

ACWE - Academic Writing in English - BWB2036

ECTS	3
Study language	English
Module type	Optional module (countable)
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Faminoff Mangold Valerie
Module responsibility	Valerie Faminoff (fov1)

Short description of the module 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.

Requirements This optional module is targeted at and designed for students with a minimum C1 level.
There are only a limited number of places available.

Competencies upon completion

Subject: Students

- 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

Method: Students

- 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

Social: Students

- can give and receive feedback in an appropriate manner
- can participate in the discourse community of English-language study programmes

Self: Students

- can manage the temporal and intellectual demands of an academic writing project
- can apply their own critical reflection and that of others towards improving their English-language competence
- can perform confidently and successfully in English-language academic context

Content The course has been designed with two specific aims in mind:

- 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 % Letter of Application - 10 % Written Project - 80 %
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, 2019-2020, 8 FS, BB, Bern BSc Business Information Technology, 2019-2020, 4 FS, VZ, Bern MSc Business Administration, 2019-2020, 2 FS, BB, Bern BSc Business Information Technology, 2019-2020, 8 FS, BB, Bern BSc Business Information Technology, 2019-2020, 4 FS, BB, Bern BSc Business Administration, 2019-2020, 4 FS, VZ, Bern BSc Business Administration, 2019-2020, 4 FS, BB, Bern BSc Business Information Technology, 2019-2020, 6 FS, BB, Bern MSc Business Administration, 2019-2020, 4 FS, BB, Bern BSc Business Information Technology, 2019-2020, 6 FS, VZ, Bern BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern BSc Business Administration, 2019-2020, 6 FS, VZ, Bern BSc Business Administration, 2019-2020, 4 FS, BB-IP, Bern BSc Business Administration, 2019-2020, 6 FS, BB, Bern BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern

BEN2 - Business English 2 - BWB1031

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	B - Basic level course
Lecturer(s)	Al-Azm Ivan, Bennie Ross, Faminoff Mangold Valerie, Foord Daniel
Module responsibility	Al-Azm Ivan Bennie Ross Faminoff Mangold Valerie Foord Daniel
Short description of the module	<p>The development of business vocabulary and reading comprehension skills will be continued in this module. In addition, students will develop their skills not only by reading and discussing business-related topics, but also by practising business writing.</p> <p>Module elements:</p> <ul style="list-style-type: none"> - Reading comprehension - Business writing - Extension of business vocabulary - Case studies and other discussions
Requirements	Completion of BEN1
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - use English vocabulary at the C1 level. - can read, comprehend, and discuss authentic, real-world business texts related to the core subjects. - use specific business English vocabulary correctly. <p>Method: Students</p> <ul style="list-style-type: none"> - write effective correspondence, showing competence in appropriate formality, genre, and standard phrases. - create a language learning portfolio suited to individual needs. - discover ways of learning vocabulary and English creatively and independently. <p>Social: Students</p> <ul style="list-style-type: none"> - can work as reliable team members by providing input on individual research done out of class. - can provide or request support from peers in language learning, academic and content issues. - can supplement course input by providing examples from personal experience. - can defend opinions on business topics. <p>Self: Students</p> <ul style="list-style-type: none"> - can critically assess business ideas or theories. - are open to new ideas. - reflect on learning and take increased responsibility for their English language development.

BEN2 - Business English 2 - BWB1031

Content

read, discuss and understand complex business articles in the topic areas of:

- Logistics
- Company Finance, Boom & Bust
- Global Economy & Intercultural Issues

use business English vocabulary at a C1 level

write clear, well-developed, formal connected prose (business writing such as e-mails)

Students will work individually and in groups, to write, solve problems, discuss articles and case studies and share information.

Teaching and Learning method

- Scripts will be provided by the lecturer. These consist of input and current reading texts on the topic areas.
- Students will work individually and in groups, to write, solve problems, discuss articles and case studies and share information.

Literature

same as BEN1, so no new books necessary for this module

Indispensable literature:

print *and* ebook version for Android & iOS tablet users: Mascull B. (2017) Business Vocabulary in Use Advanced (with answers & enhanced ebook, including audio) Cambridge University Press (third edition), ISBN-10: 1316628221 / ISBN-13: 978-1316628225

OR

print only version: Mascull B. (2017) Business Vocabulary in Use Advanced (with answers) Cambridge University Press (third edition), ISBN-10: 131662823X / ISBN-13: 978-1316628232

Recommended literature:

McCarthy P., McCarten J., Clark D., Clark R. (2010) Grammar for Business (with audio CD) Cambridge University Press, ISBN-10: 0521727200 / ISBN-13: 978-0521727204

Note: we will not use the grammar book in class

Workload

90 hours

Contact lessons

28 lessons

Attendance requirement

There is **no attendance policy in this class**, though it's recommended that students attend at least 50% of the lessons in order to be allowed to be well prepared for the module assessments.

Students are advised to attend specific course-input classes recommended by the lecturer at the start of the semester.

Also note the course includes certain obligatory elements:

- 2 vocabulary tests during class time
- mid-semester test during the block week (to compensate for attendance of 2 x 45-minute lessons during the block week, 2 x 45-minute regular classes later in the semester drop out of the normal weekly schedule)

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

Attendance is mandatory during the block week and for the vocabulary tests.

BEN2 - Business English 2 - BWB1031

Proof of competence

- Vocab. tests 20% (during the semester)
- Mid-semester 20% (**during the block week**)
- Final written exam, 90 minutes 60% (during the normal exam period, CW 26 or 27)

Aids for written examination

closed book for all assessment, no dictionary, no calculator

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

Continuative, in depth modules

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Comment

REPETITION OF THE MODULE

The following rules apply to students who repeat the module:

1. Repeat students have to repeat the final exam.
2. Repeat students have the option to transfer any previous vocabulary test grade(s). Once a student has chosen to repeat the vocabulary test(s), they may not reverse this choice. The new grade supersedes the previous grade, even if it's lower.
3. Repeat students have the option to transfer the previous mid-semester writing grade. Once a student has chosen to repeat the mid-semester writing test, he/she may not reverse this choice. The new grade supersedes the previous grade, even if it's lower.

BLOCK WEEK: students will have lessons in the block week which will be compensated in the semester (see course timetable per lecturer)

Degree programme, semester

BSc Business Administration, 2019-2020, 2 FS, BB, Bern
BSc Business Administration, 2019-2020, 2 FS, VZ, Bern

BTHE - Bachelor-Thesis IP - BWB3063

ECTS	12
Study language	English
Module type	Compulsory module
Study form	Project work
Module level additive	S - Specialised level course
Lecturer(s)	Anderegg Urs
Module responsibility	Dr. Urs Anderegg (agu1)
Short description of the module	Candidates are required to compile a written dissertation (Bachelor thesis) to provide proof of the academic and methodical skills they have acquired at Bachelor level.
Requirements	Attendance in an area of specialization (Major); attendance at the kickoff event in week 38
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - may write the Bachelor thesis (diploma thesis) alone or as a pair. - must be able to deal with a problem in an appropriate academic and methodological manner. - must be able to understand and critically assess business administration theories and models. - must be able to understand theoretical and empirical contributions to business administration-related topics, outline their limitations and possibilities and present their findings in a comprehensible way in written form <p>Method: Students</p> <ul style="list-style-type: none"> - must be able to analyse a problem appropriately from the academic/methodological point of view, select (a) suitable method(s) and apply it/these. - must be able to express the problem, the procedures they use and the results they obtain correctly. They will also be required to defend the conclusions of their Bachelor thesis in an oral presentation and provide well-founded responses to questions. - must be able to conduct literature research on the selected topic independently and be able, where necessary, to compile their own data and evaluate this in an academically appropriate manner <p>Social: Students</p> <ul style="list-style-type: none"> - must be able to prepare the thesis, if appropriate, as part of a team, taking into account the requirements of the various interest groups (co-author, supervisor, sponsor). <p>Self: Students</p> <ul style="list-style-type: none"> - must be able to plan and complete the written thesis on time, taking into account their various study and internship obligations and the time available.
Content	<p>Students are to independently work on a personally selected or given topic. They must formulate the problem and situation in a comprehensible manner, conduct an in-depth analysis of the case and derive recommendations from this. In the course of the above, they must demonstrate their ability to use the knowledge acquired during their studies and to independently acquire further, more specialised knowledge. The Bachelor thesis must be correct in terms of comprehensibility, style, form and orthography.</p>

BTHE - Bachelor-Thesis IP - BWB3063

Teaching and Learning method	Students must be able to restrict a topic from the field of business administration to its relevant aspects and contribute new theoretical, empirical or practice-relevant input. The Bachelor thesis affords the opportunity to deal at length with a freely selected or sponsor-specified (internal/external) topic, using the professional knowledge acquired, over a period of two semesters.
Literature	-
Workload	360 hours
Contact lessons	10 hours
Attendance requirement	Kickoff event in english: 18 September 2019, 16:15 - 17:45, H055. Kickoff event in german: PowerPoint in english available: 20 September 2019, 18:00-20:30, H041
Proof of competence	Written work: 75 % Oral presentation: 25 % (max 30 min, shared thesis max. 50 min) Details can be found on Moodle in the module Bachelor Thesis, Document, Bachelor Thesis in Business Administration Guidelines Written work: Submission of the Thesis via moodle, by 12 Mai 2020 , 12:00 Oral presentation: June 2020: Thursday 11 June 2020 / Friday 12 June 2020 / Monday 15 June 2020 / Tuesday 16 June 2020
Continuative, in depth modules	-
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern

CCCD - Cross-Cultural Competency Development - BWB2003

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
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 (during seminar sessions); • 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, especially the first lecture, as well as the seminar sessions as certain video cases as well as discussions cannot be replaced with individual self-study.

Lectures take place in calendar weeks 8, 10, 12, 14, 18, 20 & 22; seminar sessions in calendar weeks 9, 11, 13, 17, 19, 21 & 23.

Proof of competence

1. Online quiz: Exact week and time to be communicated via Moodle at the beginning of the semester.
10% of overall grade

2. Mid-term quiz: Calendar Week 18 (exact date and time to be communicated at the beginning of semester).
40% of overall grade; 45 minutes long

3. Reflective learning report: pair work, 50% of overall grade; min. 2000 words, max. 3000 words; submission **deadline: Friday 12 June 2020 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, 2019-2020, 4 FS, BB, Bern

CCCD - Cross-Cultural Competency Development - BWB2003

COBE - Certificate of Business English Higher - BWB2105

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

COBE - Certificate of Business English Higher - BWB2105

Content

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

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

Indispensable literature

Wood, I. (2012) *PASS Cambridge BEC Higher Students Book* (2nd Ed.). Boston: Cengage Learning, Inc.. ISBN 978-1-133-31322-9

and

Cambridge ESOL (2012). *Cambridge English Business 5 Higher Students Book with Answers*, Cambridge: Cambridge University Press. ISBN 978-1-107-61087-3

or

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

Recommended literature:

Wood, I. (2012). *PASS Cambridge BEC Higher: Workbook* (2nd Ed.). Boston: Cengage Learning, Inc. ISBN 9781133316572

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.

