

ACWE - Academic Writing in English - BWB2036

ECTS	3
Study language	English
Module type	Optional module (countable)
Module level additive	A - Advanced level course
Lecturer(s)	Faminoff Mangold Valerie
Module responsibility	Valerie Faminoff (fov1)
Short description of the module	<p>Students who decide to study or work in international environments require the ability to write applications, conduct research in English and write academic papers and reports using standard stylistic and formal conventions. Following BEN1 and BEN2, which provide training in basic business correspondence and academic research and reading skills, this course focuses on the development of academic and advanced professional writing skills in English. In addition, the course provides students with the opportunity to extend their grammatical competence in English and their academic and business vocabulary.</p>
Requirements	<p>This optional module is targeted at and designed for students with a minimum C1 level.</p> <p>There are only a limited number of places available.</p>
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- can follow standard conventions to write CVs and letters of application in English <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 the conventions of writing in English for job applications <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	<p>The course has been designed with two specific aims in mind:</p> <ul style="list-style-type: none">- to provide the user with the skills and knowledge to write a professional CV and letter of application- to provide the user with the skills and knowledge to write an essay in the context of university systems

ACWE - Academic Writing in English - BWB2036

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, prepare a CV and a letter of application that they will submitted for assessment. Scripts will be provided by the lecturer and uploaded to Moodle.
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 course.
Proof of competence	Although attendance is not mandatory, it is required that all assignments reflect the content that is presented in the weekly input and scripts. CV - 10 % - Due mid-semester Letter of Application - 10 % - Due mid-semester Written Project - 80 % - Due end of semester
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	-
Comment	Students will be provided with the opportunity to hand in the final paper for feedback once, before the due date. The date for this will be given on the course description.
Degree programme, semester	BSc Business Administration, 2020-2021, 5 HS, BB-IP, Bern BSc Business Information Technology, 2020-2021, 7 HS, BB, Bern BSc Business Administration, 2020-2021, 5 HS, VZ-IP, Bern MSc Business Administration, 2020-2021, 1 HS, BB, Bern BSc Business Administration, 2020-2021, 5 HS, VZ, Bern BSc Business Administration, 2020-2021, 5 HS, BB, Bern BSc Business Information Technology, 2020-2021, 3 HS, VZ, Bern BSc Business Administration, 2020-2021, 7 HS, BB-IP, Bern BSc Business Administration, 2020-2021, 7 HS, BB, Bern BSc Business Information Technology, 2020-2021, 5 HS, VZ, Bern BSc Business Administration, 2020-2021, 5 HS, BB, Bern BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern MSc Business Administration, 2020-2021, 3 HS, BB, Bern BSc Business Administration, 2020-2021, 3 HS, VZ, Bern

CCCD - Cross-Cultural Competency Development - BWB2003

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	A - Advanced level course
Lecturer(s)	Ali-Lawson Debra Dianne, Koncilja Christiane
Module responsibility	Debra Ali-Lawson
Short description of the module	<p>This module allows students to develop an increased awareness of their own cultural background as well as some insight into the cultures of others. They are required to reflect on their level of intercultural competence and ways in which they can increase this competence. They will be able to identify behavior that is culturally affected and so avoid misunderstandings caused by cultural differences. This is done by exploring different cultural patterns and communication styles. Students learn to apply theoretical frameworks when analyzing their own intercultural exchanges as well as selected case studies. They can apply a reflective approach to moments of inter-cultural learning and are able to differentiate between neutral descriptions, interpretations, evaluations and stereotypes.</p>
Requirements	-
Competencies upon completion	<p>Subject: Students are introduced to cultural theoretical frameworks such as Hall, Hofstede, Trompenaars</p> <p>Method: Students learn to apply theoretical frameworks when analysing their own intercultural exchanges and case studies; can differentiate between neutral descriptions, interpretations, evaluations and stereotypes as well as apply a reflective approach to moments of inter-cultural learning.</p> <p>Social: Students develop a higher degree of self awareness, in particular during the contact hours and the guided self-study task which provide them with a platform to reflect on their perceptions, reactions and interpretations of unfamiliar intercultural situations; develop their awareness of - the problems that arise in communicating with members of other cultures; their own cultural values and unstated cultural assumptions; counter-productive stereotypes and prejudices toward people of other cultures</p> <p>Self: Students develop a better understanding of why cross-cultural exchanges can lead to conflict - the first step in being able to reduce or defuse such moments of conflict and so be socially competent in inter-cultural exchanges.</p>
Content	<ul style="list-style-type: none"> • cultural competency; gaining cultural intelligence; big C vs little c culture themes; stereotype vs cultural standards • cultural dimensions and theoretical frameworks (e.g. Hall, Hofstede, Trompenaars) • behavioral strategies; cross-cultural communication skills
Teaching and Learning method	<ul style="list-style-type: none"> • Lectures (transmission of theories); • Action-learning and related reflective tasks; • Case-studies • Observation and application exercises • Group discussions

CCCD - Cross-Cultural Competency Development - BWB2003

Literature

Indispensable literature:

Script provided by lecturer (electronic version on Moodle)

Selected chapters from various sources provided by lecturers in electronic form via Moodle.

Recommended literature:

Thomas, D. C. & Inkson, K, 2nd ed(2009), Cultural Intelligence; Living and Working Globally. Berrett-Koehler Publishers Inc, San Francisco. ISBN: 978-1-57675-625-6

Workload

90 hours

Contact lessons

28 lessons

Attendance requirement

Attendance is not mandatory but highly recommended as certain video cases as well as discussions cannot be replaced with individual self-study.

Proof of competence

1. Online activities: Exact weeks to be communicated via Moodle at the beginning of the semester. Active participation in all three activities required. 15% of overall grade

2. Mid-term quiz: Exact date and time to be communicated at the beginning of semester). 35% of overall grade.

3. Reflective learning report: pair work, 50% of overall grade; min. 2000 words, max. 3000 words; submission **deadline: Friday 8 January 2021 at 12:00 midday** via Moodle.

Aids for written examination

For mid-term quiz: No Calculator; Print dictionary (English-Student's mother-tongue); Summary - 2 double-sided A4 pages of notes **or** 4 single-sided pages of notes

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

Continuative, in depth modules

INMT/iINM, IBM major and minor modules

Comment

Language of instruction and assessment is English.

REPETITION OF THE MODULE

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):

1. Repeat **students have to** repeat those assessment component which they failed. This can be either the on-line quiz, mid-term quiz, the reflective transfer report or a combination of these components. 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

BSc Business Administration, 2020-2021, 3 HS, VZ, Bern

CCCD - Cross-Cultural Competency Development - BWB2003

CCTT - Cross-Cultural Training & Teamwork - BWW2012

ECTS	3
Study language	English
Module type	Elective module
Module level additive	A - Advanced level course
Lecturer(s)	Koncilja Christiane
Module responsibility	Christiane Koncilja

Short description of the module This module provides an integrated approach to international business relationships, intercultural competences and team development. In this context students enhance their understanding of their own cultural identity enabling them to work with cultural aspects from other nationalities that greatly affect business processes, behaviors and communication patterns. A move towards globalization not only requires adaptations to a changing business landscape but also influences our models and understanding of team work.

The module is composed of 10 contact lessons and four online sessions (Total of 14 weeks)

CCTT - Cross-Cultural Training & Teamwork - BWW2012

Competencies upon completion

Subject: Students

- learn to apply a number of cultural frameworks to cross-cultural management situations
- develop their skills in making use of case studies as a development tool in cultural and business awareness
- understand the link between business relationships and teamwork
- improve discussions skills through online activities

Method: Students

- understand the methods and tools of intercultural training
- learn to apply theoretical frameworks when analysing their own intercultural exchanges and case studies

Social: Students

- understand the influence and effect of their own behavior on team performance
- switch between different business and cultural perspectives
- recognize difficult team situations, develop an understanding for viable solutions, and realize them in the international business context
- develop their awareness of the problems that arise in communicating across cultures

Self: Students

- further develop their awareness of their own culture and teamwork to better equip themselves to function in intercultural business situations
- develop a mindset for managing and working in teams
- learn practical information and tools for their future business careers

Content

- The cultural context of international business relationships:
- Cultural dimensions and theoretical frameworks
- Cross-cultural communication skills and team work
- The intercultural and international business environment: Political, economic, legal, and social environment

Teaching and Learning method

- Lectures (transmission of theory)
 - Group discussions
 - Case-studies
 - Online activities / online discussion forum
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CCTT - Cross-Cultural Training & Teamwork - BWW2012

Literature	<p>Literature will be provided on Moodle.</p> <p>Indispensable literature: Script provided by lecturer (electronic version on Moodle)</p> <p>Selected chapters from various sources provided by lecturer in electronic form via Moodle.</p> <p>Recommended literature: Meyer, E. (2014). The culture map: breaking through the invisible boundaries of global business. First edition. New York: PublicAffairs.</p>
Workload	90 Hours
Contact lessons	The module is composed of contact lessons and online sessions as per schedule on Moodle
Attendance requirement	Attendance is not mandatory but recommended as certain activities cannot be replaced with individual self-study.
Proof of competence	<ul style="list-style-type: none">• Midterm test as per schedule on Moodle: 30%• Final Group Project as per schedule on Moodle: 50%• Online activities participation during the course: 20%
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>
Comment	<p>Language of instruction and assessment is English.</p> <p>Repetition of the module</p> <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	BSc Business Information Technology, 2020-2021, 3 HS, VZ, Bern BSc Business Information Technology, 2020-2021, 6 FS, BB, Bern BSc Business Information Technology, 2021-2022, 6 FS, BB, Bern

COBE - Certificate of Business English Higher - BWB2105

ECTS	3
Study language	English
Module type	Optional module (countable)
Module level additive	A - Advanced level course
Module responsibility	Ivan Al-Azm (aai1)
Short description of the module	This module prepares students for the Cambridge C1 Business Higher exam. 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 in preparation for the Use of English task.
Requirements	Completion of Business English 1 and Business English 2, minimum grade 4.5 strongly recommended.
Competencies upon completion	<p>Subject: Students can</p> <ul style="list-style-type: none"> - 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 <p>Method: Students will</p> <ul style="list-style-type: none"> - 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 <p>Social: Students</p> <ul style="list-style-type: none"> - work in groups - argue and present effectively - react appropriately in different cultural and social situations <p>Self: Students</p> <ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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

COBE - Certificate of Business English Higher - BWB2105

Teaching and Learning method	<ul style="list-style-type: none">- 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	<p>Indispensable literature Cambridge ESOL (2012). Cambridge English Business 5 Higher Self-Study Pack (Students Book with Answers and Audio CD). Cambridge: Cambridge University Press 2012, ISBN 978-1-107-66917-8</p> <p>or</p> <p>Cambridge ESOL (2012). Cambridge English Business 5 Higher Students Book with Answers, Cambridge: Cambridge University Press. ISBN 978-1-107-61087-3</p>
Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	There is no attendance policy. However, if you wish to take the C1 Business Higher exam, it is highly recommended that you attend as many classes as possible as we will practise exam tasks in class.
Proof of competence	<p>You must complete at least two written assignments during the semester and pass a mid-term exam (passing grade is 60%) to be able to take the final exam.</p> <p>To receive the 3 ECTS for this module you must fulfill the following:</p> <ol style="list-style-type: none">1. enroll in this module2. take the internal BFH Business School COBE Certificate of Business English Higher module final exam which consists of two parts: an oral exam and a written exam (reading, listening and writing)3. pass both the oral exam and the written exam. This means that you must receive a minimum of 60 percent on the oral exam and 60 percent on written exam to pass this module4. receive a minimum grade of 60% for the whole exam to demonstrate a C1 level of English language. <p>If you fulfill all the above criteria, your grade will be entered as PASS and you will receive the 3 ECTS.</p> <p>Any performance below Level C1 (under 60% on each of the oral and written exams) will result in a FAIL grade for this module and you will not be awarded any ECTS points. You have the chance to sit the exam again in the repeat exam sessions. If you pass the exam (minimum 60% on the oral exam and 60% on the written exam), your grade will be changed to PASS and you will receive the 3ECTS points for this module. However, if you fail again, you will not receive any ECTS points and your grade will be entered as FAIL.</p>
Aids for written examination	none
Continuative, in depth modules	-
Comment	Exam costs: Approximately CHF400 and must be covered by the student. Students must register for the exam independently. Exam dates for 2021 are March and May.

COBE - Certificate of Business English Higher - BWB2105

Degree programme, semester	
	BSc Business Administration, 2020-2021, 7 HS, BB-IP, Bern
	BSc Business Information Technology, 2020-2021, 7 HS, BB, Bern
	BSc Business Administration, 2020-2021, 7 HS, BB, Bern
	BSc Business Administration, 2020-2021, 5 HS, BB, Bern
	BSc Business Information Technology, 2020-2021, 5 HS, VZ, Bern
	BSc Business Administration, 2020-2021, 5 HS, VZ-IP, Bern
	MSc Business Administration, 2020-2021, 1 HS, BB, Bern
	BSc Business Information Technology, 2020-2021, 5 HS, BB, Bern
	BSc Business Administration, 2020-2021, 5 HS, BB-IP, Bern
	BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern
	BSc Business Information Technology, 2020-2021, 3 HS, VZ, Bern
	BSc Business Administration, 2020-2021, 5 HS, VZ, Bern
	BSc Business Administration, 2020-2021, 3 HS, VZ, Bern
	MSc Business Administration, 2020-2021, 3 HS, BB, Bern

EBBE - Bridge (to advanced) Business English - BWB2106

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

Short description of the module

This module aims to improve your business language skills from level B2 to a more advanced level. It will allow you to develop your reading, speaking, listening and writing skills, and improve your vocabulary as well as 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, especially if you do not have the necessary level to enrol in the C1 Business Higher examination preparation module and having this verified by an external examination body.

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.

Students should have a B2 level of English.

An online placement test is administered twice before the module starts, once at the end of the previous semester and again one week before semester start.

