30 ECO RS).• Gedrucktes Wörterbuch (Muttersprache - Sprache Kompetenznachweis) Für Details zu den Hilfsmitteln siehe aktuelle "Weisung zu den Kompetenznachweisen" auf Moodle.
Wiederholungsmodalitäten	Schriftliche Prüfung mit Moodle, Dauer 90 Minuten, zählt 100 %
Weiterführende, vertiefende Module	<ul style="list-style-type: none">• SAC 2 Life-Cycle Accounting.• SAC3 Controlling & digitalisierung,• SP01 Auditing.
Studiengang, Semester	BSc Betriebsökonomie, 2022-2023, 8 FS, BB-IP, Bern BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern BSc Betriebsökonomie, 2022-2023, 6 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern BSc Betriebsökonomie, 2022-2023, 8 FS, BB, Bern BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern BSc Betriebsökonomie, 2022-2023, 6 FS, TZ, Bern BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern

SDG3 - Innovation & Organisation Verwaltung - BWBH283

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Gees Thomas, Sahi Amir
Modulverantwortung	Gees Thomas
Kurzbeschreibung des Moduls	<p>Damit Transformation des öffentlichen Sektors im Zuge der Digitalisierung gelingt, ist nur bedingt eine Frage der Technologie. Im Modul SDG3 werden primär die organisationalen Voraussetzungen auf der Basis der Literatur untersucht, welche die Umsetzung digitaler Transformation im öffentlichen Sektor begünstigen oder verhindern. Im Modul Innovation & Organisation erkennen und analysieren die Studierenden zuerst theoretisch, anschliessende aber auch praktisch (mit Partnerorganisationen aus dem öffentlichen Sektor) Chancen und Risiken von digitalisierungsinduzierter Veränderung.</p> <p>Im Modul werden die Studierenden im Feld das vermittelte Wissen und die Konzepte in die Praxis transferieren und anhand eines Live Cases eigenständige Lösungsansätze entwickeln. Eine Exkursion zusammen mit der FH Ost nach München gibt Impulse und fördert den internationalen Austausch und Wissenstransfer.</p>
Eingangskompetenz	Die Studierenden verfügen über Basiskenntnisse aus den Pflichtmodulen BPGS und Academic Skills

SDG3 - Innovation & Organisation Verwaltung - BWBH283

Kompetenz

Fachkompetenzen

Die Studierenden

- kennen Konzepte der Organisation und Innovation des öffentlichen Sektors
- können den Nutzen organisationaler Voraussetzungen im öffentlichen Sektor erkennen
- verfügen über Basiskenntnisse auf den Gebieten Innovation und Organisation im besonderen Kontext des öffentlichen Sektors
- sind interessiert, theoretisches Wissen in beobachtender oder analytischer Forschung mit realen Praxispartnern anzuwenden.

Problem Solving

Die Studierenden

- beschaffen sich selbständig Lösungsansätze, um Hindernisse von Innovationsprojekten zu überwinden.
- bekommen Einblick, wie Problemstellungen und Lösungsansätze methodisch aufbereitet werden,

Kollaboration

Die Studierenden

- lernen in kleinen Gruppen den Austausch
- Arbeiten mit den jeweiligen Spezialisten zusammen und entwickeln gemeinsam eine Fragestellung

Selbstmanagement

Die Studierenden

- bringen sich selber in den Lernprozess ein, indem sie die vorgegebene Thematik selbständig unter Anleitung vertiefen
- entwickeln Neugier und lernen, sich in eine offene Thematik zu vertiefen aus eigenem Antrieb

Umgang mit Komplexität

Die Studierenden

- lernen organisatorische Einheiten des öffentlichen Sektors als komplexe Systeme in der digitalen Transformation zu begreifen
 - werden mit ungelösten und offenen Herausforderungen konfrontiert
 - sehen in den einzelnen Innovationsprojekten Grundlegende Herausforderungen der administrativen Praxis
 - werden angeleitet, die Komplexität im Hinblick auf Lösungsvorschläge für die Praxispartner zu reduzieren.
-

SDG3 - Innovation & Organisation Verwaltung - BWBH283

Inhalt	<p>Digitalisierung im öffentlichen Sektor: Zielbild einer resilienten Verwaltung</p> <ul style="list-style-type: none">• Die Tallin Prinzipien: normative Konzepte und reale Umsetzungsmöglichkeiten• Auswirkungen auf die Beschäftigten: Fehlerkultur und Experimentieren• Verändertes Führungsverständnis im digitalen Zeitalter: Besonderheiten der Verwaltung• Führung und Zusammenarbeit in der digitalisierten Verwaltung• Internationale Perspektive: Digital Service Teams• Erfolgsfaktoren und Stolpersteine in den einzelnen Innovationsphasen• Umsetzungsmöglichkeiten: Holocracy, Datahackdays, Workhacks, Open Government <p>Parallel: Analyse von einzelnen Fällen in städtischen Verwaltungen (abhängig von den Partnerorganisationen)</p>
Lehr- und Lernmethode	<p>Vorlesungsinputs</p> <p>Selbst erarbeitete Kurzvorträge basierend auf Literaturrecherche</p> <p>Gruppenorientiertes Lernen</p> <p>Fallorientiertes Lernen und Transferieren anhand realer Herausforderungen bei Partnerorganisationen</p> <p>Exkursion (Präsenzpflicht)</p>
Fachliteratur	<p>Wird bekannt gegeben</p>
Workload	<p>180h</p>
Kontaktstudium	<p>Exkursion 12.-14. April 2023 (2.5 Tage) zusätzlich 9x4 Kontaktlektionen</p>
Präsenzpflicht	<p>12.-14. April 2023 (2.5 Tage)</p>
Kompetenznachweis	<p>Kurzreferat einzeln (mündlich) während des Semesters / Präsentation der Organisationsanalyse (Gruppenreferat mündlich) und Kurzreport der Interviews (Gruppen schriftlich), beide am Ende des Semesters.</p> <p>Bewertung:</p> <p>Kurzreferat mündlich (Einzelbewertung 1/3)</p> <p>Präsentation Organisationsanalyse (Gruppenbewertung 1/3)</p> <p>Kurzreport Interviews (Gruppenbewertung 1/3)</p>
Wiederholungsmodalitäten	<p>Im darauffolgenden Jahr</p>
Weiterführende, vertiefende Module	<p>SDG1 und SDG2</p>

SDG3 - Innovation & Organisation Verwaltung - BWBH283

Bemerkung

Organisation der Exkursion nach München ist Angelegenheit der Teilnehmenden

Studiengang, Semester

BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc Betriebsökonomie, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc Betriebsökonomie, 2022-2023, 8 FS, BB-IP, Bern
BSc Betriebsökonomie, 2022-2023, 8 FS, BB, Bern
BSc Betriebsökonomie, 2022-2023, 6 FS, VZ, Bern

SGM1 - Going Global - BWBH341

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Bürki Jacqueline, Serrano Omar Ramon
Module responsibility	Jacqueline Bürki

Short description of the module

The module focuses on applying the knowledge and skills of international expansion strategy and international operations in an international environment in a multinational team based on a live case of an international company.