COBE - Certificate of Business English Higher - BWB2105

Proof of competence

To receive the 3ECTS for this module you must fulfill the following:

1. enroll in this module
2. register for the C1 Business Higher exam
3. take the C1 Business Higher exam
4. receive a minimum grade of C in the English C1 Business Higher or any grade demonstrating ability at Level C1 or higher.

If you fulfill the above criteria, your grade will be entered as PASS and you will receive the 3 ECTS.

Any performance below Level C1 will not be accepted. If your performance is below C1 but falls within level B2, you will receive a Cambridge English certificate stating demonstrated ability at Level B2. This certificate is not accepted as proof of competence because it demonstrates ability at Level B2 and not at C1.

In this case, you have not fulfilled the criteria. Your grade for this module will be entered as FAIL and you will not receive any ECTS points. You have the chance to sit the exam again but you will need to register and pay the exam fees. If you pass the 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.

Continuative, in depth modules

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Comment

Exam costs: Approximately CHF400 and must be covered by the student.

Students must register for the exam independently. Your lecturer will provide you with the necessary information of how to register.

Exam dates for 2020 are May and June.

Your lecturer will receive copy of your C1 Business Higher exam results.

Degree programme, semester

BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern
 MSc Business Administration, 2019-2020, 4 FS, BB, Bern
 MSc Business Administration, 2019-2020, 2 FS, BB, Bern
 BSc Business Information Technology, 2019-2020, 6 FS, BB, Bern
 BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern
 BSc Business Administration, 2019-2020, 4 FS, BB-IP, Bern
 BSc Business Information Technology, 2019-2020, 4 FS, BB, Bern
 BSc Business Information Technology, 2019-2020, 8 FS, BB, Bern
 BSc Business Administration, 2019-2020, 4 FS, BB, Bern
 BSc Business Administration, 2019-2020, 4 FS, VZ, Bern
 BSc Business Information Technology, 2019-2020, 4 FS, VZ, Bern
 BSc Business Administration, 2019-2020, 8 FS, BB, Bern
 BSc Business Information Technology, 2019-2020, 6 FS, VZ, Bern
 BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern
 BSc Business Administration, 2019-2020, 6 FS, VZ, Bern
 BSc Business Administration, 2019-2020, 6 FS, BB, Bern

DIGG - Digitale Transformation in Gesellschaft und Politik - BWB2078

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlmodul (anrechenbar)
Lehrform	Gruppenunterricht
Modulniveau Zusatz	A - Advanced level course
Dozierende	Dungga Winterleitner Angelina, Fankhauser Lukas
Modulverantwortung	Angelina Dungga Winterleitner, Lukas Fankhauser
Kurzbeschreibung des Moduls	<p>Digitale Transformation ist eine alltägliche Erfahrung in unserem Leben und eine Herausforderung für Unternehmen und Verwaltungen. Unsere Bücher sind e-books, unsere Freunde sind in einer Timeline aufgeführt und unsere Sicht auf die Welt ist von den Resultaten einer Suchmaschine geprägt. Angesichts dieser Veränderungen sind viele Projekte aus der Sicht von Business und Technik nur ungenügend beschrieben. Es gilt die Stakeholder auch in Bezug auf gesellschaftliche und politische Relevanz von Technologieprojekten zu adressieren. In diesem Modul werden dazu Grundkonzepte und Terminologie aus anderen Wissenschaftsdisziplinen mit Bezug auf Fragen der digitalen Transformation vermittelt und in der eigenen Reflektion über den gesellschaftlichen Impact und politische Handlungsmöglichkeiten eingeübt.</p>
Eingangskompetenz	fortgeschrittenes Studium BBA oder BWI
Kompetenz	<p>Fachkompetenzen: Die Studierenden kennen einige der aktuellen Positionen zu gesellschaftlichen und politischen Herausforderungen im Zusammenhang mit der digitalen Transformation von Wirtschaft und Gesellschaft. Die Studierenden kennen die Akteure und politischen Prozesse zur Regulierung in diesen Themenfeldern.</p> <p>Methodenkompetenzen: Die Studierenden haben ein Grundverständnis der unterschiedlichen disziplinären Ansätze (Ökonomie, Recht, Soziologie, Technikfolgenabschätzung, ...), um diese Veränderungen zu beschreiben und zu analysieren.</p> <p>Selbstkompetenzen: Die Studierenden können die Begrifflichkeiten anwenden, um für eigene Vorhaben gesellschaftlichen Impact und politische Handlungsfelder zu benennen und Begleitmassnahmen zu begründen.</p>
Inhalt	<ul style="list-style-type: none">- Von welchen gesellschaftlichen und technischen Entwicklungen sprechen wir bei der digitalen Transformation? Was sind die grossen Chancen und Risiken? Welche Infrastruktur braucht es dafür?- Wie verhält sich der Staat im Hinblick auf neue technologische Entwicklungen? Wie können Chancen gefördert und negative Entwicklungen minimiert werden? Wie kann der Staat auf die Macht grosser Internet-Konzerne reagieren?- Welche Infrastrukturen braucht es für die digitale Wirtschaft und Gesellschaft? Wie kommen die politischen Entscheidungen dazu zu Stande? Wie können auf transnationaler Ebene Regelungen beschlossen werden?- Wie kann der Schutz der Daten und der Persönlichkeit geregelt und umgesetzt werden?- Welche Rolle spielen digitale Identitäten in diesem Kontext?- Wie garantiert der Staat unter diesen Voraussetzungen Sicherheit und Schutz der Privatsphäre der Bürger?
Lehr- und Lernmethode	Vorlesung, Übungen in Gruppen, Vorträge durch Studierende
Fachliteratur	Wird während dem Semester abgegeben

DIGG - Digitale Transformation in Gesellschaft und Politik - BWB2078

Workload	90 Stunden
Kontaktstudium	13 mal 2 Lektionen
Präsenzpflicht	-
Kompetenznachweis	Schriftliche Prüfung (Dauer: 60 Minuten), Gewichtung: 100%, Zeitpunkt: offizielle Prüfungswochen (KW26 oder 27)
Hilfsmittel bei schriftlicher Prüfung	<ul style="list-style-type: none"> - Open Book - BFH-Taschenrechner (TI-30 ECO RS) - Gedrucktes Wörterbuch (Muttersprache - Sprache Kompetenznachweis) <p><i>Für Details zu den Hilfsmitteln siehe aktuelle "Weisung zu den Kompetenznachweisen" auf Moodle.</i></p>
Weiterführende, vertiefende Module	-
Bemerkung	-
Studiengang, Semester	<p>BSc Wirtschaftsinformatik, 2019-2020, 6 FS, BB, Bern BSc Betriebsökonomie, 2019-2020, 4 FS, VZ, Bern BSc Betriebsökonomie, 2019-2020, 4 FS, BB-IP, Bern BSc Betriebsökonomie, 2019-2020, 4 FS, BB, Bern BSc Wirtschaftsinformatik, 2019-2020, 8 FS, BB, Bern MSc Business Administration, 2019-2020, 4 FS, BB, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern BSc Wirtschaftsinformatik, 2019-2020, 4 FS, BB, Bern BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, BB-IP, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, BB, Bern BSc Wirtschaftsinformatik, 2019-2020, 4 FS, VZ, Bern MSc Business Administration, 2019-2020, 2 FS, BB, Bern BSc Wirtschaftsinformatik, 2019-2020, 6 FS, VZ, Bern BSc Betriebsökonomie, 2019-2020, 4 FS, VZ-IP, Bern</p>

ECSSO - Economy & Society - BWB2103

ECTS	3
Study language	English
Module type	Optional module (countable)
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Zuber Anna Magdalena
Module responsibility	Anna Zuber (zba1)

Short description of the module This module critically discusses different theories, ideas and approaches on how to organize our economic system. Capitalism has repeatedly been blamed for being socially and ecologically destructive but the values and arguments underlying this economic system are still highly influential until today. In ST 2020 we will critically explore the argumentation used to justify capitalism and contrast it with alternative views. The focus lies on Milton Friedman's best-selling publication "Capitalism and Freedom", a radical defense of political and economic freedom.

Requirements Interest in political and economic liberalism, open-mindedness towards different ideas and world views, willingness to engage in an undogmatic and fair argumentative discourse.

Competencies upon completion

Subject: Students

- get to know the main ideas and arguments underlying a capitalist economic system.
- can critically evaluate these ideas and outline the most important social and political implications.
- get to know alternative ideas, their strengths and weaknesses.

Method: Students

- are trained in coherent normative reasoning.
- are able to understand and reproduce complex argumentation.
- improve their analytical problem-solving competency.

Social: Students

- learn to play fair in a controversial and possibly heated debate.
- can accept disagreement with regard to important social, political or economic issues.
- get empowered to make qualified contributions on how to improve our economic system.

Self: Students

- are able to critically reflect and refine their own values and normative judgments.
- can accept and endure conflicting feelings in the absence of ready-made solutions.
- develop their own ideas on how to improve the economic system.

Content

7 chapters of Friedmans "Capitalism and Freedom":

- I The Relation between Economic Freedom and Political Freedom
- II The Role of Government in a Free Society
- VI The Role of Government in Education
- VII Capitalism and Discrimination
- X The Distribution of Income
- XI Social Welfare Measures
- XII Alleviation of Poverty

Each chapter will be contrasted with a different perspective (list of authors tba).