Competencies upon completion

Specialised skills
Students

- can read, comprehend, discuss and summarise real-world business 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

EBBE - Bridge (to advanced) Business English - BWB2106

Content	<ul style="list-style-type: none"> - speaking about and discussing business topics, discussing business problems and recommending solutions, engaging in meetings, negotiations and presentations in small groups in the form of discussion and short presentations - reading about current general business topics and themes - listening to short business texts interviews, presentation and discussion and business topics such as business and financial news - writing business communication texts such as short reports, business proposals and emails/letters - development of subject relevant business 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/styles; short practice sessions with discussion and feedback as well as self-study tasks to be completed outside the classroom time.
Literature	<p>Indispensible literature: Dubicka, Iwonna and O'Keefe (2016) Margret Market Leader Advanced 3rd edition Extra Pearson ISBN 978-1-292-13527-4</p>
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"> - written assignments (report, email, etc.) 30% - unit tests 20% - final exam 50%
Aids for written examination	none
Continuative, in depth modules	Certificate of Advanced Business English ECBE
Comment	If you wish to take the Certificate of Advanced Business English ECBE module you will need a minimum grade of 60% in this module (EBBE)
Degree programme, semester	<p>BSc Business Information Technology, 2020-2021, 5 HS, VZ, Bern BSc Business Administration, 2020-2021, 5 HS, BB, Bern BSc Business Administration, 2020-2021, 5 HS, BB-IP, Bern BSc Business Information Technology, 2020-2021, 5 HS, BB, Bern BSc Business Information Technology, 2020-2021, 7 HS, BB, Bern BSc Business Administration, 2020-2021, 5 HS, VZ-IP, Bern BSc Business Administration, 2020-2021, 5 HS, VZ, Bern BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern BSc Business Administration, 2020-2021, 3 HS, VZ, Bern BSc Business Administration, 2020-2021, 7 HS, BB-IP, Bern BSc Business Information Technology, 2020-2021, 3 HS, VZ, Bern BSc Business Administration, 2020-2021, 7 HS, BB, Bern</p>

GEBE - German for Beginners Course - BWB1041

Study language	German
Module type	Optional module (countable)
Module level additive	B - Basic level course
Lecturer(s)	Wehrli Andrea
Module responsibility	Andrea Wehrli

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

Subject: Students
At the end of the course students will be able to

- 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

Method: Students

- Develop personal learning methods

Social: Students

- Command active oral communication in everyday situations
- Ask and answer open and closed questions
- Actively initiate and engage in small-talk

Self: Students

- Learn grammar, pronunciation and conversation situations on their own
- Implement and expand on what they have learned outside the classroom

Content

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

GEBE - German for Beginners Course - BWB1041

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 during the semester (40%) Oral examination in the form of group discussions of 20 minutes each, at the end of the course (60%)
Continuative, in depth modules	-
Comment	This course is exclusively for exchange students (Incoming-Students) and students of the International Programme whose native language is not German. For students of the International Programme the module will be listed in the transcript of records, but the ECTS credits obtained cannot be used for compensation of failed modules and do not count towards the final degree.
Degree programme, semester	, 2020-2021, 1 HS, , , 2020-2021, 2 FS, ,

iBET - Business Ethics - BWB3017

ECTS	3
Study language	English
Module type	Elective module
Module level additive	S - Specialised level course
Module responsibility	David Risi
Short description of the module	<p>This module introduces the students to the main methods and theories of (business) ethics. In addition to philosophical reasoning, insights from epistemology, psychology and sociology are used in order to critically evaluate the implicit normative assumptions of economic theory, such as rationality, efficiency and the maximisation of utility or profit. In a first step, the need for normative reflection in business context is outlined and the necessary tools and theories to assess and address the relevant moral problems at the micro-, meso-, and macro-level are presented. In a next step, different strategies for the implementation of these theories are discussed. Finally the students will apply the gained competencies to a case study of their choice.</p>
Requirements	-
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - gain an overview of the most pressing moral problems in the realm of business. - get to know a variety of theories and tools for the assessment of these problems. - learn how to address the existing moral problems at different levels. - know different strategies how to implement these theories in practice. <p>Method: Students</p> <ul style="list-style-type: none"> - improve their analytical problem solving competency. - are trained in coherent normative reasoning. - are able to transform abstract theoretical knowledge into practically useful guidelines. <p>Social: Students</p> <ul style="list-style-type: none"> - can grasp the social relevance of (business) ethics. - can distinguish a crude from enlightened self-interest. - are concerned with the equal moral worth of all human beings as a core value. <p>Self: Students</p> <ul style="list-style-type: none"> - are able to critically reflect their own values and normative judgments. - are encouraged to choose and further explore a subject of special interest to them for the case study.
Content	<ul style="list-style-type: none"> - Basic methods of philosophical reasoning. - Central theories of (business) ethics and different implementation strategies. - The normative assumptions of (neoclassical) economics. - The main challenges for today's businesses from a moral perspective.
Teaching and Learning method	<p>Teaching is based on constructivist didactics.</p> <ul style="list-style-type: none"> - Structure of the lectures: 30% assessment of the problem, 40% knowledge transfer, 30% practical implementation. - The module contains individual work, teamwork (group presentations) and private study sessions. - During the lecture, different media (such as film) are used.

iBET - Business Ethics - BWB3017

Literature

Indispensable literature:
Will be uploaded on Moodle

Recommended literature:
Velasquez, Manuel G. (2017). Business Ethics: Concepts and Cases. Pearson Education

Workload

90 hours

Contact lessons

28 lessons

Attendance requirement

Group Presentation

Proof of competence

Group Presentation (passed/failed): admission requirement for case study
Written case study (individual/pairs): 100%

Aids for written examination

-

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

Continuative, in depth modules

-

Comment

-

Degree programme, semester

BSc Business Administration, 2020-2021, 7 HS, BB-IP, Bern

IBF1 - Security Markets - BWB3047

ECTS	3
Study language	English
Module type	Elective module
Module level additive	S - Specialised level course
Lecturer(s)	Bächli Sandro
Module responsibility	Prof. Dr. Sandro Bächli
Short description of the module	<ul style="list-style-type: none"> - Overview of financial markets and institutions - Introduction into the investment process
Requirements	FMA1 and FMA2
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - are familiar with the most important financial markets and institutions and understand their role and functions. - are familiar with the investment process, strategic asset allocation and tactical asset allocation. <p>Method: Students</p> <ul style="list-style-type: none"> - are able to explain changes to the financial system due to their functional knowledge acquired. - are able to anticipate potential structural changes to the financial system. - are able to manage a portfolio and are able to measure its performance <p>Social: Students</p> <ul style="list-style-type: none"> - apply their personal and individual resources in teams. - analyze and discuss problems, in teams, by considering, evaluating, substantiating and refuting a variety of different arguments. - critically and appreciatively evaluate working results of peers. - 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 their 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 and in debate with the client. - draw conclusions from their experiences for their further studies and professional life and document these in their individual portfolio. - evidence stamina when confronted with problems during their studies and in their professions.
Content	<ul style="list-style-type: none"> - Fundamentals of Financial Markets and Institutions - Investment Process - Strategic Asset Allocation and Tactical Asset Allocation - Financial Crisis and Asset Backed Securities - Initial Public Offering

IBF1 - Security Markets - BWB3047

Teaching and Learning method	<ul style="list-style-type: none">- Lectures- Coaching- Private study- Group work- Presentations
Literature	<p>Recommended literature:</p> <ul style="list-style-type: none">- Mishkin S. F., Eakins G. S., Financial Markets and Institutions, 8 Edition (Global Edition), Pearson- the older Edition 7 of the book is also suitable
Workload	90 hours
Contact lessons	<p>7 x 4 lessons (lectures, coaching, guest presentation)</p> <p>(International Tax Week: No compulsory attendance due to the "International Tax Week")</p>
Attendance requirement	<p>Whenever you have to hand in a paper or to present a topic.</p> <p>International Tax Week: No compulsory attendance</p>
Proof of competence	The entire investment documentation, the performance calculation and presentations: 100% (during the semester)
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>
Continuative, in depth modules	Alternative Investments (IBF4)
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 7 HS, BB, Bern BSc Business Administration, 2020-2021, 5 HS, VZ, Bern

IBF2 - M&A and related transactions - BWB3048

ECTS	3
Study language	English
Module type	Elective module
Module level additive	S - Specialised level course
Lecturer(s)	Längin Thomas, Rascón Alberto
Module responsibility	Prof. Alberto Rascón, Prof. Thomas Längin
Short description of the module	Mergers & Acquisitions and related transactions have a considerable impact on the implementation of a corporate strategy. Corporations buy and sell other entities in order to reach their growth targets or to improve the composition of their portfolio. The M&A process encompasses a wide variety of topics which have to be mastered in order to complete a transaction successfully. They include issues such as the search of acquisition targets or potential buyers, valuation and due diligence, negotiations, drafting of agreements, antitrust, financing and tax as well as implementation.
Requirements	Strategic Management, Accounting, Finance, Business Law and Restructuring, Taxation
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - gain a workable knowledge of the core issues related to M&A transactions; they are able to address such issues in a professional way. <p>Method: Students</p> <ul style="list-style-type: none"> - know the methods which are applied in order to carry out transactions successfully. <p>Social: Students</p> <ul style="list-style-type: none"> - participate actively in classroom discussions on pertinent M&A topics. - work in small groups and succeed in organizing themselves in order prepare a written purchase offer and a valuation. <p>Self: Students</p> <ul style="list-style-type: none"> - prepare for class and improve their ability to express themselves orally and in writing.
Content	This course is based on the introductory course on restructuring (Umstrukturierung, USTR or iRES). Students shall acquire a more indepth knowledge of M&A and related transactions.
Teaching and Learning method	<p>Presentations by the lecturer</p> <p>Discussions of cases and individual work on examples in class</p> <p>Self study in preparation of the short tests</p> <p>Short tests</p> <p>Group work when preparing the written offer</p>

IBF2 - M&A and related transactions - BWB3048

Literature	Indispensable literature: will be posted on Moodle.
Workload	90 hours
Contact lessons	7 x 4 lessons (seven classes of four lessons)
Attendance requirement	85% of attendance is compulsory (6 out of 7 sessions). Additional absences will only be excused in case of important reasons (such as illness; work obligations will not be excused).
Proof of competence	65%: short tests in class. 35%: written offer regarding the acquisition of a public company including a valuation of the target company (group work leading to a term paper and a PowerPoint presentation to be presented to the lecturers in January 2021). The assignment of the groups will be distributed on the first day of class.
Aids for written examination	In general closed book, open book if so instructed by the responsible lecturer. Dictionary is permitted, BFH-Calculator (according to study and examination regulations) upon instruction by the responsible lecturer. <i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i>
Continuative, in depth modules	n.a.
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 5 HS, VZ, Bern BSc Business Administration, 2020-2021, 7 HS, BB, Bern

iBP1 - Business Planning 1 - BWB2018

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	A - Advanced level course
Lecturer(s)	Braun Aron
Module responsibility	Aron Braun (baa13)

Short description of the module Strategic Management can be seen as the key non-delegatable responsibility of the top management of a company. Essentially, it is the process which an organisation uses to continuously adapt to the changes in its environment and to ensure its long-term success. It requires a complex interplay of corporate culture, business analysis, planning, investment decisions, leadership, communication, innovation management, business processes, control systems and change management. The main challenge of Strategic Management is to identify and successfully implement appropriate measures at appropriate points in time, in order to ensure that in the future the capabilities and activities of the company will be well fitted to the characteristics and needs of the market in which it chooses to operate. Various theories and practical methods have been established to support this demanding management task.

This is the first of three modules on Strategic Management. It provides an introduction to the basic concepts and a first set of theories and methods in this field. The focus of this module is on Strategic Analysis. This includes the analysis of the past, current position, capabilities and strengths and weaknesses of the company as well as the analysis of its environment and relevant markets and competitors. The analysis always includes both the status quo and the anticipated future. The main goal of the analysis is to identify upcoming threats and opportunities for the company and to generate a solid basis for strategy development and the creation of future "success potentials".

The aim of this module is to introduce the students to the most important theories of Strategic Analysis and to develop their practical analysis skills and general "strategic mindset". The students will work on practical case studies from different industries and will thereby practice, internalize and critically reflect on the acquired theories.

This module is the basis for the subsequent modules on Strategic Management.

Requirements iBUA, iMOT

Competencies upon completion

Subject: Students

- understand the meaning and purpose of Strategic Management
- understand the concepts and methods of Strategic Management and make use of these for organisations

Method: Students

- have a knowledge of situation-specific methods of company and environment analyses and are in a position to derive a well-founded and critical strategic analysis
- develop a general ability and mindset to look at and reflect on businesses from a strategic perspective

Social: Students

- through a case-study-oriented approach develop subject, method and social competencies; leadership, team work, communication, project and conflict management are central

Self: Students

- develop commitment and personal resources management / self-management / time management

iBP1 - Business Planning 1 - BWB2018

Content	<ul style="list-style-type: none"> - overview of the meaning of a general concept of strategic management and of the different theoretical approaches to this field - strategic situation analysis - "external analysis" of the environment and market - "internal analysis" of the company, its resources, capabilities and core competencies - SWOT analysis - portfolio analysis - vision / mission / values of the company
Teaching and Learning method	<ul style="list-style-type: none"> - lectures - case-study work - presentation and discussion of solutions
Literature	<p>Indispensable literature:</p> <ul style="list-style-type: none"> - Lecture notes provided at the beginning of the semester and additional handouts distributed during the semester - Gerry Johnson, Richard Whittington, Kevan Scholes, Duncan Angwin, Patrick Regnér; Exploring Strategy: Text and Cases, 12th Edition, 2020, Pearson Publishing; ISBN-10: 1292282452 (The compatibility of other versions or editions cannot be guaranteed) - Aplanalp, P. A. / Lombriser R. (2013): Strategic Management, Overview and Case Studies, Versus Verlag, ISBN 978-3-03909-219-2 <p>Additional, continuative literature:</p> <ul style="list-style-type: none"> - Mintzberg, H. et al (1998): Strategy Safari: A Guided Tour Through the Wilds of Strategic Management, Free Press, ISBN-Nr.: 978-0-684-84743-6
Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	<p>First lesson of the course</p> <p>At the first lesson, the lecturer may define additional mandatory lessons</p>
Proof of competence	Written individual examination at end of semester (CW3 or 4) according to examination plan, 90 minutes: 100 % of grade
Aids for written examination	<ul style="list-style-type: none"> - BFH Calculator - Print dictionary - Summary - Number of A4 pages: 2 (4 sheets single-sided or 2 sheets double-sided) <p><i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i></p>
Continuative, in depth modules	iBP2
Comment	-
Degree programme, semester	<p>BSc Business Administration, 2020-2021, 5 HS, BB-IP, Bern</p> <p>BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern</p>

iBS1 - Business Information Systems 1 - BWB1019

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	A - Advanced level course
Lecturer(s)	Einsele Farshideh
Module responsibility	Prof. Dr. Farshideh Einsele (eef1)