It commences with developing an understanding of the international enterprise and its opportunities and challenges in a globalized world, covering the following three areas:

- FOUNDATIONS of international business such as globalization, global economics and the internationalization paths of an enterprise.
- Headquarter and Subsidiary Level STRATEGY of an enterprise expanding into foreign markets.
- And OPERATIONS of a company with an international/global presence and its management of the cross-border business functions (i.e. international HR, Marketing, etc.)

Requirements

foundation in business, international business, strategy and academic skills

SGM1 - Going Global - BWBH341

Competencies upon completion **Subject: Students**

- understand the phenomena of internationalization of firms and the reasons and drivers of companies to go international/global
- understand and be able to apply the strategic process of going international/global
- understand and be able to develop a strategy for international expansion: headquarter- and subsidiary level strategy
- understand the specifics of the international operations of an enterprise
- develop solutions for challenges the company is facing within its international operations

Method: Students

- understand the process of developing international expansion strategies as an integral part for a corporate strategic planning process
- know, understand and are able to implement the international expansion specific steps of the strategic planning process (strategic analysis, choice of target markets, headquarter level and subsidiary level strategy)
- learn how to deal with a multinational project team and how to deal with challenges that may arise in such a context
- learn how to work in a virtual team and how to deal with the related challenges
- learn to use their workshop time available efficiently

Social: Students

- learn how to prepare for and ask relevant questions and discuss with the guest lecturer in order to benefit from their practical experience and enlarge their own knowledge of international business
- learn to work in an international team of students during the study trip, where BFH students will be working together with international students of the partner university
- learn to plan and organize themselves during the study trip, where a balance between study, sightseeing and social life will need to be achieved

Content

Besides relevant concepts and frameworks of global economy, international strategy and operations this module builds on real cases of companies entering and operating in foreign markets. Thus, students work on a live case of a company aiming to go global or to improve its global operations. The live case company and the challenge it is facing in their international strategy and/or operations will be presented to the students during the module. Students work in mixed teams from the participating partner universities and implement their knowledge acquired in preceding modules to complete both assignments arising out of the live case. Student teams will meet each other during a kick off event at the BFH Business School Bern, work virtually as teams during the semester and present final results of the second assignment during a study trip to HM Munich. BFH students, please note that the study trip is from 12 to 14 June. Students will have to arrive in Munich on Sunday prior to the official kick-off on Monday morning.

SGM1 - Going Global - BWBH341

Teaching and Learning method Problem-based learning with input, coaching and self-directed work. Students will be assigned tasks and readings which will support them in completing the live case assignments. This is an applied course, students will be expected to apply the prior acquired knowledge and experience in analysing and providing solutions to the live case.

All coaching sessions are mandatory, students are expected to be prepared for these coaching sessions, that is the coach is only able to support in so far as the team being prepared with questions they require support with.

Literature Input from the Live Case partner, slides, articles and selected chapters from various sources provided by lecturers via Moodle.

Workload 6 ECTS, 180 hours

Contact lessons Contact lessons will be a mixture of onsite hybrid input sessions as well as online coaching. Please follow the course schedule which will be published on Moodle at the beginning of the semester. Take note of the relevant dates and deadlines, as well as the mandatory attendance for the following sessions:

- CW11 (17 March 2023) Course kick off and team building on respective campus
- CW12 (24 March 2023) Live partner introducing the Live Case to student teams
- CW13 (29 - 31 March 2023) HM Munich visiting BFH Business School
- CW15 (14 April 2023) Mandatory coaching all teams (each team 30 mins slot only)
- CW17 (28 April) Mandatory coaching all teams (each team 30 mins slot only)
- CW18 (5 May) Q&A session with Live Case Partner
- CW19 (12 May) Mandatory coaching all teams (each team 30 mins slot only)
- CW21 (26 May) Kick off assignment two
- CW22 (2 June) Presentation of interim results assignment two (part1)
- CW23 (9 June) Presentation of interim results assignment two (part2)
- CW24 (12 to 14 June) Study trip BFH Business School to HM Munich

SGM1 - Going Global - BWBH341

Attendance requirement

Mandatory attendance for the following sessions:

- CW11 (17 March 2023) Course kick off and team building on respective campus
- CW12 (24 March 2023) Live partner introducing the Live Case to student teams
- CW13 (29 - 31 March 2023) HM Munich visiting BFH Business School
- CW15 (14 April 2023) Mandatory coaching all teams (each team 30 mins slot only)
- CW17 (28 April) Mandatory coaching all teams (each team 30 mins slot only)
- CW18 (5 May) Q&A session with Live Case Partner
- CW19 (12 May) Mandatory coaching all teams (each team 30 mins slot only)
- CW21 (26 May) Kick off assignment two
- CW22 (2 June) Presentation of interim results assignment two (part1)
- CW23 (9 June) Presentation of interim results assignment two (part2)
- CW24 (12 to 14 June) Study trip BFH Business School to HM Munich

Proof of competence

There are two assessment components in this course.

Assignment 1 is a written assignment. The report length is max. 15 pages (excluding title pages, bibliography and the appendix). All relevant and important conclusions are in the 15 pages, the appendix includes supporting information.

Assignment 2 is a final presentation. The presentation is max. 20minutes with a 10min Q&A session and will take place during the mandatory study trip 12 - 14 June in Munich. The audience will be lecturers, representatives of the Live Case company as well as your classmates. Students who do not take part in the study trip in Munich will not be able to successfully complete the module.

Aids for written examination

none

Mode of repetition

Student teams who do not achieve the minimum pass grade for each assignment will have the opportunity to resubmit based on directives from the lecturing team within a 10-day period. The max. grade for resubmission is a pass grade 4.

Degree programme, semester

BSc Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc Business Administration, 2022-2023, 8 FS, BB-IP, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc Business Administration, 2022-2023, 8 FS, BB, Bern
BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern

SP03 - Ressourcenmanagement im Sport und Sportsystem - BWBH383

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Anderegg Urs
Modulverantwortung	Anderegg Urs (Andreas Ch. Weber (EHSM), Anja Schuler (EHSM))
Kurzbeschreibung des Moduls	<p>Das Modul besteht aus den gleichberechtigten Themen «Ressourcenmanagement im Sport» und «Sportsystem Schweiz».</p> <p>Ressourcenmanagement im Sport</p> <p>Das sportliche Umfeld besteht aus unzähligen Ressourcen. Ein Sportmanager benötigt solide Kenntnisse wie die relevanten Ressourcen zu beschaffen sind und wie diese effizient verwaltet werden. Wichtig ist, diese Ressourcen zuerst zu identifizieren und dann zu kategorisieren (materielle, immaterielle, menschliche) damit sie schlussendlich bewertet werden können. Aufbauend auf dem Ressourcenabhängigkeitsansatz, fokussieren wir uns in diesem Modul auf vier Kernressourcen im Sport: Menschliche Ressourcen (Mitarbeiter, Ehrenamt etc.), finanzielle Ressourcen (Budgets, Kontrolle, Reporting, Audits etc.), Infrastruktur (Baukonzepte, Betriebskonzepte etc.) sowie Netzwerke und Kooperationen.</p> <p>Es wird theoretisches und praxisorientiertes Wissen im Bereich des Ressourcenmanagements im Sport am Beispiel von Sportevents und Sportinfrastruktur in der Schweiz (z.B. STS-Events und Leistungszentren) erarbeitet. Insbesondere fokussieren wir uns auf die wichtigsten Ressourcen, die es braucht um einen Sportevent optimal durchzuführen. Ebenfalls fokussieren wir uns auf die optimale Konzeption von Sportinfrastruktur.</p> <p>Hauptdozent: tbd</p> <p>Sportsystem: Sportevents sind Leuchttürme in der nationalen Sportlandschaft. Sie können nur im Verbund mit den Stakeholdern des nationalen Sportsystems erfolgreich durchgeführt werden. Um die relevanten Stakeholder in der Schweiz identifizieren zu können, braucht es Kenntnisse über das Schweizer Sportsystem und seine Akteure. Als Grundlage werden die Akteure dem Dritten Sektor, dem Markt Sektor und dem Öffentlichen Sektor zugeteilt sowie bezüglich ihrer Gründung, Organisation, Aufgabenbereiche und Finanzierung dargestellt. Daraus lassen sich die zentralen Instrumente und Programme dieser Akteure mit ihren entsprechenden Zielen ableiten, um die wichtigsten Stakeholder für die Umsetzung eines Sportevents zu identifizieren.</p> <p>Hauptdozent: Andreas Ch. Weber</p>
Eingangskompetenz	Grundlagen BWL und Marketing aus dem Grundstudium BBA/IBA, SPO2, GPS

SP03 - Ressourcenmanagement im Sport und Sportsystem - BWBH383

Kompetenz

Fach- und Handlungskompetenzen:

Die Studierenden

- verstehen die Vielfalt der Ressourcen im Sport.
- kennen die Grundlagen des Ressourcenmanagements im Sport im Allgemeinen und für einen Sportevent sowie für Sportinfrastruktur.
- sind in der Lage eine einfache Ressourcenbedarfsanalyse (z.B. Personal) zu erstellen.
- kennen die wichtigen Akteure und Organisationen im Schweizer Sportsystem.
- verstehen die Typologisierung der Akteure im Dritten Sektor, im Markt Sektor und im Öffentlichen Sektor.
- kennen die Akteure bezüglich Gründung, Organisation, Aufgabenbereich und Finanzierung.
- kennen die Funktionsweise der zentralen Instrumente und Programme der Schweizer Sportförderung auf nationaler Ebene.
- können eine Verbindung zwischen den Instrumenten und Programmen der Akteure und ihren entsprechenden Aufgaben und Zielen herstellen.

Problemsolving/Umgang mit Komplexität:

Die Studierenden

- können ausgewählte Tools anwenden.
- entwickeln ein holistisches- und event-orientiertes Denken.
- lernen am Modell und wenden diese in der Realität an.

Kollaboration:

Die Studierenden

- können als Team/Gruppe Lösungen für konkrete Praxissituationen ausarbeiten.
- verbessern ihr professionelles und zielgruppengerechtes Auftreten und ihre Kommunikation.
- wenden Kooperatives Lernen an

Selbstmanagement:

Die Studierenden

- erkennen die Bedürfnisse und Erwartungen der wichtigsten Stakeholder aus dem Sportumfeld.
- Bieten dar, tragen vor, präsentieren
- erarbeiten im Dialog, wenden an, analysieren, vernetzen, beurteilen

Inhalt

- Human Resource Management
- Infrastruktur
- Netzwerke und Kooperationen
- Sportorganisationen in den drei Sektoren: Zuweisungen der Organisationen im Modell
- Akteure im Dritten Sektor
Aufgaben, Organisation und Finanzen sowie Verflechtung der Akteure innerhalb des Sektors
- Akteure im Markt Sektor
Aufgaben, Organisation und Finanzen sowie Zusammenhang der Akteure
Berufssituation und Einkommen von Athleten und Trainer
- Akteure im Staatlichen Sektor
Aufgaben, Organisation und Finanzen sowie Verflechtung der Akteure im staatlichen Sektor
- Nationale Grundlagenkonzepte von Swiss Olympic und des BASPO
- Überblick über die nationalen Förderinstrumente

Lehr- und Lernmethode

Vorlesung, Referate, Gruppenarbeiten, Case Studies, Diskussionen, Übungen, Selbststudium.

SP03 - Ressourcenmanagement im Sport und Sportsystem - BWBH383

Fachliteratur

Für den Kompetenznachweis unerlässliche Literatur:

- Unterlagen der Dozierenden

Empfohlene Literatur:

- Lichtsteiner, H., Gmür, M., Giroud, C. & Schauer, R. (2020). Das Freiburger Management-Modell für Nonprofit-Organisationen. (Kap. 3). Bern, Stuttgart und Wien, Paul Haupt Verlag, 9. Auflage.
- Kempf, H. & Lichtsteiner, H. (2015). Das System Sport in der Schweiz und international. Magglingen: Bundesamt für Sport BASPO.

Zusätzliche, weiterführende Literatur:

- Literaturhinweise werden zu Modulbeginn abgegeben.

Workload

180

Kontaktstudium

56 (Inkl. Blockwoche und Blocktag).
Das Modul findet in 6x einen 1/2 Tag im Semester und in einer Blockwoche Ende des Semesters statt. Die Daten werden bei Modulbeginn bekannt gegeben.

Präsenzpflicht

- Blocktag «Mobilier Arena Gümligen»: Datum wird bei Kursbeginn bekannt gegeben.
- Blockwoche (12.06. - 16.06.)

Kompetenznachweis

- Schriftliche Einzel-Prüfung, 90 Minuten (25%, Papierform),
- Posterpräsentation mittels eines Videos (25%, Gruppennote) am Ende der Blockwoche,
- Gruppenpräsentation (mündliche Gruppennote) auf Ebene Portfolio (50%).

Die schriftliche Einzelprüfung findet am Ende des Frühlingsemesters (offizielle Prüfungswochen) statt. Die Gruppenpräsentation findet am Ende des Frühlingsemesters (offizielle Prüfungswochen) statt. Wenn die Endnote auf Modulebene ungenügend ist, muss die inhaltliche Prüfung wiederholt werden.

Für Flex- und BWI-Studierende gilt folgende Ausnahmeregelung: Da diese nicht alle Module der Portfoliovertiefung Sport- und Eventmanagement besuchen können, entfällt für Flex- und BWI-Studierende die Gruppenpräsentation am Ende des FS23. Der Kompetenznachweis besteht damit zu 100% aus der schriftlichen Einzel-Prüfung (Papier vor Ort).