ECSSO - Economy & Society - BWB2103

Teaching and Learning method	Colloquium style reading class with aktive presentation and participation of students.
Literature	<p>Indispensable literature: Milton Friedman (2002). Capitalism and Freedom. The University of Chicago Press (electronic copy available on Moodle) Further literature will be announced in class.</p>
Workload	90 hours
Contact lessons	16 lessons/8 meetings (2 introductory meetings, 6 colloquia)
Attendance requirement	Minimum 6 out of 8 meetings
Proof of competence	<p>A) Presentation of a book chapter 40% B) Critical reply to a book chapter 20% C) Individual reflection on the topic of the module (essay) 40%</p>
Continuative, in depth modules	-
Comment	-
Degree programme, semester	<p>BSc Business Information Technology, 2019-2020, 4 FS, VZ, Bern BSc Business Administration, 2019-2020, 4 FS, VZ, Bern BSc Business Information Technology, 2019-2020, 8 FS, BB, Bern BSc Business Administration, 2019-2020, 6 FS, VZ, Bern BSc Business Information Technology, 2019-2020, 6 FS, VZ, Bern BSc Business Administration, 2019-2020, 4 FS, BB-IP, Bern BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern BSc Business Administration, 2019-2020, 4 FS, BB, Bern BSc Business Administration, 2019-2020, 8 FS, BB, Bern BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern BSc Business Information Technology, 2019-2020, 6 FS, BB, Bern BSc Business Administration, 2019-2020, 6 FS, BB, Bern BSc Business Information Technology, 2019-2020, 4 FS, BB, Bern MSc Business Administration, 2019-2020, 4 FS, BB, Bern</p>

FRA2 - Français des Affaires 2 - BWB2043

ECTS	3
Langue d'enseignement	Français
Type de module	Module à option (reconnu)
Forme d'apprentissage	Enseignement groupé
Niveau du module (complément)	A - Avancé
Professeur-e-s	Wieser Dagmar
Responsable du module	Dagmar Wieser, docteure en lettres, chargée de cours pour la langue et la littérature françaises à l'Université de Zurich (dagmar.wieser@bfh.ch).
Description courte du module	<p>Le cours FRA 2 (comme le cours FRA 1) est un cours de préparation aux diplômes DELF et DALF. Le DELF : diplôme d'Etudes en Langue Française = niveaux B1 et B2 Le DALF : diplôme Approfondi de Langue Française = niveaux C1 et C2 Le DELF et le DALF sont des certificats mondialement reconnus. Ils sont délivrés par le ministère français de l'Education nationale. En Suisse, ils sont accrédités par les différentes commissions fédérales. Les diplômes DELF et DALF multiplient les chances de trouver un emploi. Les employeurs valorisent ces diplômes dans le cadre du recrutement ou de la formation continue de leur personnel.</p>
Prérequis	<p>Le cours FRA 2 (comme le cours FRA 1) s'adresse à des étudiant-e-s qui possèdent un bon niveau B1, une maturité professionnelle ou un diplôme équivalent.</p> <p>Essayez gratuitement un test DELF/DALF : https://delfdalf.ch/niveaux/exemples-dexamens</p> <p>Testez votre niveau avec evalang.ch (organisation à but non lucratif, le test est payant car il couvre les frais d'organisation) : https://evalang.ch</p> <p>Améliorez votre français avec frantastique : https://www.pro.institutfrançais.com/fr/offre/frantastique</p>
Compétences	<p>Le but du cours : consolider les quatre compétences classiques :</p> <ul style="list-style-type: none">- comprendre des textes écrits (presse, administration, publicité, communication...)- s'exprimer par écrit (prises de position, rapports)- comprendre l'oral (médias, conversations courantes au travail)- s'exprimer oralement (situations de travail)

FRA2 - Français des Affaires 2 - BWB2043

Contenu

Le cours propose des rencontres bis-hebdomadaires (= tous les quinze jours) pour contrôler l'apprentissage autonome d'un manuel (= livre) préparant le diplôme DELF ou DALF.

Chaque rencontre a pour but

- de contrôler les progrès de l'apprentissage autonome
- de sensibiliser les étudiant-e-s pour la situation d'examen (connaissance des épreuves types, gestion du temps, lecture attentive des consignes, stratégies anti-stress...)

KW 8 : test pour déterminer le niveau de diplôme souhaité ; présentation du cours

KW 9 - 14 : séances d'entraînement, en alternance : niveau B1 / niveau B2 / niveau C1/C2 (s'il y a des candidat-e-s)

KW 15 et KW 16 : vacances de Pâques

KW 17 - 20 : séances d'entraînement, en alternance : niveau B1 / niveau B2 / niveau C1/C2

KW 21 : examen final obligatoire, tous les niveaux

KW 21 : examen oral obligatoire, niveaux B1 et B2 (groupe 1)

KW 23 : examen oral obligatoire, niveaux B2 (groupe 2) et C1/C2

Méthode d'enseignement et d'apprentissage

apprentissage autonome à domicile
au cours : exercices écrits et oraux, individuels et en groupe

Bibliographie

Niveau B1 :

KOBERT-KLEINERT, Corinne : abc DELF B1. Paris : CLE international, 2018. EAN : 9782090382549. Prix : 19 €

Niveau B2 :

PINSON, Achille : 200 % DELF B2 tout public : préparation complète, enrichi par le e-learning. Paris, Ellipses, 2018. 468 pages, EAN : 9782340025103. Prix : 24 €.

Niveau B1 et B2 :

GARNIER, Laure : Objectif B2 Vocabulaire thématique. Nouveau Cahier pour enrichir et consolider ses connaissances, avec exercices corrigés. Paris : Ellipses, 2019. EAN : 9782340034280.

Niveau C1/C2 :

BARRIERE, Isabelle : abc DALF C1/C2. Paris : CLE international, 2019 (livre web inclus). EAN : 978-2090382570. Prix : 28 €.

Charge de travail

90 heures

Travail présentiel

14 x 2 leçons à 45 min, le mercredi de 18.05 à 19.40 h.
Pour chaque niveau, une séance est prévue toutes les deux ou trois semaines.

Obligation de présence

KW 8 : test pour déterminer le niveau de diplôme souhaité ; présentation du cours

KW 21 : examen final obligatoire, tous les niveaux

KW 21 : examen oral obligatoire, niveaux B1 et B2 (groupe 1)

KW 23 : examen oral obligatoire, niveaux B2 (groupe 2) et C1/C2

FRA2 - Français des Affaires 2 - BWB2043

Attestation de compétence

Pour obtenir les trois points de crédit ETCS attachés au cours FRA 2, les participant-e-s doivent réussir un examen final en trois parties (seuil de réussite : 60 % sur 100 %) :

KW 21 : examen final obligatoire, tous les niveaux
KW 21 : examen oral obligatoire, niveaux B1 et B2 (groupe 1)
KW 23 : examen oral obligatoire, niveaux B2 (groupe 2) et C1/C2.

IMPORTANT :

L'inscription à l'examen de diplôme externe DELF/DALF est de la responsabilité des étudiante-e-s !
La BFH (HES) ne prend pas en charge les frais de l'examen de diplôme !

Les dates des prochaines séances d'examen sont visibles sur le site du DELF/DALF suisse :
<https://delfdalf.ch/centres-examens>
<https://delfdalf.ch/niveaux/exemples-dexamens>

Aide pour examen écrit

aucun

Pour plus de détails sur les aides pour l'examen écrit voir "Weisung zu den Kompetenznachweisen" actuelles sur Moodle.

Modules complémentaires

FRA 1 (= semestre d'automne 2020)

Les étudiant-e-s qui souhaitent préparer un diplôme DELF ou DALF pendant deux semestres (et non en un seul semestre) sont les bienvenues !

NB : FRA1 et FRA2 sont indépendants l'un de l'autre. Il est possible de suivre FRA2 sans avoir suivi FRA1 !

Remarque

première séance : 19 février 2020, 18.05 h

Si les choses ne sont pas claires, contactez l'enseignante : dagmar.wieser@bfh.ch

Filière, semestre

BSc Informatique de gestion, 2019-2020, 4 FS, VZ, Berne
BSc Économie d'Entreprise, 2019-2020, 4 FS, VZ, Berne
BSc Informatique de gestion, 2019-2020, 4 FS, BB, Berne
BSc Économie d'Entreprise, 2019-2020, 8 FS, BB, Berne
BSc Économie d'Entreprise, 2019-2020, 6 FS, BB-IP, Berne
BSc Économie d'Entreprise, 2019-2020, 4 FS, BB, Berne
BSc Économie d'Entreprise, 2019-2020, 6 FS, VZ-IP, Berne
BSc Économie d'Entreprise, 2019-2020, 6 FS, VZ, Berne
BSc Économie d'Entreprise, 2019-2020, 4 FS, VZ-IP, Berne
MSc Business Administration, 2019-2020, 2 FS, BB, Berne
BSc Informatique de gestion, 2019-2020, 8 FS, BB, Berne
BSc Informatique de gestion, 2019-2020, 6 FS, BB, Berne
BSc Économie d'Entreprise, 2019-2020, 6 FS, BB, Berne
BSc Informatique de gestion, 2019-2020, 6 FS, VZ, Berne
BSc Économie d'Entreprise, 2019-2020, 4 FS, BB-IP, Berne
MSc Business Administration, 2019-2020, 4 FS, BB, Berne

GEBE - German for Beginners Course - BWB1041

ECTS	2
Study language	German
Module type	Optional module (countable)
Study form	Group lesson
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 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, and shopping and home living. 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

- Communicate in German in everyday situations, e.g. 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

GEBE - German for Beginners Course - BWB1041

Content	<p>Pronunciation Basic grammar Greeting and small-talk Hobbies and sport Studies and work Eating, drinking and shopping Visiting a restaurant Telling the time The weather Home living and household Dealing with public authorities Looking for accommodation Travel</p>
Teaching and Learning method	Input explanations, conversations in groups and pairs, role play, exercises
Literature	<p>Indispensable literature: - will be discussed in the first session</p> <p>Recommended literature: - Dictionary</p>
Workload	60 hours
Contact lessons	20 lessons
Attendance requirement	-
Proof of competence	<p>Work during the semester (20%) Oral examination in the form of group discussions of 30 minutes each, at the end of the course (80%)</p>
Continuative, in depth modules	-
Comment	<p>This course is exclusively for exchange students (Incoming-Students) and students of the International Programme whose native language is not German.</p> <p>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.</p>
Degree programme, semester	, 2019-2020, 2 FS, ,