Short description of the module	<p>The subject matter of the module "Business Information Systems 1 (iBS1)" is to describe firstly the importance of information systems(IS) to transform businesses, secondly why they(IS) are so essential for running and managing a business today, thirdly how do information systems serve the different management groups in a business and how do systems that link the enterprise improve organizational performance. In addition to this components of IT infrastructure and the current trends in computer hardware and software industry are explained. The module explains also the unique features of e-commerce, digital markets, and digital goods and the role of e-commerce in business today and in the future. The module ends up with a practical guide containing in-class exercises for basic web programming with Hyper Text Markup Language (HTML).</p> <p>Topics of this module include: Information Systems in business today, Global E-Business and Collaboration, IT Infrastructure and Emerging Technologies and e-Commerce, programming basics for HTML.</p>
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Requirements	-
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Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - explain the foundation of strategic position and usage of IS and collaboration within a company - explain the main components of an IT infrastructure - explain the major categories of information systems that support business processes - explain the importance of ERP, SCM, CRM systems - explain what issues must be addressed when building an e-commerce presence - explain how e-commerce works - explain the basic structure of the HTML language <p>Method: Students</p> <ul style="list-style-type: none"> - discuss in interactive class sessions - analyse important key messages of the given case studies - present the answers of the given case study in front of the class - work and practice with a simple HTML editor and write HTML code <p>Social: Students</p> <ul style="list-style-type: none"> - know the importance of IS in a corporate environment - are able to understand the business values of enterprise applications (EA) and to classify EA for an existing organization - are able to describe Porter's five competitive forces that shape industry competition - are able to understand and categorize the components of IT infrastructure - take part in interactive class discussions - cooperate in small teams to discuss and solve the class exercises - switch between different business and IT perspectives - write simple HTML code <p>Self: Students</p> <ul style="list-style-type: none"> - reflect their own work - prepare the case studies
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iBS1 - Business Information Systems 1 - BWB1019

Content	<ul style="list-style-type: none">- Information systems in Business today- Global E-Business and Collaboration- IT Infrastructure and emerging Technologies- E-Commerce- Basics of HTML programming
Teaching and Learning method	<ul style="list-style-type: none">- Lectures, discussions- Group assignments (case studies)- HTML Exercises
Literature	<p>Indispensable Literature:</p> <ul style="list-style-type: none">- Management Information Systems, fifteenth edition, Kenneth C. Laudon, Jane P. Laudon, ISBN10: 1-292-21175-X; ISBN-13: 978-1-292-211 75-6 <p>The scan of indispensable chapters of this book will be additionally uploaded on Moodle</p> <p>Recommended literature:</p> <ul style="list-style-type: none">- Browning Paul: HTML made easy, Reality Press Ltd., ASIN: B0058VFB96
Workload	90 hours
Contact lessons	28 lessons / 45 minutes
Attendance requirement	All group members are present at the presentation of the group work (case study)
Proof of competence	<ul style="list-style-type: none">- 20% case study (group work)- 80% final exam (90 minutes), CW 3 or 4 <p>Grade formula both for group work and final exam = (number of received points / total points)*5 +1.</p>
Aids for written examination	<ul style="list-style-type: none">- a bilingual print dictionary in english and student mother tongue- Summary: 10 A4 pages/sheets double-sided or 20 A4 pages/sheets single-sided- BFH calculator <p><i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i></p>
Continuative, in depth modules	iBS2, iBS3
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 3 HS, BB-IP, Bern

iBS2 - Business Information Systems 2 - BWB2035

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	A - Advanced level course
Lecturer(s)	Einsele Farshideh
Module responsibility	Prof. Dr. Farshideh Einsele (eef1)
Short description of the module	The subject matter of the module "Business Information Systems 2 (iBS2)" is process and data modeling for the business as well as Business Intelligence and Decision Making. Process and data models support successful communication between business and IT specialists. Topics of this module include: business process modeling with BPMN, entity-relationship (ER) and UML modeling, relational databases(RDB) and business intelligence (BI). A hands-on training in basics of Structured Query Language (SQL) is also included.
Requirements	iBS1
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - explain the basics of business process modeling and draw corresponding BPMN diagrams - explain the basics of data modeling especially relational data bases for the business and draw corresponding ER and UML diagrams as well as designing RDBs - discuss relevant aspects of business intelligence, business analytics, datawarehousing and decision making and basic understanding of data mining as an example for knowledge discovery - understand basic and intermediary SQL commands and apply them for answering related business questions <p>Method: Students</p> <ul style="list-style-type: none"> - apply BPMN to describe business processes - apply entity-relationship and UML diagrams to describe data models for the business - design and implement simple relational databases and perform simple database and query operations - apply SQL language for data management and business intelligence queries <p>Social: Students</p> <ul style="list-style-type: none"> - cooperate in model development teams - switch between different business and IT perspectives <p>Self: Students</p> <ul style="list-style-type: none"> - reflect their own work - prepare and present the case study - working and interacting together for group work
Content	<ul style="list-style-type: none"> - Business Process modeling (BPMN) - Standard notations for business process and data modeling - Relational Database (RDB) design - Data query and data manipulation operations (SQL) - Technologies for business intelligence, business analytics, decision Support and datawarehousing
Teaching and Learning method	<ul style="list-style-type: none"> - Lectures, discussions - Exercises - Group assignments (case studies)

iBS2 - Business Information Systems 2 - BWB2035

Literature

Indispensable literature:

- Esteban Herrera : The BPMN Graphic Handbook, 2015. ISBN-13: 978-1512030457, ISBN-10: 1512030457
- Kenneth & Jane Laudon. Management Information Systems, Fifteenth Edition, Pearson Education Inc., ISBN-13: 978-1-292-21175-6, ISBN-10: 1-292-21175-X

Recommended literature:

John J. Patrick: SQL Fundamentals, 2009, Pearson Education Inc., ISBN-13: 978-0-13-712602-6, ISBN-10: 0-13-712602-6

Workload

90 hours

Contact lessons

28 lessons

Attendance requirement

- All group members are present during the presentation of their group assignment

Proof of competence

- 20% group assignment, during semester
- 80% final exam (90 minutes), end of semester (CW 3 or 4). The final exam will be held on-line on Moodle with the students' own laptop.

Grade formula both for group work and final exam = (number of received points/total points)*5+1

Aids for written examination

- printed dictionary (mother tongue - examination language)
- Summary: 10 A4 pages/sheets double-sided / 20 A4 pages/sheets single-sided
- BFH-Calculator (TI-30 ECO RS)

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

Continuative, in depth modules

iBS3

Comment

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Degree programme, semester

BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern

iBS3 - Business Information Systems 3 - BWB3093

ECTS	3
Study language	English
Module type	Elective module
Module level additive	S - Specialised level course
Lecturer(s)	Zimmermann Heinrich
Module responsibility	Heinrich Zimmermann (zah2)
Short description of the module	The subjective matter of the module "Business Information Systems 3 (iBS3)" is knowledge management, enhancing decision making, and building information systems. The human factor in building and using information systems is stressed. Topics of this module include data analysis and data visualization.
Requirements	iBS1 and iBS2
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - explain tasks, roles and processes in organizational knowledge management - explain the use decision support systems - explain the major activities and work products in information systems projects <p>Method: Students</p> <ul style="list-style-type: none"> - analyze and visualize business data <p>Social: Students</p> <ul style="list-style-type: none"> - engage in computer-based collaboration - cooperate effectively in case studies <p>Self: Students</p> <ul style="list-style-type: none"> - reflect their different roles and activities
Content	<ul style="list-style-type: none"> - Knowledge sharing within and between organizations - Applications of artificial intelligence in decision support - Information systems engineering - Data analysis and visualization
Teaching and Learning method	<ul style="list-style-type: none"> - Lectures and discussions - Data analysis and visualization projects
Literature	<p>Indispensable literature:</p> <p>Laudon K. C. & Laudon, J. P., 2020. Management Information Systems. Managing the Digital Firm. 16th Edition. ISBN 978-1-292-29656-2.</p>
Workload	90 hours

iBS3 - Business Information Systems 3 - BWB3093

Contact lessons	28 lessons
Attendance requirement	-
Proof of competence	Individual assignment, during semester, 50% Written final exam, 90 minutes, end of semester (CW3 or 4), 50%
Aids for written examination	<ul style="list-style-type: none">- Written summary: 5 pages A4 (10 pages with writing on one side or 5 pages with writing on both sides)- Print dictionary- BFH calculator <p><i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i></p>
Continuative, in depth modules	-
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 5 HS, VZ-IP, Bern

iCCD - Cross-Cultural Competency Development - BWB2019

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	A - Advanced level course
Lecturer(s)	Ali-Lawson Debra Dianne
Module responsibility	Debra Ali-Lawson
Short description of the module	This module allows students to develop an increased awareness of their own cultural background as well as some insight into the cultures of others. They are required to reflect on their level of intercultural competence and ways in which they can increase this competence. They will be able to identify behavior that is culturally affected and so avoid misunderstandings caused by cultural differences. This is done by exploring different cultural patterns and communication styles. Students learn to apply theoretical frameworks when analyzing their own intercultural exchanges as well as selected case studies. They can apply a reflective approach to moments of inter-cultural learning and are able to differentiate between neutral descriptions, interpretations, evaluations and stereotypes.
Requirements	-
Competencies upon completion	<p>Subject: Students - are introduced to cultural theoretical frameworks such as Kluckhohn, Hall, Hofstede, Trompenaars, Schwartz</p> <p>Method: Students - learn to apply theoretical frameworks when analysing their own intercultural exchanges and case studies. - can differentiate between neutral descriptions, interpretations, evaluations and stereotypes as well as apply a reflective approach to moments of inter-cultural learning.</p> <p>Social: Students - develop a higher degree of self awareness, in particular during the contact hours and the guided self-study task which provide them with a platform to reflect on their perceptions, reactions and interpretations of unfamiliar intercultural situations. - develop their awareness of: > the problems that arise in communicating with members of other cultures > their own cultural values and unstated cultural assumptions, > counter-productive stereotypes and prejudices toward people of other cultures</p> <p>Self: Students - develop a better understanding of why cross-cultural exchanges can lead to conflict - the first step in being able to reduce or defuse such moments of conflict and so be socially competent in inter-cultural exchanges.</p>
Content	<ul style="list-style-type: none"> - cultural competency; gaining cultural intelligence; big C vs little c culture themes; stereotype vs cultural standards - cultural dimensions and theoretical frameworks (e.g. Kluckhohn, Hall, Hofstede, Trompenaars, Schwartz) - behavioral strategies; cross-cultural communication skills
Teaching and Learning method	<ul style="list-style-type: none"> Lectures (transmission of theories) Action-learning and related reflective tasks (during seminar sessions); Case-studies Observation and application exercises Group discussions

iCCD - Cross-Cultural Competency Development - BWB2019

Literature	<p>Indispensable Literature: Script provided by lecturer (electronic version on Moodle) Selected chapters from various sources provided by lecturers in electronic form.</p> <p>Recommended literature: Thomas, D. C. & Inkson, K, 2nd ed(2009), Cultural Intelligence; Living and Working Globally. Berrett-Koehler Publishers Inc, San Francisco. ISBN: 978-1-57675-625-6</p>
Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	Attendance is not mandatory but highly recommended, as certain video cases as well as discussions cannot be replaced with individual self-study.
Proof of competence	<p>1. Online activities: Exact weeks to be communicated via Moodle at the beginning of the semester. Active participation in all three activities required. 15% of overall grade</p> <p>2. Mid-term quiz: Exact date and time to be communicated at the beginning of semester). 35% of overall grade.</p> <p>3. Reflective learning report: pair work, 50% of overall grade; min. 2000 words, max. 3000 words; submission deadline: Friday 8 January 2021 at 12:00 midday via Moodle.</p>
Aids for written examination	<p>For mid-term quiz: No Calculator; Print dictionary (English-Student's mother-tongue); Summary - 2 double-sided A4 pages of notes or 4 single-sided pages of notes</p> <p><i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i></p>
Continuative, in depth modules	iINM, Major and Minor modules IBM
Comment	<p>Language of instruction and assessment is English.</p> <p>REPETITION OF THE MODULE</p> <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. This can be either the on-line quiz, mid-term quiz, the reflective transfer report or a combination of these components. 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	BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern

iCO2 - Management Accounting 2 - BWB1035

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	B - Basic level course
Lecturer(s)	Längin Thomas
Module responsibility	Thomas Längin (Igt2)
Short description of the module	<p>After the successful completion of the module, the students will:</p> <ul style="list-style-type: none"> - apply the concepts of activity-based costing, standard costing and target costing; - know, how to make pricing decisions.
Requirements	Cost accounting knowledge, level Federal vocational baccalaureate in business, iCO1 module
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - know, how organizations benefit from cost accounting; - know the concepts of activity-based costing, of standard costing, of target costing and are able to apply them; - can make sound pricing decisions. <p>Method: Students</p> <ul style="list-style-type: none"> - 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> <ul style="list-style-type: none"> - 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>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.
Content	<ul style="list-style-type: none"> - activity-based costing; - standard costing; - target costing; - pricing decisions.
Teaching and Learning method	Contact study with input presentations, collaborative learning, self-organized preparation and follow-up work of classroom lessons, self-study.
Literature	<p>Indispensable literature:</p> <ul style="list-style-type: none"> - Datar, Srikant M.; Rajan, Madhav V.: Horngren's Cost Accounting, A Managerial Emphasis, 16th Global Edition, ISBN 10: 1-292-21154-7. - The material provided by the lecturer on the moodle platform.

iCO2 - Management Accounting 2 - BWB1035

Workload	90 hours
Contact lessons	28 lessons (2 lessons per week x 14 weeks)
Attendance requirement	-
Proof of competence	Written exam, duration 90 minutes, counts 100%, at the end of the semester (CW3 or 4)
Aids for written examination	<ul style="list-style-type: none">- BFH-Calculator (TI-30 ECO RS)- summary: maximum 10 A4 sheets (10 sheets A4 with writing on both sides/pages or 20 sheets A4 with writing on one side/page)- 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>
Continuative, in depth modules	-
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 3 HS, BB-IP, Bern

ICSR - Corporate Social Responsibility - BWB3137

ECTS	9
Study language	English
Module type	Elective module
Module level additive	S - Specialised level course
Lecturer(s)	Brechbühler Peskova Marie
Module responsibility	Prof. Dr. Marie Brechbühler Peskova
Short description of the module	<p>CSR (Corporate Social Responsibility Sustainability) is a fully virtual module. This module is held in cooperation with HAMK University (Finland) und University of Applied Sciences Niederrhein (Germany). The students are flexible to work through a weekly sessions online on their own.</p> <p>During the module students also work on a Sustainability Project in a team. The learnig by doing approach is applied supported by coaching from the supervisors of all three Universities.</p>
Requirements	-
Competencies upon completion	<ul style="list-style-type: none"> - Understanding what are the challenges in sustainable development in our society. - Understanding what is the impact of these society challenges. - Undertand what ist the impact on the business. - Understanding how sustainability relates to the strategic corporate level. - Understand how the perspective of the various stakeholders influences the integration of the sustainability into the strategic corporate level. - Understanding the impact of the consumer behavior. - Understanding how to influence the consumer towards the sustainable consupmtion. - Understand how the improvement of the consumer behavior can be upscalled and measures/quantified. - What are the potential positive effects of the shift towards the sustainable consumer behavior.
Content	<p>There are three blocks within the module:</p> <ul style="list-style-type: none"> - Strategic CSR (Provided y HAMK, Dr. Iris Humala) - CSR Management (provided by NR, Prof. Dr. Martin Wenke) - Sustainable Consumption (Provided by BFH, Prof. Dr. Marie Brechbühler Peskova)
Teaching and Learning method	<ul style="list-style-type: none"> - Online sessions including edcasts, videos - Interactive virtual meetings in adobe connect - Individual students assignments - Sustainable Project
Literature	The literature and other sources are provided each week of the module.
Workload	The CSR modul is taught fully virtually. Students have a flexibility when to study the content, however a weekly rhythm is strongly suggested by lecturers and study materials.