Hilfsmittel bei schriftlicher Prüfung

Keine

Wiederholungsmodalitäten

Wenn die Endnote auf Ebene Portfolio ungenügend ist, muss die inhaltliche schriftliche Einzelprüfung wiederholt werden.

SP03 - Ressourcenmanagement im Sport und Sportsystem - BWBH383

Weiterführende, vertiefende Module

Executiv-Master der Weiterbildung Departement W. und Master Spitzensport an der EHSM

Bemerkung

- Blocktag «Mobilier Arena Gümligen». Detaillierte Angaben zum Programm (Kosten, Programm, etc.) folgen zu Kursbeginn. Transport und Verpflegung gehen zulasten der Studierenden.
- Blockwoche: 2 Blocktage werden an der EHSM (Magglingen, ohne Übernachtung) stattfinden, 2 Blocktage in Andermatt (Vollpension inkl. Sportangebot). Die Kosten belaufen sich auf ca. 100 Franken (plus individuelle Reisekosten nach Magglingen und Andermatt).

Studiengang, Semester

BSc Wirtschaftsinformatik, 2022-2023, 4 FS, TZ, Bern
BSc Betriebsökonomie, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc Betriebsökonomie, 2022-2023, 8 FS, BB, Bern
BSc Betriebsökonomie, 2022-2023, 6 FS, VZ, Bern
BSc Betriebsökonomie, 2022-2023, 8 FS, BB-IP, Bern
BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc Wirtschaftsinformatik, 2022-2023, 4 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc Wirtschaftsinformatik, 2022-2023, 6 FS, TZ, Bern
BSc Wirtschaftsinformatik, 2022-2023, 6 FS, VZ, Bern

SP07 - Business Gaming - BWBH387

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Braun Aron, Noppeney Claus
Module responsibility	Braun Aron; Noppeney Claus
Short description of the module	<p>Business games provide exciting experiences and insights on what it means to manage a company in a competitive environment.</p> <p>This module is designed for students who want to gain hands-on experience in the strategic and operational management of a company in a (simulated) real-world setting. It is based on a sophisticated, challenging and engaging online business game in which the different student teams compete with each other.</p>
Requirements	No special admission requirements.
Competencies upon completion	<p>This module aims at imparting the following set of competencies. The students</p> <ul style="list-style-type: none"> • are able to analyse, interpret and discuss business data • Understand the complex and dynamic nature of strategic management • Learn how to navigate a company amid an ambiguous and uncertain environment • Can use appropriate decision making tools • Improve their ability to reach sound conclusions in a team • Improve their ability to develop and deliver professional business presentations • Learn how to identify and use suitable performance indicators
Content	<p>TOPSIM General Management, the online strategy game used in this module, simulates typical decision problems which management teams face in key areas of strategy, human resources, marketing, operations, finance and innovation management. Students experience challenging business situations from a managerial perspective. Thus, students can use and integrate various central concepts introduced throughout their studies. Extensive reports allow the participants to see the effects of their strategic decisions. Competition between the different student teams enhances the intensity and engaging character of the module.</p> <p>The module is centered around the simulation of 8 subsequent rounds (years) in which companies (student teams) compete against each other for the best business performance. In each round of the simulation, the discussion of the executive team culminates in decisions on a number of key parameters (e.g. pricing, staffing, product development, marketing etc.). Before each new round, an extensive report documenting the effects of the decisions from the last round is made available to the teams. As the game unfolds more and more decision parameters are introduced, increasing the complexity of the game.</p> <p>After 8 rounds the game is over. The final session is used to reflect on the experience and to honour the winners.</p>

SP07 - Business Gaming - BWBH387

Teaching and Learning method	<p>The experience of playing the game in competing teams including analysis and interpretation of the complex market and company results is the central learning method of this module. Additional theory is typically taught in the form of short lectures, complemented with group exercises and discussions in the class.</p> <p>The aim of the game is to simulate reality as closely as possible. Due to the high level of complexity, virtually all larger SMEs are typically managed by an executive team which jointly leads the company as one legal entity. Accordingly, students are forming "executive teams", each student being responsible for an area like HR, R&D, M&S etc. Like in real companies, all key strategic decisions are being taken jointly in the executive board, while smaller operational decisions are being taken individually by the respective executives. This governance principle is reflected in the module tasks and proof of competence.</p>
Literature	<p>Mandatory reading:</p> <ul style="list-style-type: none">• Documentation provided by the lecturers• TOPSIM manuals• Main textbook for this course: Jonson, Whittington, Scholes, Angwin, Regn�r: Exploring Strategy, 13th edition, Pearson <p>Additional reading:</p> <p>Kaplan, R. S., & Norton, D. P. (1993). Putting the Balanced Scorecard to Work. <i>Harvard Business Review</i>, 71(5), 134-147.</p> <p>Kaplan, R. S., & Norton, D. P. (1996). Using the Balanced Scorecard as a Strategic Management System. <i>Harvard Business Review</i>, 74(1), 75-85.</p> <p>Chen, V. Z., Zhong, M., Duran, P., & Sauerwald, S. (2022). Multistakeholder Benefits: A Meta-Analysis of Different Theories. <i>Business & Society</i>, in press.</p> <p>Abela, A. V. (2010). <i>The Presentation: A Story About Communicating Successfully With Very Few Slides</i>. CreateSpace Independent Publishing Platform.</p>
Workload	6 ECTS
Contact lessons	<p>5 full days (Monday to Friday, 9 am to 5 pm) in the Special Week in calendar week 6.</p> <p>Furthermore, 4 lessons of 4 hours each during the semester, in calendar weeks 9, 10, 11 and 12.</p>
Attendance requirement	The game requires the mandatory attendance of the students at all contact lessons. Details will be communicated in the first lesson.

SP07 - Business Gaming - BWBH387

Proof of competence	<p>Preparation assignment (individual 20%)</p> <p>3 Business data analysis reports (group pass/fail)</p> <p>Conceiving & delivering stakeholder specific strategy communication (individual 25%)</p> <p>KPI identification & discussion (group 20%)</p> <p>Midterm strategy presentation (group 10%)</p> <p>Final presentation (group 25%)</p> <p>The assignments are due between calendar week 6 and calendar week 12.</p> <p>Details will be announced in the first lesson.</p>
<hr/>	
Aids for written examination	n.a.
<hr/>	
Mode of repetition	Repetition of module.
<hr/>	
Continuative, in depth modules	Specialization "Innovation & Entrepreneurship"
<hr/>	
Degree programme, semester	<p>BSc Business Information Technology, 2022-2023, 4 FS, VZ, Bern</p> <p>BSc Business Administration, 2022-2023, 6 FS, VZ, Bern</p> <p>BSc Business Administration, 2022-2023, 8 FS, BB, Bern</p> <p>BSc Business Information Technology, 2022-2023, 4 FS, TZ, Bern</p> <p>BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern</p> <p>BSc Business Administration, 2022-2023, 8 FS, BB-IP, Bern</p> <p>BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern</p> <p>BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern</p> <p>BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern</p> <p>BSc Business Information Technology, 2022-2023, 6 FS, VZ, Bern</p> <p>BSc Business Information Technology, 2022-2023, 6 FS, TZ, Bern</p>