IAC3 - Business Performance Measurement - BWB3046

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Gasche Nina
Modulverantwortung	Gasche Nina
Kurzbeschreibung des Moduls	<p>Dieses Modul vermittelt</p> <p>a) Kenntnisse über Methoden und Kennzahlen zur Messung der Leistungsfähigkeit und der Profitabilität von Unternehmen, insbesondere des Economic Value Added</p> <p>b) Kenntnisse über Methoden, Werkzeuge und Prozesse des Reportings, insbesondere der Balanced Scorecard</p> <p>c) Kenntnisse zur Funktionsweise wichtiger Instrumente von Business Performance Measurement wie z.B. Prozesskostenrechnung, Investitionsrechnung</p>
Eingangskompetenz	FRW1&2, BRW1&2
Kompetenz	<p>Fachkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - können wertorientierte Kennzahlen/Indikatoren zur Messung der Erreichung von Unternehmenszielen bestimmen. Sie kennen zudem die Methoden, wie diese Kennzahlen aufbereitet, kommuniziert und dargestellt werden. <p>Methodenkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - sind befähigt, die strategierelevanten Kennzahlen auszuwählen, deren Erreichung zu messen und zu kommunizieren. <p>Sozialkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - üben sich im Rahmen des begleiteten Selbststudiums in der gemeinsamen Erarbeitung von Lösungsvorschlägen und aller damit verbundenen organisatorischen und gruppendynamischen Fragen. <p>Selbstkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - reflektieren ihre Stärken und Schwächen im Bereich der Beschäftigung mit Business Performance Measurement im Unternehmen und entwickeln ihre Fähigkeiten im Umgang mit Daten und Methoden des Business Performance Measurements
Inhalt	<p>Die Studierenden sind in der Lage, ein der Unternehmensstrategie angemessenes System von Kennzahlen zur Unternehmenssteuerung und die dazu erforderlichen Messmethoden zu konzipieren. Sie wissen, wie im Rahmen der Unternehmensführung die Performance kapitalmarktorientiert gemessen wird. Zudem kennen die Studierenden die Einflussfaktoren auf die entsprechenden Kennzahlen.</p>
Lehr- und Lernmethode	<ul style="list-style-type: none"> - Lehrvortrag - Einzel- / Partnerarbeiten - Diskussion - Gruppenarbeiten / Fallbeispiele - Bezüge zu anderen Fachgebieten - Praxisbezug

IAC3 - Business Performance Measurement - BWB3046

Fachliteratur	Für den Kompetenznachweis unerlässliche Literatur: - Skript N. Gasche Empfohlene Literatur: - Fachartikel, werden im Unterricht ausgeteilt
Workload	90 Stunden
Kontaktstudium	7 x 4 Lektionen
Präsenzpflicht	65 %
Kompetenznachweis	100 % Schriftliche Prüfung / 90 Minuten / Semesterende (KW 26 oder 27)
Hilfsmittel bei schriftlicher Prüfung	- Eine A4-Seite Zusammenfassung einseitig beschrieben - BFH-Taschenrechner (TI-30 ECO RS) - Gedrucktes Wörterbuch (Muttersprache - Sprache Kompetenznachweis) <i>Für Details zu den Hilfsmitteln siehe aktuelle "Weisung zu den Kompetenznachweisen" auf Moodle.</i>
Weiterführende, vertiefende Module	-
Bemerkung	-
Studiengang, Semester	BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern

IAC4 - Budgeting - BWB3067

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Längin Thomas
Modulverantwortung	Thomas Längin
Kurzbeschreibung des Moduls	<p>Im ersten Teil des Moduls wird auf den Planungsprozess eingegangen. Entlang eines einfachen Prozessmodells für die Planung (Definition der Prämissen und Zielvorgaben, Ausplanung, Konsolidierung, Genehmigung) wird ein eher traditionelles Vorgehen vorgestellt. Anschliessend werden neue Budgetierungsansätze thematisiert.</p> <p>Im zweiten Teil des Moduls erstellen die Studierenden Planbilanzen, Planerfolgsrechnung und Planmittelflussrechnungen. Dabei werden Grundlagen des finanziellen und betrieblichen Rechnungswesens in umfassenden Fallbeispielen angewendet und in einen Gesamtzusammenhang gestellt.</p>
Eingangskompetenz	FRW1, FRW2, BRW1, BRW2
Kompetenz	<p>Fachkompetenzen: Die Studierenden</p> <ul style="list-style-type: none">- sind in der Lage, typische Schwächen traditioneller Budgetierungsprozesse zu erkennen und Optimierungsmassnahmen vorzuschlagen;- sind in der Lage, Planbilanzen, Planerfolgsrechnungen und Plangeldflussrechnungen integral und konsistent zu erstellen. <p>Methodenkompetenzen: Die Studierenden</p> <ul style="list-style-type: none">- können aus vorgängigen Modulen bekannte Methoden (z.B. finanzielles Rechnungswesen) auf Fallbeispiele anwenden. <p>Selbstkompetenzen: Die Studierenden</p> <ul style="list-style-type: none">- reflektieren ihren eigenen Umgang mit Planungsunsicherheit.
Inhalt	<ul style="list-style-type: none">- Vergleich klassischer Verfahren der Budgetierung mit den neueren Ansätzen (Beyond Budgeting und Better Budgeting);- Erstellen von Planerfolgsrechnungen, Planbilanzen und Planmittelflussrechnungen.
Lehr- und Lernmethode	<ul style="list-style-type: none">- Klassenunterricht;- Einzelarbeit (Lektüre, Lösen von Planungsrechnungen, Prüfungsvorbereitung).
Fachliteratur	<p>Für den Kompetenznachweis unerlässliche Literatur:</p> <ul style="list-style-type: none">- Rieg, Robert: Planung und Budgetierung. Was wirklich funktioniert; 2. Auflage 2015; ISBN 978-3-8349-4628-7;- Die durch den Dozenten auf Moodle zur Verfügung gestellten Unterlagen.
Workload	90 Stunden

IAC4 - Budgeting - BWB3067

Kontaktstudium	7 Wochen x 4 Lektionen = 28 Lektionen
Präsenzpflicht	-
Kompetenznachweis	Schriftliche Prüfung am Ende des Semesters (Kalenderwoche 25, 26 oder 27), Dauer 90 Minuten, zählt 100%.
Hilfsmittel bei schriftlicher Prüfung	<ul style="list-style-type: none">- BFH-Taschenrechner (TI-30 ECO RS)- Gedrucktes Wörterbuch (Muttersprache - Sprache Kompetenznachweis)- Zusammenfassung: maximal 10 A4-Blätter (10 Blätter A4 doppelseitig beschrieben oder 20 Blätter A4 einseitig beschrieben) <p><i>Für Details zu den Hilfsmitteln siehe aktuelle "Weisung zu den Kompetenznachweisen" auf Moodle.</i></p>
Weiterführende, vertiefende Module	-
Bemerkung	-
Studiengang, Semester	BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern

iBE2 - Business English 2 - BWB1040

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	B - Basic level course
Lecturer(s)	Al-Azm Ivan, Bennie Ross, Faminoff Mangold Valerie
Module responsibility	Ross Bennie (bnr2)
Short description of the module	<p>The development of business vocabulary and reading comprehension skills will be continued in this module. In addition, students will develop their skills not only by reading and discussing business-related topics, but also by practising business writing.</p> <p>Module elements:</p> <ul style="list-style-type: none"> - Reading comprehension - Business writing - Extension of business vocabulary - Case studies and other discussions
Requirements	completion of iBE1
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - use English vocabulary at the C1 level. - can read, comprehend, and discuss authentic, real-world business texts related to the core subjects. - use specific business English vocabulary correctly. <p>Method: Students</p> <ul style="list-style-type: none"> - write effective correspondence, showing competence in appropriate formality, genre, and standard phrases. - create a language learning portfolio suited to individual needs. - discover ways of learning vocabulary and English creatively and independently. <p>Social: Students</p> <ul style="list-style-type: none"> - can work as a reliable team member by providing input on individual research done out of class. - can provide or request support from peers in language learning, academic and content issues. - can supplement course input by providing examples from personal experience. - can defend opinions on business topics. <p>Self: Students</p> <ul style="list-style-type: none"> - can critically assess business ideas or theories. - are open to new ideas. - reflect on learning and take increased responsibility for their English language development.
Content	<p>read, discuss and understand complex business articles in the topic areas of:</p> <ul style="list-style-type: none"> - Logistics - Company Finance, Boom & Bust - Global Economy & Intercultural Issues <p>use business English vocabulary at a C1 level</p> <p>write clear, well-developed, formal connected prose (business writing such as e-mails)</p> <p>Students will work individually and in groups, to write, solve problems, discuss articles and case studies and share information.</p>

iBE2 - Business English 2 - BWB1040

Teaching and Learning method	<ul style="list-style-type: none">- Scripts will be provided by the lecturer. These consist of input and current reading texts on the topic areas.- Students will work individually and in groups, to write, solve problems, discuss articles and case studies and share information.
Literature	<p>same as iBE1, so no new books necessary for this module</p> <p>Indispensable literature: print *and* ebook version for Android & iOS tablet users: Mascull B. (2017) Business Vocabulary in Use Advanced (with answers & enhanced ebook, including audio) Cambridge University Press (third edition), ISBN-10: 1316628221 / ISBN-13: 978-1316628225</p> <p>OR</p> <p>print only version: Mascull B. (2017) Business Vocabulary in Use Advanced (with answers) Cambridge University Press (third edition), ISBN-10: 131662823X / ISBN-13: 978-1316628232</p> <p>Recommended literature: McCarthy P., McCarten J., Clark D., Clark R. (2010) Grammar for Business (with audio CD) Cambridge University Press, ISBN-10: 0521727200 / ISBN-13: 978-0521727204</p> <p>Note: we will not use the grammar book in class</p>
Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	<p>There is no attendance policy in this class, though it's recommended that students attend at least 50% of the lessons in order to be allowed to be well prepared for the module assessments.</p> <p>Students are advised to attend specific course-input classes recommended by the lecturer at the start of the semester.</p> <p>Also note the course includes certain obligatory elements:</p> <ul style="list-style-type: none">- 2 vocabulary tests during class time- mid-semester test during the block week (to compensate for attendance of 2 x 45-minute lessons during the block week, 2 x 45-minute regular classes later in the semester drop out of the normal weekly schedule) <p>Absences covered under Art. 22 of the "Rahmenreglement für Kompetenznachweise an der Berner Fachhochschule (KNR)" e.g. military, accidents, illness, funerals, etc. will be exempted from this ruling. However, you must give proof of the validity of your absence (doctor's certificate, military orders etc.) to your lecturer in the first class after the absence. Note that absences related to work or problems with transport are not covered by this article. Attendance is mandatory during the block week and for the vocabulary tests.</p>
Proof of competence	<ul style="list-style-type: none">- Vocab. tests 20% (during the semester)- Mid-semester 20% (during the Block week)- Final written exam, 90 minutes 60% (during the normal exam period, CW 26 or 27)
Aids for written examination	<p>closed book for all assessment, no dictionary, no calculator</p> <p><i>For details to the aids allowed during written exams see "information on study and examination regulations" on Moodle.</i></p>

iBE2 - Business English 2 - BWB1040

Continuative, in depth modules -

Comment

REPETITION OF THE MODULE

The following rules apply to students who repeat the module:

1. Repeat students have to repeat the final exam.
2. Repeat students have the option to transfer any previous vocabulary test grade(s). Once a student has chosen to repeat the vocabulary test(s), they may not reverse this choice. The new grade supersedes the previous grade, even if it's lower.
3. Repeat students have the option to transfer the previous mid-semester writing grade. Once a student has chosen to repeat the mid-semester writing test, he/she may not reverse this choice. The new grade supersedes the previous grade, even if it's lower.