ICSR - Corporate Social Responsibility - BWB3137

Contact lessons	There will be 5 Virtual meetings in adobe connect during the semester: - Introduction meeting - 3 x Intermediate presentations - Final presentations
Attendance requirement	This module is all virtual and the online attendance requirements will be published on moodle before semester start.
Proof of competence	Sustainable Project Work (group work): final presentation and final report Intermediate presentations (compulsory participation)
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	-
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 7 HS, BB, Bern BSc Business Administration, 2020-2021, 5 HS, VZ, Bern

iEA2 - Mathematics for Economic Analysis 2 - BWB2102

ECTS	3
Study language	English
Module type	Elective module
Module level additive	A - Advanced level course
Lecturer(s)	Kwuida Léonard
Module responsibility	Léonard Kwuida
Short description of the module	Basics in economic analysis with respect to partial differentiation, integration and linear algebra.
Requirements	iEA1
Competencies upon completion	<p>Subject: Students - have to understand and apply basic concepts of economic analysis.</p> <p>Method: Students - have to use the relevant mathematical models for economic problems.</p> <p>Social: Students - have to work in groups for solving economic problems.</p> <p>Self: Students - have to organize themselves while self reflecting their skills and weaknesses.</p>
Content	Partial differentiation, integration, linear algebra and dynamics with respect to economic and business problems.
Teaching and Learning method	Weekly lecture followed by exercise lessons.
Literature	Ian Jacques. Mathematics for Economics and Business, 9/E, Pearson. ISBN-10: 129219166X. ISBN-13: 9781292191669
Workload	90 hours
Contact lessons	3 lessons per week
Attendance requirement	attendance at the short tests is compulsory

iEA2 - Mathematics for Economic Analysis 2 - BWB2102

Proof of competence

Continue evaluation (tests and homework): 50%

written Exam, end of semester (CW3 or 4), 90 minutes: 50%

Aids for written examination

- BFH Calculator
- One Print dictionary: English-Student's mother tongue
- Open book

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

Continuative, in depth modules

Statistics 2

Comment

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Degree programme, semester

BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern

iEC1 - Economics 1 - BWB1052

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	B - Basic level course
Lecturer(s)	Fernandes Ana
Module responsibility	Ana Fernandes
Short description of the module	<p>The module provides an overview of the main mechanisms and concepts of Economics as well as basic theoretical and methodological approaches to understanding market operations. It is a systematic introduction to microeconomic thinking and operations. Students gain an insight into the variety of possible governmental intervention in the Swiss markets. They learn how to analyze the effects of such interventions and of other changes in the economic environment on the development and adjustment of markets, prices and welfare. Students thus gain the necessary and useful background knowledge in order to make sound business decisions.</p>
Requirements	-
Competencies upon completion	<p>Subject: Students - learn basic mechanisms and concepts of Economics and can classify and evaluate them. They learn how markets operate. They understand factors affecting supply and demand, can classify their importance for the triggering of imbalances and can explain verbally and graphically the adjustment processes; they can further explain and assess the effects of governmental intervention on market activity</p> <p>Method: Students - gain contact with scientific texts and are able to generalize their content in order to create knowledge that is transferrable into applied know-how. They can assess and graphically illustrate standard microeconomic market situations with the help of instruments of economic analysis.</p> <p>Social: Students - can analyze and discuss in groups microeconomic market situations and consider alternative views while defending their own positions. They know and experience the requirements for successful, efficient and satisfactory collaboration. They know the resources of colleagues and can make them available to the group.</p> <p>Self: Students - can self assess themselves regarding various subject areas and can possibly infer individual consequences. They learn how to handle autonomy and self-organization. They critically assess their personal ability to judge and enhance it. They consider their own tolerance to stress and they learn their own strengths and weaknesses.</p>
Content	<ul style="list-style-type: none"> - Introduction to Economics - Market forces of supply and demand - Elasticity and its application - Consumers, producers and the efficiency of markets - Supply, demand and government policies - Interdependence and the gains from trade - Market failure and externalities - Information and behavioral economics
Teaching and Learning method	Lectures, tutorial dialogue, exercises, group work

iEC1 - Economics 1 - BWB1052

Literature

Indispensable literature:

- Mankiw/Taylor: Economics, 4th edition 2017, ISBN: 13:978-1-4737-2533-1

Recommended literature:

- Herrmann, Marco, Arbeitsbuch, Grundzüge der Volkswirtschaftslehre. 5. Auflage, Stuttgart: Schäffer-Poeschel Verlag, 2016, ISBN-Nr.: 978-3-7910-3599-4

- Beck, Bernhard, Volkswirtschaft verstehen, 9. Auflage, Zürich: vdf Hochschulverlag, 2017, ISBN-Nr.: 978-3-7281-3815-6

- Brunetti, Aymo, Volkswirtschaftslehre. Eine Einführung für die Schweiz, 4. Auflage, Bern: hep Verlag, 2017, ISBN-Nr.: 978-3-0355-0780-5

Additional, continuative literature:

- Pindyck, Robert and Daniel Rubinfeld, Mikroökonomie, 9.Auflage, [ebook] München: Pearson-Verlag, 2018, ISBN-Nr.: 978-3-8632-6847-3

Workload

90 hours

Contact lessons

28 lessons

Attendance requirement

-

Proof of competence

Written exam of 90 minutes: 100%, end of semester (CW3 or 4)

Written or oral make-up exam

Aids for written examination

- BFH-Calculator (TI-30 ECO RS)

- printed dictionary (mother tongue - examination language)

- one A4-sheet summary (1 sheet with writing on both sides or 2 sheets with writing on one side)

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

Continuative, in depth modules

iME2

Comment

-

Degree programme, semester

BSc Business Administration, 2020-2021, 3 HS, BB-IP, Bern

iEC2 - Economics 2 - BWB2096

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	A - Advanced level course
Lecturer(s)	Gimeno Raúl Diego
Module responsibility	Prof. Dr. Raul Gimeno
Short description of the module	This module offers a sound introduction to the foundations and methodology of macroeconomics allowing students to understand better their economic environment. Basic concepts like inflation, growth, unemployment are explained using real world examples.
Requirements	-
Competencies upon completion	<p>Subject: Students know</p> <ul style="list-style-type: none"> - how demand and supply determine price and quantity in a market, and explain the effects of changes in demand and supply. - how to measure GDP and its related drawbacks - what unemployment is and why it arises - what inflation is and why it arises - what potential GDP is and its relation with the natural rate of unemployment - what does drive economic growth - how monetary policy works <p>Method: Students</p> <ul style="list-style-type: none"> - are able to analyse a wide range of real life situations using core microeconomics concepts <p>Social: Students</p> <ul style="list-style-type: none"> - apply their personal and individual resources in teams - analyze and discuss problems, in teams, by considering, evaluating, substantiating and refuting a variety of different arguments - critically and appreciatively evaluate working results of peers - 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 their 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 and in debate with the client - draw conclusions from their experiences for their further studies and professional life and document these in their individual portfolio - evidence stamina when confronted with problems during their studies and in their professions
Content	<ul style="list-style-type: none"> - GDP - Jobs and Unemployment - The CPI and the cost of living - Potential GDP and the NUR - Economic Growth - Finance, Saving and Investment - The Monetary System - Money, Interest and Investment - Aggregate Supply and Aggregate Demand - Aggregate Expenditure Multiplier

iEC2 - Economics 2 - BWB2096

Teaching and Learning method	A combination of guided self-study, contact lessons and multiple choice questions will ensure an optimal learning mix
Literature	Indispensable literature: - Economics 4th edition, Cengage Learning, Mankiw & Taylor, ISBN-10: 147372533X
Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	-
Proof of competence	Digital exam 100%, end of semester (CW3 or 4) Duration: 90 minutes Laptop: bring your own device Possibility to earn up to 10 points for the exam by doing some specific Moodle quizzes during the semester!
Aids for written examination	- Summary: one A4 sheet (1 sheet A4 with writing on one side) - BFH calculator or another pocket calculator according to the written examination regulations - printed dictionary (mother tongue - examination language) <i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i>
Continuative, in depth modules	iEC3, iEC4
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern

iEC3 - Economics 3 - BWB2097

ECTS	3
Study language	English
Module type	Elective module
Module level additive	A - Advanced level course
Lecturer(s)	Fernandes Ana
Module responsibility	Ana Fernandes
Short description of the module	In the course of module iME1 (Economics 1), students were familiarized with economic thought and method as well as with economic policy. This model builds upon that knowledge. It provides a profound introduction to microeconomic thought and practice. In doing so, a deeper understanding of consumer decisions and market supply is developed. Based on this, an analysis of noncompetitive markets and monopolies is carried out. The resulting consequences for consumers and producers, as well as for the economy as a whole, are evaluated.
Requirements	iEC1 Mathematics
Competencies upon completion	<p>Subject: Students are capable of recognizing, understanding and discussing microeconomic problems and policy by means of economic theory and modelling. They are able to use such a knowledge with respect to their own assessments. Furthermore, they take changes in economic climate into account regarding private, political and entrepreneurial decisions.</p> <p>Method: Students are able to deal with scientific texts which allows them to generate an even broader knowledge which can be transferred into practice. They are capable of assessing and graphically illustrating standard situations concerning microeconomic events and mechanisms. They practice their skills by performing event analysis and have the capability to link observed economic phenomena to their theoretic knowledge.</p> <p>Social: Students individually analyze microeconomic situations and exchange opinions with the remainder of the class, thereby considering diverging points of view.</p> <p>Self: Students are competent to make use of their learning autonomy. They fine tune their capabilities in self-organization, work on their individual judgment concerning economic appearances and can assess their own capacities.</p>
Content	<p>The Theory of Competitive Markets:</p> <ul style="list-style-type: none"> - Consumer Choices - Firms in Competitive Markets <p>Firm Behavior and Market Structures:</p> <ul style="list-style-type: none"> - Monopoly - Monopolistic Competition - Oligopoly - Contestable Markets <p>The Economics of Factor Markets</p> <p>Information and Behavioral Economics</p>
Teaching and Learning method	<ul style="list-style-type: none"> - Lectures - Exercises

iEC3 - Economics 3 - BWB2097

Literature

Indispensable literature:

- Mankiw/Taylor: Economics, 5th edition 2020, ISBN13: 978-1-4737-6854-3
- Older editions of Mankiw/Taylor: Economics are also acceptable

Recommended literature:

- Brunetti, Aymo, Volkswirtschaftslehre. Eine Einführung für die Schweiz, 4. Auflage, Bern: Hep Verlag, 2017, ISBN 978-3-0355-0780-5

Additional, continuative literature:

- Herrmann, Marco, Arbeitsbuch: Grundzüge der Volkswirtschaftslehre. 5. Auflage, Stuttgart: Schäffer-Poeschel-Verlag, 2016, ISBN-Nr.: 978-3-7910-3599-4
- Beck, Bernhard, Volkswirtschaft verstehen, 10. Auflage, Zürich: vdf Hochschulverlag, 2019, ISBN-Nr.: 978-3-7281-3969-6
- Pindyck, Robert and Daniel Rubinfeld, Mikroökonomie, 9. Auflage, [ebook] München: Pearson-Verlag, 2018, ISBN-Nr.: 978-3-8632-6847-3

Workload

90 hours

Contact lessons

28 lessons

Attendance requirement

-

Proof of competence

Written exam (90 minutes): 100%, end of semester (CW3 or 4)

Aids for written examination

- 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.

Continuative, in depth modules

iEC4

Comment

-

Degree programme, semester

BSc Business Administration, 2020-2021, 5 HS, BB-IP, Bern

iEC4 - Economics 4 - BWB3128

ECTS	3
Study language	English
Module type	Elective module
Module level additive	S - Specialised level course
Lecturer(s)	Rascón Alberto
Module responsibility	Prof. Alberto Rascon (rca2)
Short description of the module	This module is an intermediate course in Macroeconomics. The course focuses on the relation of macroeconomic policy and firms. We review Fiscal Policy, Monetary Policy, International Trade Policy, International Finance and International regulation.
Requirements	iFM2, iEC1, iEC2, iEC3
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - will understand the consequences and effects of macroeconomic policy for firms, for workers and for the whole society. - will understand the fundamentals of exchange rate vs. financial analysis and arbitrage theory. - will understand the implications of a fixed exchange rate vs. a floating exchange rate. - will understand the implications of trade policy. <p>Method: Students</p> <ul style="list-style-type: none"> - will be able to understand the different factors that influence the choice of a determinate macroeconomic policy. - will be able to create benchmarks of policies across nations. - will understand the theory and the philosophy behind a particular choice of macroeconomic policy. - will be able to understand macroeconomic articles and newspapers. <p>Social: Students</p> <ul style="list-style-type: none"> - will be able to debate their political and economic opinions among them. - will 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. <p>Self: Students</p> <ul style="list-style-type: none"> - 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 macroeconomic policy. - will be able to develop a consistent argument in favour of their particular choice of policy.
Content	<ul style="list-style-type: none"> - Macroeconomic Policy, - Fiscal Policy: Demand and Supply, - Monetary Policy: Instruments of Monetary Policy - International Trade Policy: Global Markets, - Exchange rate - Regulation

iEC4 - Economics 4 - BWB3128

Teaching and Learning method	Lectures, Homeworks, Films
Literature	Indispensable literature: - MANKIW Gregory N. and TAYLOR
Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	85% of attendance is compulsory (12 out of 14 sessions). Additional absences will only be excused in case of important / legal reasons (such as illness, not work obligations). During week 48 (November 25 - November 29) students will be participating in the International Tax Week. Lesson for that week may be rescheduled, changed or cancelled. Detailed information concerning the changes will be provided during the lessons.
Proof of competence	<ol style="list-style-type: none">1. 70% weekly exams2. 30% Team/Individual Presentation during the course (topics will be set in class) <p>If the student would like to increase its note she/he can write a final essay and the grading will be:</p> <ol style="list-style-type: none">1. 35% weekly exams2. 45% Essay3. 20% Team/Individual Presentation during the course (topics will be set in class)
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	-
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 5 HS, VZ-IP, Bern

iENT - Entrepreneurship - BWB3094

ECTS	3
Study language	English
Module type	Elective module
Module level additive	S - Specialised level course
Lecturer(s)	Müller Susan
Module responsibility	Prof. Dr. Susan Müller
Short description of the module	<p>The «Entrepreneurship» module allows students to acquire basic knowledge about entrepreneurship and develop their entrepreneurial skills. Thus the module enables both learning about «entrepreneurship» and learning for entrepreneurship. The course combines lectures with self-directed and experience-based learning in the context of individual and team activities in the field.</p> <p>The module aims to build entrepreneurship knowledge and increase students' personal initiative and self-efficacy. Participation in the module «Entrepreneurship» helps students take active and responsible roles in shaping the economy and society.</p>
Requirements	-
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - can prepare themselves for a careers as founders, company successors or entrepreneurial employees. - are able to analyze business models and assess them with regard to their social and ecological impact. - can explain the specifics of the start-up process. - can explain the most important aspects and players in the Swiss entrepreneurship ecosystem. - are able to reflect on the role of (social) entrepreneurs for the economy. <p>Method: Students</p> <ul style="list-style-type: none"> - are able to acquire tools and procedures that are relevant for setting up a business (e.g. business planning, creating a pitch deck, using lean startup methods, applying the effectuation versus causation approach) - can analyze problems and identify or develop business opportunities based on their analysis. - can develop and test business models. - can use entrepreneurship-relevant knowledge situation-specific. <p>Social: Students</p> <ul style="list-style-type: none"> - work partly in teams and thus have the opportunity to improve team cooperation and conflict management skills. - are able to approach strangers and involve them profitably in their activities. <p>Self: Students</p> <ul style="list-style-type: none"> - are able to make a well-founded decisions for or against a career as a founder. - get to know their own resources better and use them in an entrepreneurial way. - can increase personal initiative and self-efficacy. - increase their awareness of the fact that they can help shape the economy as future founders, company successors or entrepreneurial employees.