SDB2 - Digital Business Transformation - BWBH262

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Hehn Jennifer, Simonet Joëlle
Module responsibility	Jennifer Hehn
Short description of the module	<p>The right digital technologies unlock potential for growth, operational efficiencies, and profitability. Companies need to develop a first-hand understanding of the technology available to solve business problems and achieve business goals. The module "Digital Business Transformation" introduces a framework that helps to fundamentally challenge core business functions, processes, and their purpose to remain relevant and competitive in the digital age.</p>
Requirements	-
Competencies upon completion	<p>Students will...</p> <ul style="list-style-type: none">• know the fundamentals of digital business transformation• learn strategic frameworks and best practices to identify key areas for digital business transformation and act upon them• explore opportunities to bridge business needs with technology in order to create unique customer value• engage with concrete cases to reflect on digital business transformation from a human and technological point of view

SDB2 - Digital Business Transformation - BWBH262

Content

(Digital) Customer Experience

- Understanding changing customer behavior
- Nurturing a culture of experimentation with customer needs at the center
- Acquiring, retaining, and managing customers

Digital Business Strategy

- Creating a sustainable and adaptable digital strategy to meet customer demand and business vision

(Digital) Processes & Collaboration

- Digitizing operations to better manage administrative processes in terms of cost savings, efficiency, quality
- Helping employees develop new and digital capabilities
- New ways of working

IT business infrastructure

- Creating standardized and integrated IT systems, business processes and data collections that support a company's core activities
- Establishing a data culture and an organization that can make data-informed decisions at all levels
- Creating digital solution building blocks to implement new digital offerings in the short term

(Digital) Leadership & Culture

- Designing the right organizational structure and incentive systems
- Building a learning organization that continues to improve its capabilities
- Leading and managing the digital transformation process

(Digital) Products & Services

- Identifying business scope
- Exploring new (digital) business models
- Execution and Sustenance of Digital Solutions

Teaching and Learning method

Blended mix of

- On Campus sessions with theory input and interactive elements
- Case Study work in teams with coaching sessions
- Asynchronous Online learning as guided Self-study

Literature

Literature will be provided on moodle according to the different lecture blocks

Workload

180 h

SDB2 - Digital Business Transformation - BWBH262

Contact lessons	<p>8 On Campus Contact Sessions</p> <p>2 Online Contact Sessions (Coaching for Group Work)</p> <p>3 Guided, individualized Learning Cycles</p>
Attendance requirement	<p>Introduction</p> <p>Coaching Sessions</p> <p>Group Presentations</p>
Proof of competence	<p>PoC 1 (60 %): 2 individual written assignments (each 30%); distributed throughout the course</p> <p>PoC 2 (40%): 2 group presentations based on case study work in groups (each 20%); distributed throughout the course (group grading)</p>
Aids for written examination	<p>For details on auxiliary aids, see the current "Instruction on Proof of Competency" on Moodle</p>
Mode of repetition	<p>The assignments can be repeated at the next execution of the lecture</p>
Degree programme, semester	<p>BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern BSc Business Administration, 2022-2023, 6 FS, TZ, Bern BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern BSc Business Administration, 2022-2023, 6 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern BSc Business Administration, 2022-2023, 8 FS, BB-IP, Bern BSc Business Administration, 2022-2023, 8 FS, BB, Bern</p>

SP01 - Auditing - BWBH381

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Frecè Jan Thomas
Modulverantwortung	Frecè Jan Thomas

Kurzbeschreibung des Moduls	<p>Was ist der Unterschied zwischen Prüfen oder/und geprüft werden?</p> <p>Anhand von Praxisbeispielen bringen wir das Konzept der Abschlussprüfung von der Prüfungsplanung über die Prüfungsdurchführung bis hin zur Berichterstattung näher. Dabei werden die verschiedenen Prüfungsvorgehen, basierend auf den gesetzlichen Vorgaben sowie den Rechnungslegungsvorschriften, detailliert näher gebracht.</p> <p>Neben den praxisnahen Beispielen wird auch ein Einblick in die Datenanalyse und weitere Spezialthemen vermittelt.</p> <p>Die Bedeutung eines nachhaltigen Geschäftsgebarens und des Nachhaltigkeitsreportings im Rahmen der Unternehmensberichterstattung nimmt stetig zu. Aus diesem Grund stehen im Modul auch die Themen Nachhaltigkeitsberichterstattung, Nachhaltigkeitsratings so wie Prüfung des Nachhaltigkeitsberichts im Vordergrund.</p>
Eingangskompetenz	<p>Fachkompetenzen: Basiswissen im Finanziellen und Betrieblichen Rechnungswesen.</p> <p>Ausserfachliche Kompetenzen: Analytische Skills, Umgang mit Komplexität und Selbstmanagement.</p>

SP01 - Auditing - BWBH381

Kompetenz

Fachkompetenzen

Die Studierenden:

- Erkennen die Kriterien der und die Anforderungen an eine eingeschränkte und ordentliche Revision;
- erkennen Risiken und den Zusammenhang zwischen dem Unternehmensumfeld und den Unternehmensprozessen und den möglichen Einfluss auf die Finanzzahlen;
- beurteilen Risiken und deren Auswirkungen auf die Abschlussprüfung;
- erstellen einfache Prüfungsprogramme anhand von erkannten Risiken;
- beurteilen den Einfluss von verschiedenen Prüfungshandlungen und deren Auswirkung auf die Prüfung;
- können selbständig einfache Prüfungshandlungen durchführen und dokumentieren;
- verstehen die Auswirkung von Fehlern bei einer Stichprobenprüfung;
- verstehen den Zusammenhang von Prüfungsfehlern und Auswirkungen auf die Berichterstattung;
- kennen die verschiedenen Anspruchsgruppen und die Auswirkung auf die Prüfung der finanziellen Berichterstattung;
- verstehen die gesetzlichen und die regulatorischen Anforderungen an den Abschlussprüfer;
- erstellen einfache Revisionsberichte, inklusive allfällige Abweichungswortlaute infolge von Mängeln an der Jahresrechnung;
- sind in der Lage, eine konzeptionelle Einordnung von Sustainability-Report Ratings und einigen dazu verwendeten Frameworks vorzunehmen, und verstehen deren Funktionen und Begrenzungen; und
- sind in der Lage, generische Erwartungen an einen Sustainability Report zu formulieren und zu überprüfen, ob diesen Erwartungen genügt wird.

Ausserfachliche Kompetenzen

Die Studierenden:

- Erweitern ihre analytischen Fähigkeiten;
- üben sich im gesamtheitlichen Denken und in der Fähigkeit im Umgang mit komplexen Sachverhalten;
- üben sich im Rahmen des angeleiteten und des nicht angeleiteten Selbststudiums in Selbstmanagement; und
- verstehen die Anforderungen an und die Arbeit des Wirtschaftsprüfers.