BLOCK WEEK: students will have lessons in the block week which will be compensated in the semester (see course timetable per lecturer)

Degree programme, semester

BSc Business Administration, 2019-2020, 2 FS, VZ-IP, Bern
BSc Business Administration, 2019-2020, 2 FS, BB-IP, Bern

iBET - Business Ethics - BWB3017

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	S - Specialised level course
Lecturer(s)	Zuber Anna Magdalena
Module responsibility	Anna Zuber (zba1)

Short description of the module 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.

Requirements -

Competencies upon completion

Subject: Students

- 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.

Method: Students

- improve their analytical problem solving competency.
- are trained in coherent normative reasoning.
- are able to transform abstract theoretical knowledge into practically useful guidelines.

Social: Students

- 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.

Self: Students

- 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

- 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.

iBET - Business Ethics - BWB3017

Teaching and Learning method	Teaching is based on constructivist didactics. - 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.
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%
Continuative, in depth modules	-
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern

IBF3 - Bank- and Insurance Management - BWB3049

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	S - Specialised level course
Lecturer(s)	Schreiber Csilla
Module responsibility	Csilla Schreiber-Orosz, CFA
Short description of the module	<p>Introduction to bank and Insurance Management and Management of other financial institutions (e.g. Reinsurers, Pension Funds, Private Equity Funds).</p> <p>Main Topics: Strategic Management (Business Line, Corporate Strategy) / Business Models / Regulatory Aspects / Corporate Governance</p>
Requirements	-
Competencies upon completion	<p>Subject: Students - know the management tasks of financial institutions (e.g. markets, strategies, business models, regulatory aspects).</p> <p>Method: Students - apply different management concepts on a specific industry.</p> <p>Social: Students - work together on various business cases/presentations during the courses. Therefore, they learn to organise a team to reach a certain goal.</p> <p>Self: Students - learn to ask the right questions in specific management situations.</p>
Content	<ul style="list-style-type: none"> - regulatory aspects of the financial services industry - introduction to banks, insurance and re-insurance - strategies / business models / corporate governance of banks insurance and re-insurance companies - financial institutions and capital markets
Teaching and Learning method	<ul style="list-style-type: none"> - classroom teaching - self study - team work/presentations

IBF3 - Bank- and Insurance Management - BWB3049

Literature	<p>Indispensable literature: - Financial Times, Handelsblatt</p> <p>Recommended literature: - Financial Institutions Management, A Risk Management Approach: Antony Sauders, Marcia Millon Cornett, 7th Edition - Financial Institutions and Markets, Jeff Madura, 9th Edition</p> <p>Additional, continuative literature: - Handelsblatt, Financial Times</p>
Workload	<p>90 hours</p>
Contact lessons	<p>6 x 4 lessons</p>
Attendance requirement	<p>During lectures with guest speaker only</p>
Proof of competence	<p>Written Exam, 90 min, 100%, end of semester (CW 26 or 27)</p> <p>The lecturer is free to allocate additional points, on top of maximal points in written exam, for classroom presentations. The lecturer is free to allocate 5-10% of additional points, for classroom presentation, compared to maximal points of the exam. The classroom presentation dates/topics will be announced in the first lecture. Presentations are subject to a group work on a voluntary basis.</p>
Aids for written examination	<p>- BFH-Calculator (TI-30 ECO RS) - printed dictionary (mother tongue - examination language)</p> <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	<p>-</p>
Comment	<p>-</p>
Degree programme, semester	<p>BSc Business Administration, 2019-2020, 6 FS, VZ, Bern BSc Business Administration, 2019-2020, 8 FS, BB, Bern BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern</p>

IBF4 - Alternative Investments - BWB3068

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	S - Specialised level course
Lecturer(s)	Bächli Sandro, Gimeno Raúl Diego, Rascón Alberto
Module responsibility	Sandro Bächli, Raul Gimeno, Alberto Rascon
Short description of the module	<p>This module provides an overview of alternative investments and behavioral finance:</p> <ul style="list-style-type: none"> - The first part gives an introduction to private equity. The business model, various investment stages and exit strategies will be discussed. - The second part of the course provides an introduction to the hedge fund industry and its characteristics. Special emphasis is given on the wide range of trading strategies used by hedge funds. - The third part gives an introduction to behavioral finance which is a relatively new field of study that considers the influence of psychological factors on individual choice behavior when making financial decisions.
Requirements	FMA1, FMA2
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - are familiar with the most important alternative asset classes especially private equity and hedge funds. - understand the main characteristics of the private equity and hedge fund industry and the role they play in the investment universe. - understand the main hedge fund strategies - are familiar with the principles of behavioral finance and understand the different psychological factors which influence individual investment behavior. <p>Method: Students</p> <ul style="list-style-type: none"> - are able to explain the business model and the life cycle of private equity. - are able to explain price movements based on behavioral finance. <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. <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. - draw conclusions from their experiences for their further studies and professional life.
Content	<ul style="list-style-type: none"> - Introduction to Alternative Investments (Definition and Overview) - Private Equity (Characteristics, PE Life Cycle, Business Model and Market) - Hedge Funds (Characteristics, Structure, HF Strategies and Performance) - Behavioral Finance (Principles, Applications and Influence on Investment Decisions)

IBF4 - Alternative Investments - BWB3068

Teaching and Learning method	<ul style="list-style-type: none">- Lectures- On-site training- Group work and presentation- Private study
Literature	<p>Recommended literature:</p> <ul style="list-style-type: none">- Cyril Demaria. Introduction to Private Equity: Venture, Growth, LBO and Turn-Around Capital. The Wiley Finance Series, 2013- Lhabitant François-Serge, Handbook of Hedge Funds, Wiley, 2006- Azzopardi, P. V. (2009). Behavioral Technical Analysis: An Introduction to Behavioral Finance and Its Role in Technical Analysis. Harriman House Limited
Workload	90 hours
Contact lessons	7 x 4 lessons
Attendance requirement	Lecture 5 and 6 (Quizz) and lecture 7 (Presentations) The information concerning the Behavioral Finance work will be provided in Lecture 2
Proof of competence	Quizz (MCQs) during the last lesson of lecture 5 or 6 of the semester: weighting = 25% Presentation during lecture 7 of the semester: weighting = 65% Behavioral Finance work: weighting = 10%
Continuative, in depth modules	-
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 8 FS, BB, Bern BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern BSc Business Administration, 2019-2020, 6 FS, VZ, Bern

iBP2 - Business Planning 2 - BWB2051

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

Short description of the module The aim of this module is to familiarize the students with business plans , i.e. with the description of the basic aspects of an entrepreneurial situation (e.g. independent creation of a new venture, acquisition of an existing company, turnaround situations, corporate venturing, corporate projects). The seminar aims at a practical application of the knowledge acquired in the preceding course iPB1 and the other basic courses of this bachelor program. A special focus lies on:

- Purpose, structure, and key success factors of a business plan
- Process of business plan writing from the perspective of an entrepreneur
- Alignment of a business plan to the typical expectations of investors
- Application of the relevant methods of strategic management

Requirements iBUA, iMOT, iBP1, iMR1, iMR2

Competencies upon completion

Subject: Students

- apply different analytical methods and planning instruments
- develop a concrete business plan as a central planning tool for entrepreneurial situations (e.g. independent creation of a new venture, acquisition of an existing company, turnaround situations, corporate venturing, corporate projects), including the necessary preceding investigations and analyses
- analyze the opportunities and risks of a concrete business model

Method: Students

- develop an understanding for the essential elements and success factors of a business proposition
- learn to procure, evaluate, and present the information required for a business plan
- are able to present their business proposition in a convincing and target group oriented way
- learn how to assess the opportunities and risks of a concrete businessmodel

Social: Students

- practise team work
- recognize different systematic approaches and analysis methods in the field of business planning
- identify and assess the success factors, necessary resources, team configuration, organizational structures, and appropriate timing in the management of the venture

Self: Student

- recognize their own entrepreneurial potential
- recognize their ability for teamwork
- develop their own initiative and ability to autonomously work on a project; the success of this module hinges on the active and dedicated participation of the students

iBP2 - Business Planning 2 - BWB2051

Content	<p>Each student team will develop and write up a business plan for a specific business proposition, with a special focus on:</p> <ul style="list-style-type: none"> - selection, application, and adaptation of appropriate methods / concepts from strategic management and other basic fields of management theory - conception of a business plan - development of a financial plan - writing of a concise and convincing business plan document
Teaching and Learning method	<ul style="list-style-type: none"> - Project seminar with a few introductory lectures on the basics of business planning - Group project work - Group coaching - Presentation and discussion of practical solutions - Mutual reviews between project groups - Individual feedback to the seminar projects
Literature	<p>Indispensable literature:</p> <ul style="list-style-type: none"> - Handouts - All documents on Moodle <p>Additional, continuative literature:</p> <ul style="list-style-type: none"> - The Art of the Start 2.0, Guy Kawasaki, Portfolio Penguin, 2015. (ISBN: 0241187265) - Running Lean, Ash Maurya, O'Reilly 2012 (ISBN: 1449305172)
Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	Attendance of the first lesson is mandatory for all students. Attendance policy for the rest of the course will be announced in the first lesson.
Proof of competence	Business plan document to be written during the semester: 100 %
Continuative, in depth modules	iORD, Bachelor Thesis, elective modules: YEPP, PUNT
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern

iCO2 - Management Accounting 2 - BWB1035

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	B - Basic level course
Lecturer(s)	Längin Thomas
Module responsibility	Thomas Längin (lgt2)

Short description of the module After the successful completion of the module, the students will:
- 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

Subject: Students
- 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.

Method: Students
- are able to select, compute and interpret the relevant key data needed for specific management decisions based on the content of this module.

Social: Students
- 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.

Self: Students
- 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

- 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.

iCO2 - Management Accounting 2 - BWB1035

Literature	Indispensable literature: <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.
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 (calendar week 25, 26 or 27)
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 "information on study and examination regulations" on Moodle.</i></p>
Continuative, in depth modules	-
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 2 FS, VZ-IP, Bern

iEC1 - Economics 1 - BWB1052

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	B - Basic level course
Lecturer(s)	Fernandes Ana
Module responsibility	Ana Fernandes

Short description of the module	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.
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Requirements	-
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Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - 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>Method: Students</p> <ul style="list-style-type: none"> - 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>Social: Students</p> <ul style="list-style-type: none"> - 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>Self: Students</p> <ul style="list-style-type: none"> - 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.
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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
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iEC1 - Economics 1 - BWB1052

Teaching and Learning method Lectures, tutorial dialogue, exercises, group work

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, 10. Auflage, Zürich: vdf Hochschulverlag, 2019, ISBN-Nr.: 978-3-7281-3969-6

- 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 (CW26 or 27)

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 "information on study and examination regulations" on Moodle.