iENT - Entrepreneurship - BWB3094

Content

- The key elements of entrepreneurship
- The prevalence and role of entrepreneurs in the economy
- Entrepreneurs actions and the process of starting a company
- Solo and team founders
- Developing an entrepreneurial mindset
- Startup failure
- Recognizing and developing entrepreneurial opportunities
- Business modeling
- Testing and experimenting in markets
- Entrepreneurial marketing
- Bootstrapping and financing a new venture
- Effectuation and causation: two different decision logics
- Social entrepreneurship
- The role of (social) entrepreneurship to shape the economic system and society

Teaching and Learning method

- Lecture with practical examples, case studies and presentations by guest speakers
- Activity-based learning: spread over the semester, students carry out individual and team activities that serve to develop entrepreneurial skills. The selection of activities is self-directed. A learning journal is used to systematically reflect on the experiences.

Literature

Compulsory course readings:

- Teaching document (script) iENT

Further readings:

- Neck, H. M., Neck, C. P., & Murray, E. (2017). Entrepreneurship: The practice and mindset. Thousand Oaks: SAGE Publications

Workload

90h (3 ECTS)

Contact lessons

14 * 2 lessons

Attendance requirement

-

Proof of competence

- Written exam, end of semester (CW3 or 4): 50% (serves as proof of knowledge)
- Learning journal 50% (serves to document and critically reflect on activities carried out and thus serves as a competence-oriented examination format)

Aids for written examination

-

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

Continuative, in depth modules

-

Comment

-

Degree programme, semester

BSc Business Administration, 2020-2021, 7 HS, BB-IP, Bern

iFM1 - Financial Management 1 - BWB2021

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	A - Advanced level course
Lecturer(s)	Bächli Sandro
Module responsibility	Prof. Dr. Sandro Bächli
Short description of the module	Financial Management 1 provides an introduction to the theory, the methods, and the concerns of corporate finance. The module introduces the fundamental concepts of capital budgeting. The main topics include: 1. the financial environment; 2. time value of money; 3. the capital budgeting techniques; 4. corporate financing and business valuation.
Requirements	Mathematics and English
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - understand the concepts of financial management. - are able to apply the various methods learned in the area of capital budgeting. - understand the concepts of time value of money and the trade-off between risk and return. <p>Method: Students</p> <ul style="list-style-type: none"> - are able to apply and evaluate the various concepts of capital budgeting in the context of business cases. - are able to select the appropriate methods, make the calculations and present the findings and solutions in an adequate way. <p>Social: Students</p> <ul style="list-style-type: none"> - provide or request support from peers and supplement course input by providing examples from personal experience. <p>Self: Students</p> <ul style="list-style-type: none"> - reflect their strengths and weaknesses as well as reasons for success or problems encountered. - are able to assess critically the concepts and methods of corporate finance.
Content	<p>The students are able to master the fundamental concepts of capital budgeting. They know and understand the various methods used to evaluate investment projects.</p> <ul style="list-style-type: none"> - Overview of corporate finance - Time value of money - Valuing bonds and stocks - Investment appraisal (capital budgeting) - Capital structure and company valuation
Teaching and Learning method	<ul style="list-style-type: none"> - Instructions - Problem solving and discussions - Self-study

iFM1 - Financial Management 1 - BWB2021

Literature

Indispensable literature:

"Principles of Corporate Finance" by R. A. Brealey, S. C. Myers, F. Allen; McGraw-Hill, Irwin
Following editions of the book are suitable: E10 - E13 (soft or hardcover)

The book will be used also in the next semester for iFM2.

Workload

90 hours

Contact lessons

28 lessons

Attendance requirement

-

Proof of competence

- written exam (possibly digital exam with your own laptop)
- duration 90 minutes
- At the end of the semester (during the official exam weeks, CW3 or 4)
- weight: 100%

Aids for written examination

- BFH-Calculator TI-30 ECO RS or another pocket calculator according to the written examination regulations
- Print dictionary (mother tongue - examination language)

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

Continuative, in depth modules

iFM2

Comment

-

Degree programme, semester

BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern

iFM2 - Financial Management 2 - BWB2037

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	A - Advanced level course
Lecturer(s)	Vanazzi Mario
Module responsibility	Mario Vanazzi
Short description of the module	Financial Management 1 and 2 provide a general introduction to the theory and methods of corporate finance. The module Financial Management 2 provides the fundamental concepts of portfolio theory and risk management. The main topics include: 1. Risk and return; 2. CAPM; 3. Financial Planning; 4. Interest rate and currency risks; 5. Options
Requirements	iFM1
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - will understand the concepts of modern portfolio theory and apply various methods (calculating returns, risk, Beta, etc.). - will know the elements of financial planning - will understand the concepts of risk management and apply the tools to practical issues in managing interest and currency risks. <p>Method: Students</p> <ul style="list-style-type: none"> - will be able to select the appropriate methods, make the calculations and present the findings and solutions in an adequate way. - will be able to solve financial problems with the means of calculators and computers. - will transform its business knowledge into financial calculations <p>Social: Students</p> <ul style="list-style-type: none"> - will 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 <p>Self: Students</p> <ul style="list-style-type: none"> - 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 financial management.
Content	Portfolio Theory, Risk Theory, Derivatives, Debt, Risk Management, Financial Analysis
Teaching and Learning method	Lectures, Homeworks

iFM2 - Financial Management 2 - BWB2037

Literature

Indispensable literature:

Brealey, Richard., Myers S, Allen F. "Principles of Corporate Finance" McGraw-Hill/Irwin; 12th edition (April 1, 2016) ISBN-13: 9780077185060

Recommended literature:

Berk Jonathan, DeMarzo, P. "Corporate Finance" Pearson Education; 3rd Edition (2013) ISBN-13: 978-0273792024

Additional, continuative literature:

Hull, John C, "Options, Futures and Other Derivatives", 8th Edition, Global Edition (18. April 2011), Prentice Hall International; ISBN-Nr.: 978-0273759072

Workload

90 hours

Contact lessons

28 lessons

Attendance requirement

When applicable: Attendance to the International Day's lessons is compulsory.

Proof of competence

Written Exam, 90 minutes: 100 %; end of semester (CW 3 or 4)

Aids for written examination

- BFH calculator or another pocket calculator according to the written examination regulations
- printed dictionary (mother tongue - examination language)
- A formulary sheet will be provided along with the exam

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

Continuative, in depth modules

Major/minor Banking and Finance

Comment

-

Degree programme, semester

BSc Business Administration, 2020-2021, 5 HS, BB-IP, Bern

iHR2 - Human Resource Management 2 - BWB1050

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	B - Basic level course
Lecturer(s)	Geiger Margit, Schneeberger Christoph
Module responsibility	Margit Geiger
Short description of the module	<p>The module "iHR2" is the continuation of "iHR1". It covers the basics of dealing with employees in a modern working environment. It combines relevant aspects of work and organizational psychology, personnel management and labor law.</p> <p>Students receive an integrated overview on employee compensation, retention, development and termination. In a case study during the semester students apply their knowledge from the individual sub-areas, make connections and discuss different solutions. "iHR 2" provides the basics for the following module "iHR3 "and for the specialization" Human Resource Management ".</p>
Requirements	iHR1
Competencies upon completion	iHR1
Content	See above.
Literature	<p>Essential literature for the proof of competence:</p> <ul style="list-style-type: none"> - Handouts for the lecture "iHR2" <p>Recommended literature:</p> <ul style="list-style-type: none"> - any introduction book on HRM and OB from the library.
Workload	90h
Contact lessons	28h of lecture
Attendance requirement	Attendance is mandatory for the first lecture in CW38.
Proof of competence	<ul style="list-style-type: none"> - group work/case study, during the semester (weight 50%) - Written examination, end of the semester (CW3 or 4); 45 minutes (weight 50%)
Aids for written examination	<ul style="list-style-type: none"> - BFH-Calculator (TI-30 ECO RS) - 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>

iHR2 - Human Resource Management 2 - BWB1050

Continuative, in depth modules - iHR3
 - iLEAD
 - Major in HRM

Comment -

Degree programme, semester BSc Business Administration, 2020-2021, 3 HS, BB-IP, Bern

iHR3 - Human Resource Management 3 - BWB2093

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	A - Advanced level course
Lecturer(s)	Straub Caroline, Schneeberger Christoph
Module responsibility	Caroline Straub
Short description of the module	This module answers the following question: What challenges does HRM face in the future? (Shortage of skilled workers, aging of the workforce, high burnout rates, digitization in the IT industry etc.).
Requirements	iHR1 and iHR2
Competencies upon completion	<ul style="list-style-type: none"> - Development of HR expertise and application to practice. - Learn how to deal with research studies and data (sourcing information, understanding, interpreting, and applying) - Search for academic articles and best practice examples (google scholars, Business Source Premier) - Preparation of the acquired knowledge in a new format. Learning to prepare a presentation package according to the Pyramid Principe.
Content	<p>The lecturers provide a deeper insight into current issues and trends in human resource management (such as diversity management, employer branding, health management, new forms of work). The topics covered are considered from the perspective of HRM, work psychology and labour law.</p> <p>Students choose a current HRM theme for their group work, take up the role of HR consultants holding expertise in this theme, and create a group work. Here they are supported by the lecturers in form of coachings.</p>
Teaching and Learning method	Lectures and Coachings
Literature	Will be uploaded on moodle for each session.
Workload	90h
Contact lessons	<p>In the first 7 CW, afterwards group work and one compulsory coaching.</p> <p>Classroom sessions can take place in the BFH rooms or virtually via Microsoft Teams.</p>
Attendance requirement	In the first lecture.
Proof of competence	100% groupwork developed during term. Deadline at the end of the term.

iHR3 - Human Resource Management 3 - BWB2093

Aids for written examination -

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

Continuative, in depth modules Major HRM

Comment -

Degree programme, semester BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern

iINM - International Management - BWB2054

ECTS	3
Study language	English
Module type	Elective module
Module level additive	A - Advanced level course
Lecturer(s)	Ali-Lawson Debra Dianne
Module responsibility	Debra Ali-Lawson
Short description of the module	<p>"The world's economic center is shifting with breathtaking rapidity. The trends are clear, both in the numbers and in the new realities on the ground; the general direction is from west to east and from north to south. This shift in power and influence is not only economic but also demographic, political, and cultural." (Gundling, Caldwell & Cvitkovich, 2015).</p> <p>Cultural diversity is one of the factors managers and employees need to skillfully manage in order to cope with an increasingly globalized world . Conflicting viewpoints, values and ways of doing things result in a series of dilemmas. Being able to reconcile these dilemmas requires intercultural competence but also a knowledge of the values, behaviours and contexts found in other countries.</p> <p>This module builds on the students' increased intercultural awareness and knowledge of cultural frameworks obtained in the module CCCD/iCCD. Students who have not obtained such input in previous modules can still enrol for this module but are advised to independently study, at the beginning of the semester, information provided on these cultural frameworks at the beginning of the semester.</p> <p>External regional experts provide region specific input on a selection of countries/cultural (e.g. China, Brazil, the Arab world, Russia, India, South Africa) highlighting how culture impacts business and management.</p> <p>External regional experts provide region specific input on a selection of countries/cultural areas (e.g. China, Brazil, the Arab world, Russia, India, South Africa or Japan - exact countries will be communicated at the beginning of the semester) highlighting how culture impacts business and management.</p>
Requirements	-
Competencies upon completion	<p>Subject: Students have a higher degree of knowledge of the regions and countries presented in this module; have a deeper understanding of the concept of culture and knowledge of the influential cultural theories, models and instruments used to analyze cultural differences and intercultural communication</p> <p>Method: Students can make use of the models and country specific information to analyze their own behavior as well as that of members of other cultures in certain business contexts or situations</p> <p>Social: Students are better equipped to work in a culturally diverse team; understand the importance of respecting other cultures in a business or management context</p> <p>Self: Students have increased intercultural competencies</p>
Content	Region specific input (political, economic, social, cultural etc) and how these factors impact on business and management in the selection of countries/regions addressed in the module.

iINM - International Management - BWB2054

Teaching and Learning method Students are expected to do weekly preparatory reading for the two contact lessons each week as well as post-class study.
The contact hours focus mainly on studying various cultural regions and allow students to revise and discuss their reading before applying them to short case studies or group tasks.

Literature **Indispensable literature:**
Electronic version of the Mandatory Reading Script provided by the module coordinator at the beginning of the semester
Hand-outs distributed during the semester by the regional experts

Workload 90 hours

Contact lessons 28 lessons

Attendance requirement -

Proof of competence Written examination, 90 minutes at semester end (CW4 or 5), weighting: 100%

Aids for written examination
- printed dictionary (mother tongue - examination language)
- Summary - Number of A4 pages: 3 pages double-sided print or 6 pages single-sided print
- BFH calculator (TI-30 ECO RS)

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

Continuative, in depth modules Major and Minor modules in IBM

Comment Language of instruction and assessment: English
iINM is an optional module for students in the BSc Business Information Technology degree programme.