Inhalt

Nachfolgende Themenbereiche werden behandelt, wobei die Theorie immer wieder mit Praxisbeispielen unterlegt werden soll:

1. Einführung;
2. Mandatsannahme und Prüfungsplanung;
3. Prüfungsdurchführung;
4. Berichterstattung;
5. Abschluss der Prüfung; und
6. Nachhaltigkeits-Reporting.

Lehr- und Lernmethode

Inputreferate von Dozenten und Vorträge von Fachspezialisten der Wirtschaftsprüfungsgesellschaft Ernst & Young AG (EY).

Die Modulthemen werden durch betreutes Umsetzen in die Praxis anhand von Fallbeispielen im Unterricht vertieft.

Zusätzlich werden am Beispiel einer Muster-Unternehmung die verschiedenen Themen im Selbststudium erarbeitet.

SP01 - Auditing - BWBH381

Fachliteratur	Die von den Dozierenden und Vortragenden zur Verfügung gestellten Materialien (Skripten, Präsentationen, Fachartikel usw.).
Workload	6 ECTS, d.h. ca. 180 Stunden.
Kontaktstudium	Wöchentlich 4 aufeinanderfolgende Lektionen während des Semesters, d.h. 56 Lektionen Kontaktstudium.
Präsenzpflicht	Keine
Kompetenznachweis	Schriftliche Prüfung auf Moodle (60 Min) am Ende des Semesters (CW 26/27), zählt 100 %.
Hilfsmittel bei schriftlicher Prüfung	Open Book BFH-Taschenrechner (TI-30 ECO RS) 1 gedrucktes Wörterbuch Muttersprache - Sprache Kompetenznachweis
Wiederholungsmodalitäten	Schriftliche Moodle-Prüfung, zählt 100 %.
Weiterführende, vertiefende Module	Die Module der Vertiefung Accounting & Controlling, d.h.: Höhere Rechnungslegung (SAC1), Life-Cycle Accounting & Tax (SAC2) und Controlling & Digitalization (SAC3).
Studiengang, Semester	BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern BSc Betriebsökonomie, 2022-2023, 6 FS, TZ, Bern BSc Wirtschaftsinformatik, 2022-2023, 6 FS, TZ, Bern BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern BSc Wirtschaftsinformatik, 2022-2023, 4 FS, TZ, Bern BSc Wirtschaftsinformatik, 2022-2023, 4 FS, VZ, Bern BSc Betriebsökonomie, 2022-2023, 6 FS, VZ, Bern BSc Wirtschaftsinformatik, 2022-2023, 6 FS, VZ, Bern BSc Betriebsökonomie, 2022-2023, 8 FS, BB-IP, Bern BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern BSc Betriebsökonomie, 2022-2023, 8 FS, BB, Bern

ESIN - Social Innovation - BWBH025

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Blum Nicola Ursina, Fischer Manuel, Kissling-Näf Ingrid
Module responsibility	Manuel Fischer

Short description of the module Social innovations address complex societal problems through innovative solutions. This module will provide you with the tools to design socially innovative solutions. Specifically, you will learn concepts and methods to plan, measure, analyse and improve the impact of social innovations. You do this based on an existing social innovation project. In groups, you analyse this project and develop concrete solutions to further increase its impact. The lectures and the proof of competence (report & presentations) of the module will be in English. Coaching and exchange opportunities will happen in groups and are offered in English or German as required. For communication with the practice partners, one German-speaking person per group would be helpful.

Requirements

- Knowledge of the most important basic terms, concepts and models of sustainable development.
- An understanding of the complex interactions between the business sector, politics, civil society, the natural environment.
- An understanding of the great environmental, social and economic challenges.
- Genuine interest in active exchange and cooperation with social initiatives
- Ability to collaborate in groups in a self-organized way.

Competencies upon completion

- An understanding of the concept, relevance and potential of social innovation for sustainable development.
- An understanding of factors that promote the emergence and success of social innovations, especially in scaling up through partnerships between government, businesses and civil society.
- Ability to analyse, plan and measure the impact of social innovations.
- Optimize the impact of social innovations and communicate effectively to stakeholders.
- Basic entrepreneurial skills to start a social business.

Content

Block 1: Input on theoretical and practical knowledge on social innovation and impact planning.

Block 2: Input on impact measurement. Development of indicators and generation of data to measure the impact of a social innovation.

Block 3: Application of strategies to optimize the social impact of a analyzed social innovation through modification proposals to the practice project.

Closing event with presentations of results to practice partners.

ESIN - Social Innovation - BWBH025

Teaching and Learning method	<p>This module includes a variety of teaching and learning methods. Overall, it adopts a service learning approach.</p> <p>Block 1 consists of lectures, guest lectures and smaller preparatory tasks, exercises and group discussions (flipped classroom approach).</p> <p>In Block 2, after a seminar with exercises, you will work independently in small groups, conduct interviews and collect data (e.g. through field visits or short surveys). This will be accompanied by regular coaching sessions.</p> <p>In block 3 you will mainly have self-study and coaching seminars. If necessary, 1-2 interviews will be added to discuss ideas with the practice partners.</p> <p>The closing event includes the final presentations of your analysis and proposed solutions. These group presentations are part of the proof of competence.</p>
Literature	<p>Phineo Impact Navigator (available in German, English, Italian, available as free download).</p> <p>Chapter to Social Innovation (approx. 10 pages) in the Sustainable Business Reader (available on Moodle)</p> <p>Supplementary literature is compiled specifically for the lessons and made available on Moodle.</p>
Workload	<p>180 hours</p>
Contact lessons	<p>Lectures and seminars during the semester, closing event in CW23</p>
Attendance requirement	<p>Participation in the first lecture (CW8), the mid-semester presentation (CW17) and the final event (CW23) is compulsory.</p> <p>Participation in the other lectures and especially the coaching seminars is highly recommended.</p>
Proof of competence	<p>The proof of competence consists of three parts:</p> <ol style="list-style-type: none">1. Mid-semester presentation (CW 17) in groups on the results from block 2 incl. discussion and peer-feedback. Individual grading. Weighting: 30%2. Final, public presentation (CW23) in groups including Q&A session on the results from Block 2 and the proposed solutions developed in Block 3. Individual grading. Weighting: 30%3. 4-page report including method, results and reflection about cooperation and individual learning process. Deadline for digital submission in CW23. Individual grading. Weighting 40%
Mode of repetition	<p>The module can be repeated the next time it is carried out.</p>
Continuative, in depth modules	<p>Advanced modules: Specialization "Sustainable Business". Prerequisites: The module builds in parts on the module Sustainable Business (BSBU) but can be attended independently from other modules.</p>

ESIN - Social Innovation - BWBH025

Comment

Participants limited to a maximum of 25 students

Degree programme, semester

BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc Business Administration, 2022-2023, 4 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern

SMM3 - International Marketing Management - BWBH363

ECTS	6
Unterrichtssprache	Englisch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Sichtmann Christina
Modulverantwortung	Elisa Konya-Baumbach, Sichtmann Christina

Kurzbeschreibung des Moduls Many companies are generating an increasing proportion of their sales/profit abroad. The course seeks to provide an overview of key concepts and analytical techniques of global marketing and illustrate its role in the global economy. The course (taught in English language), enables students to appreciate the complexity, challenges, and opportunities in the context of marketing across borders. They will first learn about the challenges relating to international marketing and then how these can be successfully mastered.