Continuative, in depth modules iEC3

Comment -

Degree programme, semester BSc Business Administration, 2019-2020, 2 FS, VZ-IP, Bern

iEC3 - Economics 3 - BWB2097

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Fernandes Ana
Module responsibility	Ana Fernandes
Short description of the module	<p>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.</p>
Requirements	<p>iEC1 Mathematics</p>
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>
Teaching and Learning method	<ul style="list-style-type: none"> - Lectures - Exercises

iEC3 - Economics 3 - BWB2097

Literature

Indispensable literature:

- Mankiw/Taylor: Economics, 4th edition 2017, ISBN13: 978-1-4737-2533-1
- 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:

- Hermann, 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 (CW 26 or 27)

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 "information on study and examination regulations" on Moodle.

Continuative, in depth modules

iEC4

Comment

-

Degree programme, semester

BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern

iENT - Entrepreneurship - BWB3094

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	S - Specialised level course
Lecturer(s)	Hafner Patrick
Module responsibility	Prof. Patrick Hafner

Short description of the module The Module "Entrepreneurship - iENT" raises student's awareness of the topic and draws attention to the challenges and required competencies of Entrepreneurship. It encourages entrepreneurial thinking and action and conveys knowledge concerning the establishment of start-up companies. Students will understand the specifics of small and medium-sized enterprises as well as micro-enterprises. They are being prepared for a possible business formation and sensitized to the concept of Intrapreneurship/Corporate Entrepreneurship. The module familiarizes students with the challenges and characteristics of Intrapreneurship/Corporate Entrepreneurship and Entrepreneurship in general. They are able to tackle these challenges successfully by using a variety of instruments. They know what characterizes an entrepreneur and are aware of the special features that have to be taken into consideration.

Requirements -

Competencies upon completion

Subject: Students

- are being prepared for start-up management (e.g. entrepreneurship and establishment process, business models etc.)
- are aware of the Opportunity-Recognition Concept and the importance of innovation
- are familiar with different types of company-establishment and their respective advantages and disadvantages
- are sensitized to the different characteristics of entrepreneurship (e.g. Social Entrepreneurship, Effectuation, Intrapreneurship/Corporate Entrepreneurship etc.)
- get insights into the world of start-ups (Berne area and Federal Government)

Method: Students

- acquire the necessary knowledge concerning the establishment of a company
- are familiar with the functions and meanings of models, theories, methods and practical instrument
- are able to analyze relevant case studies both from a theoretical and practical point of view
- can retrieve entrepreneurial-relevant knowledge and apply it to specific situations

Social: Students

- are able to work in teams and increase their teamwork skills
- are able to present work results in structured and comprehensible ways
- are able to discuss and reflect upon different solutions concerning case studies

Self: Students

- are aware of their own competencies regarding the establishment of a company
- they can apply entrepreneurial thinking and action

Content -

iENT - Entrepreneurship - BWB3094

Teaching and Learning method	<ul style="list-style-type: none">- practical examples and case studies- individual learning and group work- presentations, discussions and self-reflection- excursion and lectures based on real-life examples
Literature	<p>Indispensable literature:</p> <ul style="list-style-type: none">- Script <p>Recommended literature:</p> <ul style="list-style-type: none">- Volkmann, C. K./Tokarski, K. O./Grünhagen, M. (2010): Entrepreneurship in a European Perspective: Concepts for the Creation and Growth of New Ventures, Wiesbaden 2010.
Workload	90h (3 ECTS)
Contact lessons	14 * 2 lessons
Attendance requirement	-
Proof of competence	satisfactory fulfillment of group tasks is a mandatory prerequisite to access the final exam oral exam 100% (15 mins, end of semester)
Continuative, in depth modules	-
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern

iFA2 - Financial Accounting 2 - BWB1034

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	B - Basic level course
Lecturer(s)	Longaron Daniel
Module responsibility	Longaron Daniel
Short description of the module	This second part of the teaching accounting will focus on IFRS, statement of cash flows and financial analysis
Requirements	iFA1
Competencies upon completion	<p>Subject: Students - will be able to understand and apply IFRS at a basic level. They will better understand the way that firms disclose their financial information.</p> <p>Method: Students - will receive inputs during the seminar and must complete their knowledge through exercises and reading.</p> <p>Social: Students - must participate actively to the problem solving process.</p> <p>Self: Students - must work alone on reading and exercises.</p>
Content	Good knowledge on IFRS and understanding of the consequences regarding accounting choices.
Teaching and Learning method	Teaching Exercises Reading
Literature	<p>Indispensable literature: - Financial accounting: International Financial reporting Standards, ninth Edition, Global edition; Harrison Horngreen, Thomas and Suwardy, Pearson, 2014</p> <p>Recommended literature: - Advanced financial reporting: A complete guide to IFRS; Cotter, Prentice Hall, 2012</p>
Workload	90 hours
Contact lessons	28 lessons

iFA2 - Financial Accounting 2 - BWB1034

Attendance requirement

-

Proof of competence

Final written exam : 90 minutes
Date of the exam : official exam week (CW 26 or 27), 100 %

Aids for written examination

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

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

Continuative, in depth modules

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Comment

-

Degree programme, semester

BSc Business Administration, 2019-2020, 2 FS, VZ-IP, Bern
BSc Business Administration, 2019-2020, 2 FS, BB-IP, Bern

iFM2 - Financial Management 2 - BWB2037

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Rascón Alberto
Module responsibility	Prof. Alberto Rascon (rca2)
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 26 or 27)

The teacher keeps the right to give extra points during the class or for special homeworks to the students with the main propose to encourage learning.

Aids for written examination

- Calculator TI-Nspire
- 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 "information on study and examination regulations" on Moodle.

Continuative, in depth modules

Major/minor Banking and Finance

Comment

-

Degree programme, semester

BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern

IFMP - International Family Mentor - BWB2072

ECTS	1
Study language	English
Module type	Optional module (countable)
Study form	Group lesson
Module level additive	Intermediate
Lecturer(s)	Bürki Jacqueline
Module responsibility	Bürki Jacqueline
Short description of the module	<p>The International Family Mentor Programme is the connection between BFH students and all incoming exchange students, double degree students, as well as all incoming regular International Programme students.</p> <p>Students participating in the International Family Mentor Programme (IFMP) will be assigned an "International Family Group" of two BFH students and approx. four international students (depending on the number per semester) of other nationalities or backgrounds to encourage interaction and networking among BFH and international students.</p> <p>The two BFH students of the mentor team are responsible for introducing all international students of their International Family to life at BFH, the city and the Swiss culture.</p>
Requirements	Students must know the city and the university well enough to give necessary information to newcomers and to share experiences with them.
Competencies upon completion	<p>Subject:</p> <ul style="list-style-type: none"> - Students can obtain first-hand knowledge (social, political, economic, educational etc.) about the country of origin of their international students - Students can improve and develop their intercultural competencies - Students can apply their knowledge of project management as the mentor team has to introduce their International Family group to BFH and Bern - Students have the possibility to improve their English skills in an intercultural environment <p>Method:</p> <ul style="list-style-type: none"> - Students can apply the cultural theories they learn in the modules iCCD, CCCD, CCTT and INMT when learning to deal with members from another culture <p>Social:</p> <ul style="list-style-type: none"> - Students get to know representatives from another culture thus developing their intercultural competencies - Students take on the role of a 'host' and need to learn to balance the needs of the 'guest' as well as their own needs <p>Self:</p> <ul style="list-style-type: none"> - Students become more aware of their own values through their discussions with a member of another culture - Students improve their social competencies

IFMP - International Family Mentor - BWB2072

Content

Attendance mandatory (40% of final grade)

- Attend the IFMP Kick-off Event on 19 November 2019
- Attend the Welcome Week: *Detailed schedule will follow*
- Attend the *Promotion Days*: *Distribute flyers to other students. Twice in the morning break or over lunch time*

Task list (30% of final grade)

Complete 80 % of the tasks

Before the arrival of your Buddy:

- Hand in your virtual business card (Mandatory)
- Email or Skype with the allocated students prior to their arrival to answer any questions they might have (Mandatory)

At the Day of the arrival of your Buddy:

- Pick up and meet the incoming students at Bern Main Station or at the airport
- Guide your Buddies to their new place of residence/home

During the Stay of your Buddy:

General organizational aspects

- Help your Buddies out during the first days and try to find an answer to their first questions
- Help your Buddies to fill out the applicable forms to register with Fremdenpolizei / Gemeinde, as well as other official authorities such as bank, insurance company etc.

School life

- Help them with the school environment: first prints, load money onto the BFH card, open a library account, show the functions of reservation and return of books
- Introduce the students to Moodle and IS-Academia:
- Show your Buddies the module descriptions and explain how to work with them
- Show your Buddies what kind of other important information is available on these platforms
- Show your Buddies how to enrol for modules on Moodle
- Show them the ropes and explain how learning is organized at the Business School e.g. group work, attendance, exams etc.
- Help the students find information
- Translate emails issued in German by the Admin which are relevant for international students
- Explain your Buddies their timetable

Social life

- Inform your Buddies about the best places to purchase different items (e.g. food, clothing, Libero card etc.)
- Accompany your Buddies to one of the ESN (European Student Network) events at the beginning of the semester
- Explain what night life/social life Bern has to offer and ideally accompany your Buddies to one "party", concert or event
- Accompany your Buddies to one typical Bern event (local football or ice-hockey match; Fasnacht, Zibebe Märli, Gurten Open Air etc.)
- Invite your Buddies to your home to enjoy a traditional Swiss meal e.g. Raclette, Fondue or Rösti and to meet other Swiss people

Reflective Report (30% of final grade)

- Hand in one written reflective report in English (approx. 1000 words) per team.