Degree programme, semester BSc Business Administration, 2020-2021, 5 HS, BB-IP, Bern

iLEA - Leadership - BWB3095

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	S - Specialised level course
Lecturer(s)	Straub Caroline
Module responsibility	Prof. Dr. Caroline Straub
Short description of the module	<p>Leadership captures the attention of movie makers, historians, politicians, organizational scholars and practitioners, to name but a few. The crux of our curiosity centers on questions like: What makes an effective leader? What drives leaders? Who becomes a leader? How do we evaluate leadership? How do leaders exercise influence?....among others. For the past 50+ years scholars of organizational behaviour have invested considerable thought and research energy into answering these questions in the form of models, theories and paradigms of leadership. As our world becomes increasingly complex and dynamic, it is difficult for any one theory to truly address our questions and provide the insights we seek. Instead today's leadership theorists are taking a radically different approach to understanding leadership. It is person specific and requires individual ownership for deciding "what works" and "how to do it". The overall objective of this course is to explore various aspects of leadership with the goal of developing a unique leadership model suitable to our times.</p>
Requirements	-
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - Understand the various functions leaders perform as well as the competencies, attributes and behaviours necessary to fulfil these functions - Understand the current literature on leadership, especially the new challenges facing leaders - Contribute to the development of a leadership model suitable to the challenges facing contemporary leaders <p>Method: Students</p> <ul style="list-style-type: none"> - Develop a stronger set of critical thinking and analytical skills through the investigation of various leadership models and frameworks. <p>Social: Students</p> <ul style="list-style-type: none"> - 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 <p>Self: Students</p> <ul style="list-style-type: none"> - Critically reflect different leadership approaches - Are able to articulate your personal beliefs about leadership
Content	Theories of leadership, motivation, ethics, bad leadership, culture, exercising influence
Teaching and Learning method	- lecture, role plays, videos, group work, cases, guest speaker
Literature	<p>Literature will be provided for each session on moodle.</p> <p>A text book that covers the course content: Peter G., Leadership, Theory and Practice, SAGE Publications Ltd., ISBN 978-1-4833-1753-3</p>

iLEA - Leadership - BWB3095

Workload	90 hours
Contact lessons	28 lessons Start of the course is the first lecture week.
Attendance requirement	Attendance is mandatory for the first session and for guest speaker sessions.
Proof of competence	50% group work 50% individual self-reflective report to be handed in during term period.
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	-
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 7 HS, BB-IP, Bern

iLW2 - Law 2 - BWB2090

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	A - Advanced level course
Lecturer(s)	Suppa Giovanni
Module responsibility	Dr. Gianni Suppa
Short description of the module	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. A particular focus is placed on contracts used in the business world such as e.g. the purchase contract. The course is based on Swiss law which will be compared with the laws of other countries, in particular the laws of the students' home countries. Students will get insight in the dominant legal systems of the world and be acquainted with contractual and torts issues relating to international business transactions.
Requirements	No specific requirements
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> <p>Self: Students will adequately prepare themselves for class (private study) and actively participate in class.</p>
Content	Students get to know the legal framework governing the laws of contracts, torts and unjust enrichment and the ramifications related to them in a national and international context. They will be confronted with laws, court decisions and specific model contracts.
Teaching and Learning method	<ul style="list-style-type: none"> - Presentations by the lecturer - Discussion of cases in class - Self-study 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 lecturer on the first day of class) - Cases, model contracts, excerpts from books and articles posted on Moodle
Workload	90 hours
Contact lessons	28 lessons

iLW2 - Law 2 - BWB2090

Attendance requirement	85% of attendance is compulsory (12 of 14 double lessons). Additional absences will only be excused in case of important reasons (such as illness etc.; imperative work obligations will be excused once per semester at most).
Proof of competence	Short tests, written in class (100%).
Aids for written examination	<p>In general, short tests are open book; they may be closed book if so instructed by the lecturer. Dictionary allowed, calculator when so instructed by the lecturer.</p> <p><i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i></p>
Continuative, in depth modules	iLW3 and iLW4
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern

iLW3 - Law 3 - BWB3125

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	S - Specialised level course
Lecturer(s)	Hepp Hügi Marianne
Module responsibility	Marianne Hepp Hügi (hum1)
Short description of the module	<p>This "International Business Law" module provides students with an overview of the legal frameworks, systems and institutions that affect companies with international business operations. Using practical materials, it will focus on a range of legal topics and associated business risks arising in the international context, such as international sales transactions, shipping and transportation, the protection and licensing of intellectual property, international dispute resolution and data privacy and security. There will be a special focus on the law of the European Union.</p>
Requirements	No specific requirements.
Competencies upon completion	<p>Subject: Students will gain an understanding of the international legal systems that affect business and the international business law topics presented in this module.</p> <p>Method: Students will be able to identify legal issues and business risks in the international business context.</p> <p>Social: Students will have a higher awareness of the different legal systems and laws affecting international business and will be better equipped to handle international business issues arising in practice.</p> <p>Self: Students will have increased confidence and competencies in dealing with international legal issues.</p>
Content	A detailed listing of the content covered in the module will be posted on Moodle prior to the start of classes.
Teaching and Learning method	The lecturer will present the content covered in the module during the contact lessons. Students are expected to do weekly preparatory reading for the contact lessons and to participate in class discussions.
Literature	The module uses excerpts from various textbooks as well as other materials made available by the lecturer. All of the readings and other materials will be posted on Moodle.
Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	There is no attendance requirement for this module.

iLW3 - Law 3 - BWB3125

Proof of competence

The final written examination (90 minutes) will be held during the regular examination period (CW3 or 4), weighted 100%.
Any repeat examinations may be held as written or oral examinations, as determined by the lecturer.

Aids for written examination

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

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

Continuative, in depth modules

iLW4, Bachelor-Thesis

Comment

-

Degree programme, semester

BSc Business Administration, 2020-2021, 5 HS, VZ-IP, Bern

iLW4 - Law 4 - BWB3126

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	S - Specialised level course
Lecturer(s)	Hepp Hügi Marianne
Module responsibility	Marianne Hepp Hügi (hum1)
Short description of the module	<p>The focus of this module is mainly laid on practical work regarding the legal question of compliance. You will have to discuss relevant legal issues and learn from the presentations in class and from your own research. You will combine your acquired knowledge with true-to-life examples and deepen this knowledge by applying it. You should be able to orient yourself on the (Swiss national and international) market and realise how complex the legal analysis of daily repeating facts can be.</p> <p>The work-intensive approach of this module should enable you to get in touch in an understandable way with new legal challenges.</p> <p>English will be used as the "lingua franca" for this module, it won't be required for evaluation.</p>
Requirements	Interest in Law and its application on economical relevant facts and circumstances, motivated engaged and open-minded personality
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none">- have a higher degree of knowledge of the law matters presented in this module.- have a deeper understanding of legal matters and related issues. <p>Method: Students</p> <ul style="list-style-type: none">- are able to use legal working methods and specific information to analyze their own and others behavior in a specific legal context.- improve their ability to cooperate with, learn from and coach students of other cultures in certain legal contexts and situations. <p>Social: Students</p> <ul style="list-style-type: none">- are better equipped to work in international contexts.- understand the importance of respecting social rules and legal aspects in a national and international business context in order to increase their ability to act in accordance with the law. <p>Self: Students</p> <ul style="list-style-type: none">- have increased competencies to deal with legal systems and their rule of law.
Content	for details (c.f. supplement)
Teaching and Learning method	<ul style="list-style-type: none">- Students are expected to do preparatory reading and work for the contact lessons as well as post-class study. Students prepare a presentation with help through coaching lessons.- The contact lessons focus mainly on deepening their legal knowledge in an national and international environment and apply it in their personal essay.
Literature	<p>Indispensable literature:</p> <ul style="list-style-type: none">- documentation on moodle and/or copies in class <p>Recommended literature:</p> <ul style="list-style-type: none">- see documentation

iLW4 - Law 4 - BWB3126

Workload 90 hours

Contact lessons 28 lessons (in blocs)

Attendance requirement Yes, for details see moodle

Proof of competence Group or single work / presentation in class (including Handout), 100 %
for details see moodle

Aids for written examination -

Continuative, in depth modules Bachelor-Thesis

Comment -

Degree programme, semester BSc Business Administration, 2020-2021, 5 HS, VZ-IP, Bern

iMR3 - Marketing 3 - BWB2026

ECTS	3
Study language	English
Module type	Elective module
Module level additive	A - Advanced level course
Lecturer(s)	Bucher Bruno
Module responsibility	Bruno Bucher
Short description of the module	In this module you will be enabled to understand, develop and evaluate teaches major parts of a Digital Marketing Strategy, which will reflect the company's business objectives. We will focus on the social media and understand, how there use in a business context needs to be aligned to the target groups, the provided content and the platform.
Requirements	iMR1 and iMR2 or similar modules in which students learned how analyze a given market and how to create a marketing concept, both, in theory and practice.
Competencies upon completion	<p>Subject: Students are able</p> <ul style="list-style-type: none"> - to develop and evaluate a Digital Marketing Strategy aligned with the most promising digital platforms and their target group - to understand and reflect the various components of a Digital Marketing Strategy - to adjust this Strategy according to certain requirements (e.g. a shirtstorm) <p>Method: Students will know and understand</p> <ul style="list-style-type: none"> - the various shapes of a Digital Marketing Strategy and be able to apply the taught analytical methods and instruments within the business context (e.g. choice of digital platforms, content selection, storytelling). <p>Social: Students will be able to</p> <ul style="list-style-type: none"> - to develop solutions for concrete practical situations as part of a team/task force - to acquire projects in regional businesses and establish project agreements with the external decision-making bodies. - to construct a social network in systematic fashion. <p>Self: Students will be able</p> <ul style="list-style-type: none"> - to take on and handle marketing challenges in accordance with personal preferences and inclinations, using their individual expertise in the process - to address important and common challenges to modern marketing work. - to explain his or her knowledge of main theories and models learned in the course to (future) colleagues or collaborating partners.
Content	<ul style="list-style-type: none"> • Background und 7 P's • Social Media Strategie • Storytelling • Content Marketing • Personas, Customer Journey, Touchpoints • Going viral • Influencer • Shitstorms

iMR3 - Marketing 3 - BWB2026

Teaching and Learning method

- Lectures
- Class teaching
- Project work
- Independent team learning
- Coachings

Literature

my document / presentation

Workload

90 hours

Contact lessons

28 lessons

Attendance requirement

if guest lecturers are presenting

Proof of competence

You will create a document of a digital marketing strategy. 18 pages (net), in a project group, 4 or 5 students. The company which you chose may not have a clear digital marketing strategy yet. Each group member receives the same grade. Submission will be at the end of the semester. This documents counts 100% for your grade.

Aids for written examination

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Continuative, in depth modules

iMR4, IMA1, IMA2, IMA3, IMA4, MCC1, MCC2, MCC3, MCC4

Comment

I highly advise you to work out the strategy document in parallel to the lecture.

Degree programme, semester

BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern

iMR4 - Marketing 4 - BWB2033

ECTS	3
Study language	English
Module type	Elective module
Module level additive	A - Advanced level course
Lecturer(s)	Bucher Bruno
Module responsibility	Bruno Bucher
Short description of the module	Marketing 4 deals with marketing communication and marketing research, both important parts of management practice. Practical relevance is achieved by teamwork and coaching either on a concrete real-life case and/or using a marketing simulation if the classe is big enough.
Requirements	iMR1, iMR2, iMR3
Competencies upon completion	<p>Subject: Students - master the process of marketing planning at the strategic and operational level (market research, marketing communication)</p> <p>Method: Students - are able to sensibly understand and select strategic and operational methods based on their relevance for specific marketing decisions, and implement those in concrete real life examples.</p> <p>Social: Students - possess the professional and emotional background to collaborate with internal and external marketing specialists.</p> <p>Self: Students - are able to bring their personal and professional views to the table and lead the specialists effectively.</p>
Content	<ul style="list-style-type: none"> - Marketing Research - Data Collection Techniques - Integrated Marketing Communication - Advertising, Public Relations, and Sales Promotion - Personal Selling and Sales Management
Teaching and Learning method	<ul style="list-style-type: none"> Lectures Class instructions Group work on a real life cases Coaching Marketing simulation Letter to myself
Literature	<p>Recommended literature: - Grewal/Levy, Marketing, 3/e McGraw-Hill Higher Education, 2012 ISBN: 0078028833</p> <p>Additional, continuative literature: - Kotler/Keller, Marketing Management, 14th edition Prentice Hall 2012 ISBN: 978-0132102926</p>

iMR4 - Marketing 4 - BWB2033

Workload	90 hours
Contact lessons	- 14/28 lessons - plus Coaching and group work
Attendance requirement	- 75% for lectures and coaching - 100% for guest lectures (tba)
Proof of competence	- Teamwork on real-life case 40% - Teamwork on marketing simulation 40% (if applicable) - Teamcoaching by lecturer, individual grading of personal involvement (optional, max. half of the team grade) - Individual progress report at mid and end of semester 20% (if applicable) - Detailed requirements will be communicated by the teacher in class.
Continuative, in depth modules	<ul style="list-style-type: none">• IMA3 Complex Sales• IMA4 International Marketing
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 5 HS, BB-IP, Bern

iORD - Organizational Development - BWB3089

ECTS	3
Study language	English
Module type	Elective module
Module level additive	S - Specialised level course
Lecturer(s)	Braun Aron
Module responsibility	Aron Braun (baa13)

Short description of the module Strategic Management can be seen as the key non-delegatable responsibility of the top management of a company. Essentially, it is the process which an organisation uses to continuously adapt to the changes in its environment and to ensure its long-term success. It requires a complex interplay of corporate culture, business analysis, planning, investment decisions, leadership, communication, innovation management, business processes, control systems and change management. The main challenge of Strategic Management is to identify and successfully implement appropriate measures at appropriate points in time, in order to ensure that in the future the capabilities and activities of the company will be well fitted to the characteristics and needs of the market in which it chooses to operate. Various theories and practical methods have been established to support this demanding management task.

This module is the continuation of the module Business Planning 1 (iBP1), and concludes the theoretical part on Strategic Management. Whereas the focus of iBP1 was on strategic analysis, this module will mainly deal with the basic concepts, methods and challenges with respect to the development, implementation and control of business area and corporate strategies. This includes an overview of typical strategic patterns on the level of the SBU and the corporation; the organizational, process and leadership aspects of strategy implementation; and the concept of change management.

The aim of this module is to introduce the students to the most important theories regarding strategy implementation and organizational development, and to develop their practical strategic skills and general "strategic mindset". The students will work on practical case studies from different industries and will thereby practice, internalize and critically reflect on the acquired theories.