Goals: Students

- Know about the impact that culture has on international buyer behavior
- Are able to evaluate the attractiveness of country markets and can develop a market entry strategy based on this evaluation
- Know the fundamental challenges in international market research
- Know the advantages and disadvantages of standardizing versus differentiating tactical marketing instruments (marketing mix)
- Can apply their knowledge in the context of an online-based simulation, identify problems that arise and develop approaches to solving them

Eingangskompetenz marketing fundamentals

Kompetenz **Professional competence:** Students...

- Know the peculiarities of international marketing
- Are able to develop and evaluate a go-to-market strategy for an international corporation
- Are able to question and evaluate company activities relating to international marketing

Methodological competence: Students...

- Learn to organize themselves in a group
- Conduct analyses and develop solutions under time pressure
- Adapt their knowledge in response to different tasks
- Expand their problem-solving competence
- Connect theoretical underpinnings with practical tasks

Social competence: Students...

- Are able to critically question and reflect on their own reactions to challenges in international marketing
- Actively deal with entrepreneurial realizations
- Deal constructively with the views of others

SMM3 - International Marketing Management - BWBH363

Inhalt	<ul style="list-style-type: none"> • Market entry decisions • The timing of market entry. • Market entry strategies. • Designing the global marketing program. • Implementing and coordinating the global marketing program • Theoretical underpinnings of International Marketing • Transfer of knowledge to real-world problems • Practical examples
Lehr- und Lernmethode	<ul style="list-style-type: none"> • Lecture and discussion • Guest lectures • Student presentations and coaching • Online-based International Marketing Simulation • Self-study • Note: Students are expected to show a high degree of personal initiative
Fachliteratur	Recommended Literature: Kotabe, Masaaki und Kristiaan Helsen (2011), Global Marketing Management, 5. Auflage, John Wiley & Sons, Inc.
Workload	180 hours
Kontaktstudium	36-40 hours of classroom studies 140-144 hours self-study
Präsenzpflicht	yes, on simulation days and guest lectures
Kompetenznachweis	<ul style="list-style-type: none"> • Self-reflection task based on group work/Online simulation (4-5 students per group); weight 50%, due at the end of the lecture period • Individual task (Exam), weight 50% at the end of the semester (cw 26/27), 60 minutes, PC-based (Safe Exam Browser; Moodle)
Hilfsmittel bei schriftlicher Prüfung	<ul style="list-style-type: none"> • 1 printed (not electronic) bilingual dictionary in mother tongue - examination language • The BFH calculator (TI-30 ECO RS)
Studiengang, Semester	<p>BSc Betriebsökonomie, 2022-2023, 6 FS, TZ, Bern BSc Betriebsökonomie, 2022-2023, 8 FS, BB-IP, Bern BSc Betriebsökonomie, 2022-2023, 6 FS, VZ, Bern BSc Betriebsökonomie, 2022-2023, 8 FS, BB, Bern BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern</p>

SAC2 - Life Cycle Accounting & Tax - BWBH222

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Fankhauser Daniel, Longaron Daniel
Modulverantwortung	Longaron Daniel, Prof. (FH), mag.oec. HSG Fankhauser Daniel, dipl. Steuerexperte
Kurzbeschreibung des Moduls	<ul style="list-style-type: none"> • Life Cycle Accounting: Gründung, Kapitalerhöhung, Beteiligungserwerb, Fusion, Sanierung und Liquidation • Konsolidierung (inkl. Anwendung mit Konsolidierungssoftware) • Mehrwertsteuer (inkl. Digitalisierung der MWST) und die Unternehmenssteuern bei der Gründung, Kapitalerhöhung, Beteiligungserwerb, Fusion, Sanierung und Liquidation von Unternehmen
Eingangskompetenz	Basiswissen bezüglich Buchführung und Rechnungslegung.
Kompetenz	<p>Selbständiges Erarbeiten des Lernstoffes (Vorbereitung der Seminare) - Theorievorträge (theoretischer Überblick über die verschiedenen Themengebiete) - Selbständiges Lösen und Analysieren von Aufgaben, Fallbeispielen und Praxisfällen (Vor- und Nachbearbeitung der Seminare) - Bearbeiten von Fallbeispielen in der Gruppe</p> <p>Fachkompetenzen: Die Studierenden - lernen die wichtigsten Aspekte des Life Cycle Accounting und Taxation kennen. Sie wissen über die Funktionen der Buchführung und der Besteuerung von Unternehmen während dessen Bestehen Bescheid. Sie wenden das gewonnene Wissen in Gruppenarbeiten und Einzelaufgaben selbständig an.</p> <p>Methodenkompetenzen: Die Studierenden - können selbständig buchhalterische sowie steuerliche Sachverhalte bearbeiten. Sie sind fähig, das gewonnene Wissen in Praxisaufgaben anzuwenden. Sie sind in der Lage, ihre Kenntnisse in ein Gesamtkonzept einzuordnen und dieses Lernkonzept laufend zu erweitern. Sie können zu buchhalterischen sowie steuerrechtlichen Fragen Stellung nehmen und entsprechend argumentieren.</p> <p>Sozialkompetenzen: Die Studierenden - fördern ihre Kommunikations-, Verhandlungs-, Argumentations- und Konfliktfähigkeit, in dem sie in Gruppen Aufgaben und Fallbeispiele lösen. Dabei lernen sie ihren persönlichen Standpunkt zu vertreten, andere Meinungen zu akzeptieren und einen Gruppenkonsens zu finden.</p> <p>Selbstkompetenzen: Die Studierenden - entwickeln eine hohe Lernbereitschaft und Lernfähigkeit. Sie können die Literatur im Fachbereich und die rechtlichen Grundlagen selbständig bearbeiten und sind in der Lage, weitere Informationen zum entsprechenden Thema zu beschaffen. - Den Arbeitsaufwand können sie selbständig einschätzen und bewältigen. Sie zeigen dabei eine hohe Flexibilität. Sie sind in der Lage, diese zusätzliche Arbeitsbelastung in ihren Alltag zu integrieren.</p>
Inhalt	vgl. Kursprogramm
Lehr- und Lernmethode	<ul style="list-style-type: none"> - Selbständiges Erarbeiten des Lernstoffes (Vorbereitung der Seminare) - Theorievorträge (theoretischer Überblick über die verschiedenen Themengebiete) - Selbständiges Lösen und Analysieren von Aufgaben, Fallbeispielen und Praxisfällen (Vor- und Nachbearbeitung der Seminare) - Bearbeiten von Fallbeispielen in der Gruppe