Teaching and Learning method

Coaching and "Training on the job"

Literature

-

Workload

ca. 30 h

Contact lessons

15 h (50 %)

IFMP - International Family Mentor - BWB2072

Attendance requirement	<p>Mandatory Attendance:</p> <ul style="list-style-type: none"> - Kick-off Event on 19 November 2019 - Welcome Week <p>Students who do not meet the mandatory attendance requirement are not eligible for the ECTS credit</p>
Proof of competence	<p>Fulfilment of mandatory tasks during: (40%)</p> <ul style="list-style-type: none"> - Kick-off Event on 19 November 2019 - Welcome Week - Promotion Days: distribution of flyers <p>Fulfilment of Task List tasks (30%)</p> <ul style="list-style-type: none"> - it is expected that 80% of the checklist tasks are fulfilled <p>Reflective Report (30%)</p> <ul style="list-style-type: none"> - At the end of the semester the BFH mentor team needs to hand in a written report (in English, approx. 1000 words)
Aids for written examination	<p>-</p> <p>(For details to the aids allowed during written exams see "information on study and examination regulations" on Moodle.)</p>
Continuative, in depth modules	<p>-</p>
Comment	<p>Students may acquire up to 3 ECTS credits for the IFMP during their study programme.</p>
Degree programme, semester	<p>BSc Business Administration, 2019-2020, 8 FS, BB, Bern BSc Business Administration, 2019-2020, 2 FS, VZ, Bern BSc Business Administration, 2019-2020, 6 FS, BB, Bern BSc Business Administration, 2019-2020, 4 FS, VZ, Bern BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern BSc Business Information Technology, 2019-2020, 6 FS, BB, Bern BSc Business Administration, 2019-2020, 4 FS, BB, Bern BSc Business Information Technology, 2019-2020, 4 FS, BB, Bern BSc Business Administration, 2019-2020, 2 FS, BB, Bern BSc Business Information Technology, 2019-2020, 2 FS, BB, Bern BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern BSc Business Administration, 2019-2020, 4 FS, BB-IP, Bern BSc Business Information Technology, 2019-2020, 6 FS, VZ, Bern BSc Business Information Technology, 2019-2020, 8 FS, BB, Bern BSc Business Information Technology, 2019-2020, 4 FS, VZ, Bern BSc Business Information Technology, 2019-2020, 2 FS, VZ, Bern BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern BSc Business Administration, 2019-2020, 6 FS, VZ, Bern</p>

iHR2 - Human Resource Management 2 - BWB1050

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	B - Basic level course
Lecturer(s)	Baumann Rébecca, Geiger Margit, Schneeberger Christoph
Module responsibility	Prof. Dr. Rébecca Baumann
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: - Handouts for the lecture "iHR2"</p> <p>Recommended literature: - any introduction book on HRM and OB from the library.</p>
Workload	90h
Contact lessons	28h of lecture
Attendance requirement	Attendance is mandatory for the first lecture in CW 8.
Proof of competence	<p>- group work/case study, during the semester (weight 50%) - Written examination, end of the semester (CW26 or 27); 45 minutes (weight 50%)</p>

iHR2 - Human Resource Management 2 - BWB1050

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 "information on study and examination regulations" on Moodle.</i></p> <hr/>
Continuative, in depth modules	<ul style="list-style-type: none">- iHR3- iLEAD- Major in HRM <hr/>
Comment	- <hr/>
Degree programme, semester	BSc Business Administration, 2019-2020, 2 FS, VZ-IP, Bern <hr/>

iINM - International Management - BWB2054

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Ali-Lawson Debra Dianne
Module responsibility	Debra Ali-Lawson

Short description of the module "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).

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.

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.

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.

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.

Requirements -

Competencies upon completion

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

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

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

Self: Students have increased intercultural competencies

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 (Calendar weeks 25, 26 or 27), weighting: 100%
Aids for written examination	<ul style="list-style-type: none">- 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) <p><i>For details to the aids allowed during written exams please refer to "information on study and examination regulations" on Moodle.</i></p>
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, 2019-2020, 4 FS, VZ-IP, Bern

iLEA - Leadership - BWB3095

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	S - Specialised level course
Lecturer(s)	Straub Caroline
Module responsibility	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>
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Requirements	-
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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
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Content	Theories of leadership, motivation, ethics, bad leadership, culture, exercising influence
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Teaching and Learning method	- lecture, role plays, videos, group work, cases, guest speaker
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iLEA - Leadership - BWB3095

Literature	Literature will be provided for each session on moodle. A text book that covers the course content: Peter G., Leadership, Theory and Practice, SAGE Publications Ltd., ISBN 978-1-4833-1753-3
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 on observations of an inspiring leader during the semester 50% individual self-reflective report to be handed in one week after the last lecture
Continuative, in depth modules	-
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern

IMA3 - Complex Sales - BWB3052

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Wytenbach Martin
Modulverantwortung	Martin Wytenbach
Kurzbeschreibung des Moduls	Methodik zum Verkauf von Produkten und Dienstleistungen in komplexen Verkaufsvorgängen fokussiert auf den Business-to-Business (B2B) Bereich.
Eingangskompetenz	- Marketingmodule MAR1 und MAR2 - Kenntnis von operativem Marketing im Bereich Marktkommunikation, Portfolie und Preisgestaltung
Kompetenz	<p>Fachkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - wissen, wie man einen Markt segmentiert und können ein ideales Kundenprofil entwickeln. - sind in der Lage, neue Geschäftsmöglichkeiten zu initiieren und zu qualifizieren. - kennen die wichtigsten Phasen eines komplexen Verkaufsvorgangs. - kennen die Elemente und Techniken von erfolgreichen Kundengesprächen. - können die Stärken und Schwächen eines komplexen Verkaufsvorgangs analysieren. - sind fähig wirksame Strategien zu entwickeln, um die Position im Verkaufsvorgang zu verbessern. - sind in der Lage überzeugende Nutzenargumentationen zu entwickeln und diese wirksam auf verschiedenen Stufen der Entscheidungshierarchie zu kommunizieren. <p>Methodenkompetenzen:</p> <ul style="list-style-type: none"> - Selbststudium - Gruppenarbeiten - Rollenspiele und/oder echte Interaktion - Lernberichte - Reflektion <p>Sozialkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - sind in der Lage komplexe Verkaufsvorgänge zu führen und ein Verkaufsteam zu begeistern. <p>Selbstkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - sind in der Lage Lehren aus gewonnenen und verlorenen Verkaufsvorgängen zu ziehen und ihre persönliche Verkaufsmethodik kontinuierlich zu verbessern.
Inhalt	<ul style="list-style-type: none"> - Zielkundenprofil und Kontaktstrategie entwickeln - Vorbereitung und Durchführung von Cold Calls - Vorbereitung und Durchführung von Erstbesuchen - Aufdecken des Buying Centers und entwickeln einer Problemlösung - Entwickeln einer überzeugenden Nutzenargumentation - Vorbereitung und Präsentation eines Angebotes - Verhandlung und Abschluss

IMA3 - Complex Sales - BWB3052

Lehr- und Lernmethode	- Vorlesungen - Workshops - Rollenspiele - Feedback
Fachliteratur	Empfohlene Literatur: - Strategic Selling, Robert B. Miller, Stephen E. Heiman, Tad Tuleja, Grand Central Publishing (August 8, 1988), ISBN 0446386278
Workload	90 Stunden
Kontaktstudium	7 x 4 Lektionen
Präsenzpflicht	75%
Kompetenznachweis	Während des Semesters: - Gruppenarbeiten 80% - Einzelarbeiten 20%
Weiterführende, vertiefende Module	-
Bemerkung	-
Studiengang, Semester	BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern

IMA4 - International Marketing - BWB3108

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	S - Specialised level course
Lecturer(s)	Bucher Bruno
Module responsibility	Bruno Bucher
Short description of the module	<p>International market cultivation from the point of view of SMEs.</p> <ul style="list-style-type: none"> - Understanding foreign markets - Determination of an international branding strategy - Management of international customer relations - Price and financial systems - International communication strategies
Requirements	<ul style="list-style-type: none"> - Knowledge of marketing conception - practical marketing work - Knowledge of operative marketing in the areas of marketing communication, assortment and pricing
Competencies upon completion	<p>Expertise: The students</p> <ul style="list-style-type: none"> - know the different forms of international market data procurement - can develop international market coverage strategies - can decide which marketing instruments should be used to achieve international differentiation and which should be used to achieve standardization <p>Competence in methods: The students</p> <ul style="list-style-type: none"> - know the methods of international market research in capital goods, services and consumer goods markets - know the most important methods for developing promising international marketing strategies <p>Social skills: The students</p> <ul style="list-style-type: none"> - know the importance of cultural differences in determining promising marketing concepts <p>Self-competence: The students</p> <ul style="list-style-type: none"> - are able to determine and process relevant marketing topics independently due to personal interests and knowledge gaps
Content	<p>Form of distribution (agency, distributor, subsidiary, joint venture...) Local trade structures (e.g. Japan) Product adaptations (languages, electrical regulations, standards...) Personnel selection Financing, payment (letters of credit, etc.) Communication, standardization, localization Branding , global, local Marketing mix, which instruments to choose</p>

IMA4 - International Marketing - BWB3108

Teaching and Learning method	<ul style="list-style-type: none"> Impulse lectures Guest lectures, respectively excursions Practical team work Coachings Case studies Presentations
Literature	<p>Literature essential for proof of competence:</p> <ul style="list-style-type: none"> - Documents module and guest lectures <p>Recommended literature:</p> <ul style="list-style-type: none"> - Global Marketing (6th edition), Keegan W.J - Green M., ISBN-No.: 978-0137023868
Workload	90 h
Contact lessons	7x4 Lecturings
Attendance requirement	<ul style="list-style-type: none"> - Project teams complete at each presentation/excursion - 75%, in respect to the other teams. - 100% Excursions
Proof of competence	<ul style="list-style-type: none"> - Group work theory, written, 20% - Group work slideware, 10% - Group work Presentation theory and practice, moderation of discussion, 40%. - Individual (subjective evaluation of commitment in discussions) 10% - Organization of the excursion 20%.
Continuative, in depth modules	-
Comment	-
Degree programme, semester	<ul style="list-style-type: none"> BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern BSc Business Administration, 2019-2020, 6 FS, VZ, Bern BSc Business Administration, 2019-2020, 8 FS, BB, Bern

IMD4 - Führungspsychologie in der praktischen Anwendung - BWB3122

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Baumann Rébecca
Modulverantwortung	Prof. Dr. Rébecca Baumann

Kurzbeschreibung des Moduls

Das Modul behandelt Themen rund um die Führung. Als Grundlage dienen Reflexionen im Bereich der Wahrnehmung, Eigen- und Fremdwahrnehmung und der kritischen Selbstreflexion. Nur wer sich selber kennt, sich seiner Persönlichkeit, seiner Stärken und Schwächen bewusst ist, kann sich zu einer kompetenten Führungsperson entwickeln. Eigentlicher Grundgedanke ist: Gute Führung kann erlernt werden. Weiter werden die Bereiche Kommunikation und Konflikte behandelt und Methoden gezeigt, wie den häufigsten Problemfeldern entgegengewirkt werden kann. Im letzten Teil des Moduls geht es um die Qualitäten und Eigenschaften von Leadership und um die eigentlichen Führungsinstrumente.