Requirements	iBP1, iBP2
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Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - understand the concepts and methods of Strategic Management, with a focus on the development and the implementation and organizational aspects of strategy <p>Method: Students</p> <ul style="list-style-type: none"> - have a knowledge of situation-specific methods of strategy development and implementation, and are in a position to derive a well-founded and critical strategic analysis, as well as to conceive an appropriate implementation plan - develop a general ability and mindset to look at and reflect on businesses and organizations from a strategic perspective <p>Social: Students</p> <ul style="list-style-type: none"> - through a case-study-oriented approach develop subject, method and social competencies; leadership, team work, communication, project and conflict management are central <p>Self: Students</p> <ul style="list-style-type: none"> - develop commitment and personal resources management / self-management / time management
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iORD - Organizational Development - BWB3089

Content	<ul style="list-style-type: none"> - Strategic positioning on the SBA level: cost leadership, differentiation, focus, dual strategies, etc. - Strategy development methods - Key elements of an SBA strategy - Principles of a sustainable competitive strategy - Basic strategic concepts on the corporate level, e.g. core business, internationalization, vertical integration, diversification, synergies, M&A - Methods of strategic planning and steering - Strategy implementation - Organizational structures, management systems, and process organization from a strategic perspective - Corporate culture and leadership - Balanced Scorecard - Strategy control
Teaching and Learning method	<ul style="list-style-type: none"> - Lectures - Team project work (case study), team coaching
Literature	<p>Indispensable literature:</p> <ul style="list-style-type: none"> - Lecture notes provided at the beginning of the semester and additional handouts distributed via Moodle during the semester - Gerry Johnson, Richard Whittington, Kevan Scholes, Duncan Angwin, Patrick Regnér; Exploring Strategy: Text and Cases, 12th Edition, 2020, Pearson Publishing; ISBN-10: 1292282452 (required chapters will be specified during the semester)
Workload	90 hours
Contact lessons	28 lessons, and some additional coaching
Attendance requirement	<p>First lesson of the course</p> <p>At the first lesson, the lecturer may define additional mandatory lessons.</p>
Proof of competence	<p>Strategy document (case study) to be written during the semester: team project, weight 50%</p> <p>Written individual examination at end of semester (CW3 or 4), according to examination plan: 60 minutes, weight 50%</p>
Aids for written examination	<ul style="list-style-type: none"> - Print dictionary - Open Book - BFH calculator <p><i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i></p>
Continuative, in depth modules	Modules of the Major Management in Practice
Comment	In case the students will be participating in the International Tax Week during the autumn semester, lesson for that week may be rescheduled, changed or cancelled. Detailed information concerning the changes will be provided during the lessons.
Degree programme, semester	<p>BSc Business Administration, 2020-2021, 5 HS, VZ-IP, Bern</p> <p>BSc Business Administration, 2020-2021, 7 HS, BB-IP, Bern</p>

iPRO - Problem-solving and Decision-making - BWB2025

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	A - Advanced level course
Lecturer(s)	Noppeney Claus, Longaron Daniel
Module responsibility	Daniel Longaron & Claus Noppeney
Short description of the module	Students learn how to approach a complex decision problem. They gain an overview of a general decision-making procedure and learn how to apply it. Furthermore, the students get to know a portfolio of tools and techniques to be applied for effective and efficient problem solving and decision making. They are able to apply them when facing a specific decision problem in their (business) lives.
Requirements	Basics in academic work, writing and research
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - are able to apply a decision-making procedure correctly to a given practical decision problem. At each step of the procedure they are able to apply appropriate tools and techniques. - are able to deal with complex and complicated problem situations, to define, analyze and structure the problem, develop innovative and effective solution options, evaluate them based on relevant decision criteria and justify the final decision. <p>Methods: Students</p> <ul style="list-style-type: none"> - are able to search, find and choose the appropriate literature and sources for their problem analysis. - are able to write a scientific text with a clear structure that reflects the method in focus - are able to describe a problem situation, define the sub-problem to be solved and apply the tools and methods to solve it. - get to know various approaches and methodologies of problem-solving and decision-making. - are able to apply the general heuristic decision-making procedure to a chosen decision problem. - are able to apply appropriate tools and techniques at each step of the decision-making procedure. <p>Social: Students</p> <ul style="list-style-type: none"> - learn that the outcome of a group counts more than the sum of individual outcomes while working on their project. - learn how to work in a team effectively and efficiently, they organize the work on their project on their own; they plan their work, hold meetings, chair the meetings, write meeting minutes, etc. - learn to deal with other team members (with different background, nationality, etc.) and their opinions; they share the work on their project fairly. - learn how to master difficult situations in a team and deliver timely and result oriented. - find a consensus first within their own group and only then discuss with others. <p>Self: Students</p> <ul style="list-style-type: none"> - are able to manage their time appropriately in view of the presentation and project work at the end of the semester. - learn and work independently, question critically the information/statements given to them, recognize gaps in their knowledge and fill these gaps independently. - are able to reflect their chosen decisionmaking/problemsolving-case and draw conclusions for future cases.

iPRO - Problem-solving and Decision-making - BWB2025

Content	<ul style="list-style-type: none"> - Problemsolving tools and instruments - Identification, definition of a problem - Goals and Goal Systems - Problem analysis (problem causes, subproblems and problem structure) - Development of solution options - Evaluation of options (decision matrix, consequences, decision maxims) - Final decision - Reflection of problemsolving process
Teaching and Learning method	<p>Camcast Reading a textbook Seminars with active student teams contribution Peer feedback and peer learning Group work on a chosen case</p>
Literature	<p>Indispensable literature: Grünig, Rudolf and Kühn, Richard: Solving Complex Decision Problems: A Heuristic Process. Fourth Edition. Springer 2017, ISBN: 978-3-662-53813-5.</p>
Workload	90 hours
Contact lessons	Seminars according to semester schedule
Attendance requirement	Presence in scheduled seminar meetings and active contribution. The schedule will be available at the beginning of the semester.
Proof of competence	<p>Problem idea (individual assignment, CW 41): pass/not pass</p> <p>MC Test (CW 43, 35%)</p> <p>Group presentation on chosen case/problem solving (group work) in CW 51 according to a special schedule (65%)</p> <p>Important: Prerequisites of submission to group presentation: Problem Idea (individual assignment, CW 41): pass/not pass - Active preparation and contribution to three seminars (group work): pass/not pass;</p> <p>Pls note: if a compensation work is needed this must be graded as pass. Otherwise the module is failed.</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>
Continuative, in depth modules	-
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 5 HS, BB-IP, Bern BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern

iRES - Restructuring - BWB2055

ECTS	3
Study language	English
Module type	Elective module
Module level additive	A - Advanced level course
Lecturer(s)	Längin Thomas
Module responsibility	Thomas Längin
Short description of the module	<p>The course provides students with an in-depth overview of various business structures, their relation to strategy, and their change due to restructuring.</p> <p>It covers the most important structuring and restructuring events (establishment, expansion and restructuring of companies and groups of companies, change management, succession planning, management buyout, mergers & acquisitions, business valuation, joint ventures, business distress, and going public) as well as the pertinent economic and financial, legal and psychological issues.</p>
Requirements	Accounting, financial management, business planning, law.
Competencies upon completion	<p>Subject: Students gain a basic understanding of the most relevant business structures and their change in companies and groups of companies.</p> <p>Method: Students learn to analyze the problems related to structural change and to deal with conflicts of interest between various stakeholders such as owners, managers and other employees, creditors and government.</p> <p>Social: Students discuss problems in class, work in groups in class and react properly to the counter arguments of their fellow students.</p> <p>Self: Students adequately prepare themselves for work in class and actively participate in class.</p>
Content	Students learn how companies and groups of companies are structured and restructured. They get to know the reasons for change and the basic parameters, problems and stumbling blocks involved. They learn, which specialists can help to manage a restructuring project successfully.
Teaching and Learning method	<ul style="list-style-type: none"> - presentations by the lecturer; - discussion of case studies in class; and - self-study.
Literature	<p>Mandatory reading:</p> <ul style="list-style-type: none"> • Articles, case studies and presentations posted on Moodle; and • Kotter, John; Rathgeber, Holger: Our Iceberg Is Melting, Changing and Succeeding Under Any Conditions; 2017; ISBN 978-1-5098-3011-4
Workload	90 hours

iRES - Restructuring - BWB2055

Contact lessons	28 lessons
Attendance requirement	No
Proof of competence	Written exam at the end of the semester (CW3 or 4), duration 60 minutes, counts 100 %.
Aids for written examination	<ul style="list-style-type: none">- BFH-Calculator (TI-30 ECO RS)- summary: maximum 5 A4 sheets (5 sheets A4 with writing on both sides/pages or 10 sheets A4 with writing on one side/page)- printed dictionary (mother tongue - examination language) <p><i>For details to the aids allowed during written exams see "information on study and examination regulations" on Moodle.</i></p>
Continuative, in depth modules	M&A and related transactions
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 7 HS, BB-IP, Bern

iSEP - Society, Economy, Politics - BWB1036

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	B - Basic level course
Lecturer(s)	Zuber Anna Magdalena
Module responsibility	Dr. Anna Zuber (zba1)

Short description of the module

Students recognize and understand the interactions between society, the economy and politics in the past and present. They engage with social, economic and political processes and megatrends on a national and international level and discuss models, theories, concepts, terms and explanatory approaches as the basis for successful and responsible work in business and administration.

The module is divided into a theoretically oriented lecture phase and a group phase (colloquium), during which the students are able to focus on specific topics and practice methodical skills such as writing summaries and critically analyze academic sources.

Based on the theoretical concepts and content presented, the students will outline future scenarios that take into account long-term social, economic and/or political developments. Finally, the students will use these scenarios to elaborate problems relevant to the business context and explore these problems in a written group assignment according to academic criteria.

Requirements

-

Competencies upon completion

Subject: Students

- gain knowledge of fundamental social, economic and political developments, concepts and analyses. They are able to complement their specific professional knowledge with a broad background of key developments ("megatrends") in society, economics, and politics.

Method: Students

- engage with social processes on a national and international level and discuss models and explanatory approaches as the basis for successful and responsible work in business and administration.
- apply the knowledge acquired in the modules "Methods and Skills in Communication" and "Method and Skills in Scientific Studies" to applied situations.
- are able to reflect critically on complex academic papers. This includes summarizing the key messages as well as critically evaluating the methods and conclusions of an academic paper and contrasting it with additional literature.

Social: Students

- can perceive the need and possibilities for social action in a manner that is socially responsible and appropriate to the specific situation, and can act in a corresponding and adequate way.
- can communicate discursively and present their own positions through argumentation.

Self: Students

- can reflect critically on the social, economic and political environment, elaborate substantiated opinions and act in a socially responsible manner. They can make more competent decisions in their professional lives through consideration of the social environment.

Content

Social, economic and political "megatrends" for example:

- Economic transformations (digitalization, decentralization, globalization)
- Social changes (demography, diversity, health, changes in values)
- Political developments (freedom of movement, supranational organizations, civil society movements, terrorism)
- Ecology (climate change, waste management, energy, mobility)

iSEP - Society, Economy, Politics - BWB1036

Teaching and Learning method	Lecture phase, group phase (colloquium), guided self-study, independent self-study
Literature	Essential literature for the proof of competence: Script & PPT presentations during the lecture phase, scientific paper of the chosen colloquia
Workload	3 ETCS (90h)
Contact lessons	4 Introductory lectures, 3 colloquia per person, one closing lecture
Attendance requirement	5 lectures, 3 colloquia
Proof of competence	Individual presentation during colloquium (pass/fail) Group paper (100% of final grade)
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	-
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 3 HS, BB-IP, Bern

iST2 - Statistics 2 - BWB2031

ECTS	3
Study language	English
Module type	Elective module
Module level additive	A - Advanced level course
Lecturer(s)	Krebs Michel
Module responsibility	Michel Krebs (kem2), Matthias Schmidt (sim3)
Short description of the module	The world today is driven by data: whether it be data collection or data analysis. To better understand the possible futures of an economic decision, one needs to be able to not only collect useful and correct data, but organise it, present it and analyse it. Statistics is the mathematical study of data.
Requirements	iEA1, iEA2, iST1
Competencies upon completion	<p>Subject: Students - have knowledge of inductive statistics with elementary statistical test and regressions for the analysis of economic and social scientific questions.</p> <p>Method: Students - will be able to recognise situations where the appropriate statistical theory can be applied.</p> <p>Social: Students - will solve problems through use of varied techniques and methods, in particular with the available technology such as the TI-Nspire calculator.</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 as well as with colleagues.</p>
Content	<p>Inductive statistics</p> <ul style="list-style-type: none"> • Sampling • Estimating parameters • Testing Hypothesis • Modelling with regression
Teaching and Learning method	Regular lectures and exercise classes.
Literature	<p>Indispensable literature: - Statistics for Business, Decision Making and Analysis. Robert Stine and Dean Foster. Second Edition. Pearson New International Edition. ISBN: 978-1-29202-339-7</p>



iST2 - Statistics 2 - BWB2031

Workload 90 hours

Contact lessons 56 lessons

Attendance requirement Lecture in first week

Proof of competence Written exam of 90 minutes at the end of semester (CW3 or 4), 100%

Aids for written examination

- Private laptop with R and RStudio mit passender Software
- printed dictionary (mother tongue - examination language)
- Open book

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

Continuative, in depth modules -

Comment -

Degree programme, semester BSc Business Administration, 2020-2021, 5 HS, BB-IP, Bern

MANS - Management Science - BWW2034

ECTS	3
Study language	English
Module type	Elective module
Module level additive	A - Advanced level course
Lecturer(s)	Krebs Michel
Module responsibility	Geoffrey Ostrin (org1), Michel Krebs (kem2)
Short description of the module	Basic knowledge in the field of Management Science (Operations Research)
Requirements	Basic knowledge in mathematics and statistics
Competencies upon completion	<p>Subject: Students</p> <p>have to understand and apply basic concepts of operations research</p> <p>Methods: Students</p> <p>understand the formalism of MANS applied to simple questions of economic sciences; they understand the role model of MANS in the analysis of economic and social problems; they use logic and causality as constituent elements in reasoning and problem analysis</p> <p>Social: Students</p> <p>discuss and analyse problems in groups; they consider and rate various arguments in order to prove or refute them; their disputes are constructive and clearly separated from personal attitude</p> <p>Self: Students</p> <p>have to organize themselves while self reflecting their skills and weaknesses</p>
Content	The students learn the basic concepts of Management Science and are able to use this knowledge to solve applied problems out of economic sciences.
Teaching and Learning method	weekly online-meetings with MS Teams
Literature	Indispensable literature: - Introduction to Management Science, Frederick S. Hillier, Mark S. Hillier, McGraw-Hill International, ISBN 978-1-259-01067-5

MANS - Management Science - BWW2034

Workload 90 Hours

Contact lessons 28 lessons of 45 minutes

Proof of competence Written exam of 90 minutes at the end of the semester, official exam weeks; 100%

Aids for written examination

- MS-Excel on school computer
- Print dictionary
- BFH-Calculator
- Summary - Number of A4 pages: 2 (4 sheets/pages single-sided = 2 sheets/pages double-sided)

For details to the aids allowed during written exams see information on study and examination regulations on Moodle