SAC2 - Life Cycle Accounting & Tax - BWBH222

Fachliteratur	<p>- Finanzbuchhaltung 3, Höhere Finanzbuchhaltung, Franz Carlen , Franz Gianini , Anton Riniker: Bundle: 2 Bände, Theorie und Aufgaben (ca. 278 Seiten) Lösungen (ca. 136 Seiten) inkl. PDFs, 17. Auflage 2022, ISBN 978-3-286-34467-9</p> <p>- Das schweizerische Steuerrecht "Ein Grundriss mit Beispielen"; Peter Mäusli-Allenspach, Mathias Oertli; Cosmos Verlag AG, Muri BE; 10. Auflage 2020; ISBN-Nr. 978-3-85621-256-8;</p> <p>- Das schweizerische Steuerrecht "Aufgaben und Lösungshinweise"; Oertli Mathias, Benz Rolf; Cosmos Verlag AG, Muri BE; 7. Auflage 2020; ISBN-Nr. 978-3-85621-255-1;</p> <p>Für die beiden Bücher Das schweizerische Steuerrecht "Ein Grundriss mit Beispielen" und Das schweizerische Steuerrecht "Aufgaben und Lösungshinweise" konnte mit dem Cosmos Verlag (Muri bei Bern) eine 20 %Vergünstigung vereinbart werden.[Bei der Bestellung reicht ein Vermerk - "BFH" - Bestellungsmail direkt an Frau Nicole Stucki --> info@cosmosverlag.ch]</p>
Workload	180 Stunden
Kontaktstudium	64 Lektionen
Präsenzpflicht	nein
Kompetenznachweis	<p>Schriftliche Moodle-Prüfung während den offiziellen Prüfungswochen (KW 26/27), Dauer 120 min.:</p> <ul style="list-style-type: none"> - Life Cycle Accounting und Konsolidierung (50%) - Steuern (50%)
Hilfsmittel bei schriftlicher Prüfung	<ul style="list-style-type: none"> - BFH - Taschenrechner (TI-30 ECO RS) - gedrucktes Wörterbuch (Muttersprache - Sprache Kompetenznachweis) - open book (im Sinne von alles, was gedruckt ist)
Wiederholungsmodalitäten	Wiederholungstermine werden angeboten.
Studiengang, Semester	<p>BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern BSc Betriebsökonomie, 2022-2023, 8 FS, BB-IP, Bern BSc Betriebsökonomie, 2022-2023, 6 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern BSc Betriebsökonomie, 2022-2023, 6 FS, TZ, Bern BSc Betriebsökonomie, 2022-2023, 8 FS, BB, Bern</p>

IECO - Economics - BWIH005

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Advanced level
Lecturer(s)	Fernandes Ana, Foord Daniel, Gimeno Raúl Diego
Module responsibility	Prof. Dr. Ana Fernandes, Raul Gimeno, Daniel Foord

Short description of the module	<p>This course builds on The Environment of the International Firm and provides an overview of basic and intermediate economic concepts, market instruments for regulatory intervention, problems as well as solutions, both at the micro and macroeconomic levels.</p> <p>At the microeconomic level, we will first study the foundations of the familiar "laws" of demand and supply and learn about firm costs and profit-maximizing behaviour in a competitive environment. We will then learn how firms modify their strategic positioning in response to the competitiveness of the market in which they operate. Through the economics of labor markets, we will gain an understanding of reasons why wages vary across individuals. We will get an introduction to the economics of gender and, more generally, to the topic of diversity & inclusion in the international firm. We will wrap up the microeconomics part of the course by opening a window into the areas of information and behavioural economics, topics which the interested student may pursue in the future.</p> <p>At the macroeconomic level, some core concepts are discussed: How to measure the GDP and what are the shortcomings of GDP. How to measure the inflation rate and what is the resulting inflation bias. How to measure the unemployment rate and what are the possible causes? What is the purpose of monetary policy? What is the aggregate supply and demand and why they play an important role in macroeconomics.</p>
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Requirements	Having taken IEFI preferred but not compulsory
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IECO - Economics - BWIH005

Competencies upon completion	<p>Students:</p> <ul style="list-style-type: none"> - Are exposed to and understand important concepts anchored around real-world problems and trends relevant to the international firm - Are able to frame current economic issues -- such as global warming, diversity and inclusion -- using an appropriate economic framework and vocabulary - Understand the main trade-offs in sustaining collusive behaviour in a cartel using the tools of game theory - Can identify problems and propose methods and solutions to address real-life challenges faced by the international firm in relation to the topics covered in the course - Understand core concepts in macroeconomics and can make associations to real world problems - Understand the usefulness and limitations of some macroeconomic indicators like GDP, inflation and, unemployment <p>Method: Students</p> <ul style="list-style-type: none"> - Learn to systematize events into their main components along the subject lines corresponding to course content - Acquire problem-solving skills <p>Social: Students</p> <ul style="list-style-type: none"> - Gain social competences through peer interaction and discussion of course related topics and study cases with colleagues <p>Self: Students</p> <ul style="list-style-type: none"> - Advance in their critical understanding of socio-economic phenomena shaping the environment of the international firm - Further their understanding of topics affecting the global economy - Become better able to assess the challenges faced by leaders of international organizations and their social responsibilities - Learn about their future preferred positioning and career type in the context of the international firm
Content	<p>Individual, independent study using conventional or digital learning materials</p> <ul style="list-style-type: none"> Lectures Seminars Guest lectures Case studies Regular assignments for self-study and in-class discussion
Teaching and Learning method	<p>Learning materials (book, case studies, videos, websites, ...)</p> <p>Digital platforms such as Moodle, MS Teams,</p>
Literature	<p>Gregory N. Mankiw and Mark P. Taylor Economics (5th edition), Cengage Learning EMEA 2020 ISBN-13: 978-1473768543</p> <p>Other tools used:</p> <ul style="list-style-type: none"> - Learning materials (book, case studies, videos, websites) - Digital platforms such as Moodle, MS Teams
Workload	<p>180 hours</p>
Contact lessons	<p>Weekly, 180 minutes</p>
Attendance requirement	<p>Attendance is generally optional; when there are guest speakers, it is compulsory.</p>

IECO - Economics - BWIH005

Proof of competence

Final exam on Moodle (CW 26+27), 90 minutes, is weighted 100%

Aids for written examination

Any non-programmable pocket calculator or BFH Calculator (TI-30 ECO RS)
Printed dictionary (mother tongue - examination language)
Summary - number of A4 pages: 1 (2 sheets/pages single-sided or 1 sheet/page double-sided)
For details to the aids allowed during written exams see "written examination regulations" on Moodle.

Mode of repetition

Written examination

Degree programme, semester

BSc International Business Administration, 2022-2023, 4 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, TZ, Bern
BSc International Business Administration, 2022-2023, 6 FS, VZ, Bern
BSc International Business Administration, 2022-2023, 4 FS, VZ, Bern