Degree programme, semester

BSc Business Administration, 2020-2021, 7 HS, BB, Bern
 BSc Business Administration, 2020-2021, 5 HS, VZ-IP, Bern
 MSc Business Administration, 2020-2021, 3 HS, BB, Bern
 BSc Business Information Technology, 2020-2021, 7 HS, BB, Bern
 BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern
 BSc Business Information Technology, 2020-2021, 5 HS, BB, Bern
 BSc Business Administration, 2020-2021, 7 HS, BB-IP, Bern
 BSc Business Administration, 2020-2021, 5 HS, BB-IP, Bern
 MSc Business Administration, 2020-2021, 1 HS, BB, Bern
 BSc Business Information Technology, 2020-2021, 3 HS, VZ, Bern
 BSc Business Administration, 2020-2021, 3 HS, VZ, Bern
 BSc Business Administration, 2020-2021, 5 HS, VZ, Bern
 BSc Business Administration, 2020-2021, 5 HS, BB, Bern
 BSc Business Information Technology, 2020-2021, 5 HS, VZ, Bern

MBF1 - Security Analysis - BWB3024

ECTS	3
Study language	English
Module type	Elective module
Module level additive	S - Specialised level course
Lecturer(s)	Gimeno Raúl Diego
Module responsibility	Prof. Dr. Raul Gimeno (ger2)
Short description of the module	<p>Security analysis gives you a sound introduction to the different fixed income instruments and in structured products.</p> <p>You'll learn the pricing of these instruments and the methodology of how to analyse those instruments.</p>
Requirements	FMA1, FMA2
Competencies upon completion	<p>Subject: Students know</p> <ul style="list-style-type: none"> - the different fixed income instruments - how to price fixed income instruments - how to assess risk for fixed income instruments - how to interpret the yield curve and how to use it for pricing purposes - the different structured products and their advantages - how to analyse and price structured products <p>Method: Students</p> <ul style="list-style-type: none"> - will be able to analyse and price a wide range of fixed income instruments or structured products <p>Social: Students</p> <ul style="list-style-type: none"> - apply your personal and individual resources in teams - analyze and discuss problems, in teams, 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 your studies and in your profession
Content	<p>First Part: Fixed Income Analysis</p> <ul style="list-style-type: none"> - Bond pricing - Measuring yield - The yield term structure - Convertibles bonds <p>Second Part: Futures and Structured Products Analysis</p> <ul style="list-style-type: none"> - Futures and Mini-Futures - Capital protection products

MBF1 - Security Analysis - BWB3024

Teaching and Learning method	<ul style="list-style-type: none">- guided self-study with multiple choice questions and videos- contact lessons and external referees- A combination of guided self-study, contact lessons, external referees and multiple choice exercises will ensure an optimal learning mix.
Literature	<p>Recommended literature:</p> <ul style="list-style-type: none">- Fixed Income: Bond Markets, Analysis, and Strategies, Frank Fabozzi, Pearson, eight Edition, ISBN: 0-273-76613-1- Structured Products : Structured products in Wealth Management, Tolle, Hutter, Rütthemann, Wiley Finance 2008, ISBN: 978-0470-82330-9 <p>in German: Die Welt der strukturierten Produkte, Meier und Sandmeier, Verlag Finanz&Wirtschaft 2012</p>
Workload	90 hours
Contact lessons	14x2 lessons Class of week 48 will be rescheduled
Attendance requirement	-
Proof of competence	Digital examination on Moodle, end of semester (CW3 or 4) Weight: 100% Duration: 90 minutes Laptop: bring you own device Possibility to earn up to 10 points for the exam by doing some specific Moodle quizzes during the semester!
Aids for written examination	<ul style="list-style-type: none">- BFH calculator or another pocket calculator according to the written examination regulations- Print dictionary- A formulary will be provided at the examination date <p><i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i></p>
Continuative, in depth modules	MBF3
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 5 HS, VZ, Bern BSc Business Administration, 2020-2021, 7 HS, BB, Bern

MBF2 - Derivatives - BWB3025

ECTS	3
Study language	English
Module type	Elective module
Module level additive	S - Specialised level course
Lecturer(s)	Rascón Alberto
Module responsibility	Alberto Rascon (rca2)
Short description of the module	Pricing and strategies of financial derivatives: SWAPs, Options and other Derivatives.
Requirements	Financial Management II, Statistics I, II, Maths, Excel, English
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - will be able to price financial instruments such as options and SWAPs - will be able to create/use models in Excel to price derivatives - will understand the basic institutional framework of the principal derivatives markets <p>Method: Students</p> <ul style="list-style-type: none"> - will increase the use of Excel to price financial assets - will be able to how to approach a derivate instrument - will work out strategies to hedge financial risks <p>Social: Students</p> <ul style="list-style-type: none"> - will be able to identify common misconceptions about financial derivatives - will foster their team competences - will be able to analyze and discuss problems, in teams, by considering, evaluating, substantiating and refuting variety of different arguments - will foster their critical competences - will be able to provide creative and innovative solutions in finance <p>Self: Students</p> <ul style="list-style-type: none"> - will learn to better exploit one of the most common IT tools (Excel) - will learn and work independently, recognize gaps in their knowledge and fill these gaps independently - will learn to critically reflect work and thought processes and develop possible courses of action - will learn to structure and give effective solutions to complex problems - will learn to abstract a concrete situation to a mathematical model
Content	The class will be concentrated in Options and SWAPs, therefore special attention will be put in the use of Excel and to the understanding of interest rates and institutional framework.
Teaching and Learning method	<ul style="list-style-type: none"> - lectures - homework - class exercises

MBF2 - Derivatives - BWB3025

Literature	<p>Indispensable literature: Hull, John C, "Options, Futures and Other Derivatives", 9th Edition, Global Edition (5. September 2017), Prentice Hall International; ISBN-Nr.: 978-0273759072</p> <p>Recommended literature: Hull, John C, "Fundamentals of Futures and Options Markets" 7th Edition, Upper Saddle River, NJ: Prentice Hall; 2010, ISBN-Nr.: 978-0-13-610322-6</p>
Workload	90 hours
Contact lessons	14x2 lessons
Attendance requirement	No compulsory attendance.
Proof of competence	<p>100% of the grade will be in a 90 minutes exam in the exam session (CW 4 or 5). The professor keeps the right to award points to specific homework or written work during the semester.</p> <p>The EXAM will be in a LAPTOP provided by school.</p>
Aids for written examination	<ul style="list-style-type: none">- Computer provided by the school (according to study and examination regulations)- Print dictionary (mother tongue - examination language)- Summary - Number of A4 sheets/pages: 1 (1 sheet/page double-sided / 2 sheets/pages single-sided)- BFH calculator <p><i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i></p>
Continuative, in depth modules	-
Comment	-
Degree programme, semester	BSc Business Administration, 2020-2021, 5 HS, VZ, Bern BSc Business Administration, 2020-2021, 7 HS, BB, Bern

NGTS - Negotiations - BWB2082

ECTS	3
Study language	English
Module type	Elective module
Module level additive	A - Advanced level course
Lecturer(s)	Rascón Alberto
Module responsibility	Prof. Alberto Rascon (rca2)
Short description of the module	Negotiations are as important in everyday life as in business life. Nevertheless, only few people have had a chance to formally learn how to negotiate. This module introduces students to the art of negotiations. The module is based on the famous book "Getting to Yes" by Fisher and Ury (Harvard Negotiation Project) and other sources such as the e-learning modules given by George Siedel and Barry Nalebuff on Coursera.
Requirements	-
Competencies upon completion	<p>Subject: Students will get acquainted with and learn how to apply the principles leading to successful negotiation results.</p> <p>Method: Students follow the lecture and read literature on the subject, they discuss negotiation situations in class and train their negotiation skills based on real life situations.</p> <p>Social: Students participate actively in classroom discussions and apply their knowledge in group work in class. They learn how to cope with difficult interpersonal situations which may arise in negotiation situations.</p> <p>Self: Students prepare independently for class and improve their faculty to express themselves orally and in writing.</p>
Content	The module will introduce students to negotiations. We will discuss the topics mentioned above and negotiation situations arising in real life, partly based on experiences made by the lecturer in deal making negotiations and in dispute resolution cases. We will read pertinent literature (see below) and use videos from MOOCs (Massive Open Online Courses) offered by Coursera and other sources. Students get an opportunity to negotiate in class and when preparing for and taking the second part of the exam.
Teaching and Learning method	<ul style="list-style-type: none"> • Presentations by the lecturer • Discussions of cases and individual work on examples in class • Negotiation workshops in class • Self study • Short tests
Literature	<p>Indispensable literature:</p> <p>- Getting to Yes: Negotiating an Agreement Without Giving In, by Roger Fisher and William Ury, Random House Business, New Edition 2012</p> <p>- Never Split the Difference: Negotiating As If Your Life Depended On It by Chris Voss, Tahl Raz, Harper Business; 1 edition (May 17, 2016)</p> <p>- Videos, articles and cases posted on Moodle</p>

NGTS - Negotiations - BWB2082

Workload	90 hours
Contact lessons	14 x 2 lessons
Attendance requirement	85% of attendance is compulsory (12 out of 14 double lessons). Additional absences will only be excused in case of important reasons (such as illness etc.; unavoidable work obligations are excused once during the semester at most).
Proof of competence	50%: Short tests in class. 50%: Negotiation in groups of two in class.
Aids for written examination	In general closed book, open book if so instructed by the lecturer. Dictionary permitted, BFH-Calculator (according to study and examination regulations) only upon specific instruction by the lecturer. <i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i>
Continuative, in depth modules	-
Comment	Class is limited to 18 participants.
Degree programme, semester	BSc Business Administration, 2020-2021, 3 HS, VZ, Bern BSc Business Administration, 2020-2021, 7 HS, BB, Bern BSc Business Administration, 2020-2021, 5 HS, VZ, Bern MSc Business Administration, 2020-2021, 3 HS, BB, Bern BSc Business Information Technology, 2020-2021, 5 HS, VZ, Bern BSc Business Information Technology, 2020-2021, 5 HS, BB, Bern BSc Business Administration, 2020-2021, 7 HS, BB-IP, Bern MSc Business Administration, 2020-2021, 1 HS, BB, Bern BSc Business Information Technology, 2020-2021, 7 HS, BB, Bern BSc Business Administration, 2020-2021, 5 HS, BB-IP, Bern BSc Business Administration, 2020-2021, 5 HS, VZ-IP, Bern BSc Business Administration, 2020-2021, 5 HS, BB, Bern BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern BSc Business Information Technology, 2020-2021, 3 HS, VZ, Bern

NUSU - Nudging for Sustainability - BWB2099

ECTS	3
Study language	English
Module type	Elective module
Module level additive	A - Advanced level course
Lecturer(s)	Harder Deane
Module responsibility	Deane Harder

Short description of the module	<p>Sustainability is a mega-trend. Rationally, it makes sense and a lot of people support the idea. Unfortunately, a sustainable development requires that many people change routine behaviours. This kind of change is notorious for being difficult. From an economic point of view, the question is how to facilitate change with smarter interventions rather than stronger ones. Nudging is a concept in behavioural economics which proposes positive reinforcement and indirect suggestions to achieve non-forced compliance to influence the motives, incentives and decision making of groups and individuals. The claim is that nudges are at least as effective, if not more effective, than direct instruction, legislation, or enforcement. This concept is so influential and convincing that Richard Thaler, one of the proponents of nudging, was awarded the Noble Prize in Economics in 2017. This elective addresses the theory and practice of nudging for sustainability.</p> <p>Upon successful completion of this module, students should be able to:</p> <ol style="list-style-type: none"> 1. Describe the key challenges associated with the development and roll-out of choice architectures when it comes to making decisions regarding sustainability. 2. Explain the relevant biases and heuristics that can be used to design choice architectures. 3. Evaluate the risks and benefits associated with different choice architectures and their ethical implications.
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Requirements	-
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Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - apply their knowledge of nudging to recognise and assess choice architectures and other forms of low-end innovations. - make use of case studies to link existing knowledge with new insights regarding choice architectures and sustainability. - develop the ability to design choice architectures and consider their ethical implications. <p>Method: Students</p> <ul style="list-style-type: none"> - focus on student applied learning. The emphasis will be on student responsibility for learning through active application of course content in various forms of learning. - prepare and test nudging methods in various contexts. - integrate knowledge they have gained from other business core modules and apply their accumulated knowledge. <p>Social: Students</p> <ul style="list-style-type: none"> - understand the influences and effects of mental models, habits and preferences on decision-making. - get to know the unpredictability of outcomes when applying behavioural theory to real-world situations, emphasising the need for testing in social contexts. - are able to switch between different perspectives to make use of individual traits to influence the outcome of decision-making processes. - recognise difficult situations, develop an understanding for viable solutions and the interests of stakeholders, and drive them in a business context. <p>Self: Students</p> <ul style="list-style-type: none"> - further develop their awareness of their own mental models of management and teamwork to better equip themselves to function in global business situations flexibly. - learn practical information and tools for their future business careers. - develop critical thinking ability, problem-solving skills and ethical reflection through experiential learning activities, simulations, and case studies.
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NUSU - Nudging for Sustainability - BWB2099

Content	<ul style="list-style-type: none">- Definition and examples of sustainable development- Theory and examples of nudging- System 1 and system 2- Humans and Econs- Biases and heuristics- Choice architectures and ethics- Nudging and sustainability <p>Classroom discussion will focus on the topics above, expanded by aspects from other modules with links to sustainability, low-end innovations or behavioural economics.</p>
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Teaching and Learning method	<ul style="list-style-type: none">- case studies- simulations- group work- quasi-experiments- plenary discussions- self-study
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Literature	<ul style="list-style-type: none">- Thaler & Sunstein. Nudge.- Ariely. Predictably irrational. <p>Additional literature will be supplied by lecturers.</p>
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Workload	90 h
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Contact lessons	7 sessions at 4 h each.
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Attendance requirement	Last session are group presentations with obligatory attendance.
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Proof of competence	Group presentation at the end of the module, including a case study or quasi-experiment on selected topics: 100%.
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Aids for written examination	- <i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i>
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Continuative, in depth modules	-
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Comment	-
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NUSU - Nudging for Sustainability - BWB2099

Degree programme, semester	
	BSc Business Administration, 2020-2021, 7 HS, BB, Bern
	BSc Business Information Technology, 2020-2021, 5 HS, BB, Bern
	BSc Business Administration, 2020-2021, 5 HS, VZ, Bern
	MSc Business Administration, 2020-2021, 1 HS, BB, Bern
	MSc Business Administration, 2020-2021, 3 HS, BB, Bern
	BSc Business Administration, 2020-2021, 7 HS, BB-IP, Bern
	BSc Business Information Technology, 2020-2021, 5 HS, VZ, Bern
	BSc Business Information Technology, 2020-2021, 3 HS, VZ, Bern
	BSc Business Information Technology, 2020-2021, 7 HS, BB, Bern
	BSc Business Administration, 2020-2021, 5 HS, BB, Bern
	BSc Business Administration, 2020-2021, 5 HS, VZ-IP, Bern
	BSc Business Administration, 2020-2021, 3 HS, VZ-IP, Bern
	BSc Business Administration, 2020-2021, 3 HS, VZ, Bern
	BSc Business Administration, 2020-2021, 5 HS, BB-IP, Bern