Eingangskompetenz

-

Kompetenz

Fachkompetenzen: Die Studierenden

- begreifen psychologische Konzepte und Instrumente der Personalführung in ihrem Zusammenspiel.
- verstehen und bearbeiten einfache, konkrete Problemstellungen basierend auf theoretischen und praxisorientierten Ansätzen und Konzepten.
- Erhalten einen Einblick in die Führung und die wichtigsten Führungsinstrumente.

Methodenkompetenzen: Die Studierenden

- sind fähig, Praxisthemen anhand von Modellen und Konzepten zu analysieren und zu reflektieren.
- setzen theoretische Überlegungen für die kritische Beurteilung des Vorgefundenen ein.
- sind fähig, ein Thema inhaltlich und methodisch strukturiert zu erarbeiten.

Sozialkompetenzen: Die Studierenden

- gehen durch (Nach-)Fragen den Dingen auf den Grund.
- bearbeiten in der Diskussion, alleine und in 2-er Gruppen Führungs-Fragestellungen lösungsorientiert, berücksichtigen dabei verschiedene Perspektiven und integrieren eigene und fremde Ansichten.

Selbstkompetenzen: Die Studierenden

- können sich kritisch reflektierend mit anspruchsvollen Themen auseinandersetzen.
- setzen sich kritisch mit sich auseinander.
- können komplexe Problemstellungen erkennen und integrierte Lösungsansätze entwickeln.
- können sich in Fachdiskurse einbringen.
- entwickeln das persönliche Analyse-, Urteils- und Entscheidungsvermögen.
- decken eigenständig und selbstständig Wissensdefizite auf, gleichen diese durch Selbststudium aus.

IMD4 - Führungspsychologie in der praktischen Anwendung - BWB3122

Inhalt	<ul style="list-style-type: none"> • Es wird den Studierenden eine psychologische Herangehensweise des Konzepts "Führung" vermittelt. Worauf muss geachtet werden? Wie kann sich der Mensch besser kennenlernen, um zu einer positiven Führungsperson heranzureifen? Welche Konzepte können hier unterstützen? Welche Kenntnisse müssen vorhanden sein? • Welche Kenntnisse können die Führungsperson dabei unterstützen, ihre Mitarbeitenden optimal zu unterstützen und zu führen? • Was muss eine Führungsperson über Wahrnehmung, Selbstwahrnehmung, Kommunikationsanalyse wissen, um in der Führung erfolgreich zu sein? • Bekommen einen Eindruck von Führung und lernen die Führungsinstrumente kennen, die ihnen in der Praxis zur Verfügung stehen.
Lehr- und Lernmethode	Vorlesung mit theoriebezogenen Übungen während der Vorlesung
Fachliteratur	<p>Für den Kompetenznachweis unerlässliche Literatur: - Unterlagen zur Vorlesung</p> <p>Empfohlene Literatur: - Margot Morrell und Stephanie Capparell (2003), Shackletons Führungskunst; Was Manager von dem grossen Polarforscher lernen können, Rohwolt Taschenbuchverlag, Reinbeck bei Hamburg, 9. Auflage 2011 - George Kohlrieser (2012), Care to Dare; Unleashing astonishing potential through secure base leadership - Sutton, Robert (2010), The No Asshole Rule, Bulding a Civilised Workplace and Surviving One That Isn't. Piatkus</p>
Workload	90 Stunden
Kontaktstudium	28 Lektionen à 45 Minuten
Präsenzpflicht	-
Kompetenznachweis	Schriftliche Prüfung, 90 Minuten, am Ende des Semesters (KW26 oder 27) Gewichtung: 100%
Hilfsmittel bei schriftlicher Prüfung	<p>- Gedrucktes Wörterbuch (Muttersprache - Sprache Kompetenznachweis) - BFH-Taschenrechner (TI-30 ECO RS)</p> <p><i>Für Details zu den Hilfsmitteln siehe aktuelle "Weisung zu den Kompetenznachweisen" auf Moodle.</i></p>
Weiterführende, vertiefende Module	-
Bemerkung	Die Frage "was macht eine gute Führungskraft aus" muss interessieren. Auch muss die Offenheit vorhanden sein, sich auf psychologische Themen einzulassen. Die psychologische Herangehensweise an die Führung eröffnet neue Möglichkeiten und Wege. Dazu gehört auch, dass man sich kritisch hinterfragt.
Studiengang, Semester	BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern

IMD5 - Change Management - BWB3123

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Geiger Margit
Modulverantwortung	Margit Geiger
Kurzbeschreibung des Moduls	<p>Unternehmen müssen sich ständig an Veränderungen und Entwicklung in ihrer Umwelt anpassen. Häufig beobachten Unternehmen diese Entwicklungen im Voraus und können ihre Organisationsstrukturen weiterentwickeln. Es kann jedoch auch passieren, dass grössere, unternehmensübergreifende Veränderungsprojekte notwendig sind.</p> <p>Dieses Modul beschäftigt sich mit verschiedenen Arten von Veränderungen und Veränderungsprozessen. Darüber hinaus wird der Frage nachgegangen, wie Unternehmen organisiert sein müssen, damit sie langfristig mit den Veränderungen umgehen können.</p>
Eingangskompetenz	EMOR
Kompetenz	<p>Fachkompetenz: Die Studierenden</p> <ul style="list-style-type: none"> - kennen Ursachen, Hemmnisse und verschiedene Formen von Veränderungen, - können Veränderungsprozesse hinsichtlich ihrer Erfolgs- und Misserfolgskriterien beurteilen, - können verschiedene Organisationsformen hinsichtlich ihrer Veränderungsfähigkeit beurteilen. <p>Methodenkompetenz: Die Studierenden</p> <ul style="list-style-type: none"> - setzen theoretische Überlegungen und durch Fachliteratur selbst erarbeitete Gedanken für die kritische Beurteilung von Veränderungsprozessen ein, - verbinden Theorie und Praxis <p>Sozialkompetenz: Die Studierenden</p> <ul style="list-style-type: none"> - gehen durch Nachfragen den Dingen auf den Grund, - bearbeiten in der Diskussion und in Arbeitsgruppen Fragestellungen konstruktiv, dabei berücksichtigen sie verschiedene Perspektiven und integrieren eigene und fremde Ansichten, - nutzen persönliche sowie Ressourcen der Gruppe. <p>Selbstkompetenz: Die Studierenden</p> <ul style="list-style-type: none"> - reflektieren auf verschiedenen Ebenen, - entwickeln das persönliche Analyse-, Urteils- und Entscheidungsvermögen, - decken eigenständig und selbstverantwortlich Wissensdefizite auf und gleichen diese durch Selbststudium aus.
Inhalt	<ul style="list-style-type: none"> • Ursachen und Hemmnisse von Veränderungen • Formen von Veränderungen • Organisationsgestaltung • Organisationsentwicklung • Merkmale Zukunftsfähiger Organisationsformen
Lehr- und Lernmethode	<ul style="list-style-type: none"> • Kontaktstudium mit Inputreferaten (inkl. Praxisreferenten) • Selbstorganisiertes Vor- und Nachbereiten der einzelnen Lektionen • Selbststudium (individuelles und begleitetes)

IMD5 - Change Management - BWB3123

Fachliteratur	Für den Kompetenznachweis unerlässliche Literatur: Unterlagen zur Vorlesung Change Management Empfohlene Literatur: wird in der Vorlesung bekannt gegeben
Workload	90 Stunden
Kontaktstudium	28 Lektionen
Präsenzpflicht	Die Präsenztermine finden sich auf dem Semesterplan, der zu Beginn der Veranstaltung abgegeben wird.
Kompetenznachweis	Schriftliche Prüfung am Ende des Semesters, Dauer: 90 Minuten, Gewichtung: 100%
Hilfsmittel bei schriftlicher Prüfung	- Gedrucktes Wörterbuch (Muttersprache - Sprache Kompetenznachweis) - BFH-Taschenrechner (TI-30 ECO RS) <i>Für Details zu den Hilfsmitteln siehe aktuelle "Weisung zu den Kompetenznachweisen" auf Moodle.</i>
Weiterführende, vertiefende Module	-
Bemerkung	-
Studiengang, Semester	BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern

IMD6 - Innovation and Business Creativity - BWB3124

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	S - Specialised level course
Lecturer(s)	Adriaensen Benjamin, Harder Deane
Module responsibility	Deane Harder, Benjamin Adriaensen

Short description of the module Innovations are considered one of the key success factors for economic sustainability. This module looks at drivers of innovations, sources of ideas, the role of inventions, different innovation methods and management approaches, going to market, and lifecycles of innovations. Theoretical models will be accompanied by concrete examples and case studies. Students will learn the importance of innovations in an increasingly volatile and international environment, the contradictions in management practices that demand and impede innovations, typical roadblocks in the development of innovations, and common reasons for innovation failures.

Upon successful completion of this module, students should be able to:

1. Describe the key challenges associated with the development and roll-out of new products and services.
2. Explain the interactions between firm-level strategy, the business environments of various markets and market reactions.
3. Evaluate the risks and benefits associated with different innovation strategies in the context of internationalisation.

Requirements

-

IMD6 - Innovation and Business Creativity - BWB3124

Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - apply their knowledge of marketing, supply and demand, and strategy on the organisation and operation of innovation - will make use of case studies to link existing knowledge with new insights regarding innovation and different innovation methods - will develop the ability to set up an appropriate innovation management concept to operate in a global environment <p>Method:</p> <ul style="list-style-type: none"> - the focus will be on student applied learning. There will be some lectures, but the emphasis will be on student responsibility for learning through active application of course content in various forms of learning - active participation and preparation for class are requirements. - students will be challenged to 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 and predominant corporate cultures on their individual mental model of innovation - get to know the unpredictability in group work when network dynamics in innovation processes become relevant - are able to switch between different business and cultural perspectives - recognize difficult situations, develop an understanding for viable solutions, and drive them in the 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 and problem solving skills through experiential learning activities, simulations, and case studies.
Content	<ul style="list-style-type: none"> - Lifecycle of innovations and business models - Business creativity and idea management - Innovation methods and levels of innovation - Going to market - Innovation diffusion - Success factors of the ecosystem innovation <p>Classroom discussion will focus on the topics above, expanded by aspects from other modules of IBM, e.g. sustainability, HR management, or expansion strategies.</p>
Teaching and Learning method	<ul style="list-style-type: none"> - case studies - simulations - application of various innovation methods and tools - plenary discussions - self-study
Literature	<p>Will be supplied by lecturers.</p>
Workload	<p>90 h</p>
Contact lessons	<p>7 sessions at 4 h each.</p>
Attendance requirement	<p>Last 2 sessions are group presentations with obligatory attendance.</p>

IMD6 - Innovation and Business Creativity - BWB3124

Proof of competence

Group presentation at the end of the module, including a case study on selected topics: 100%.

No written exam.

Continuative, in depth modules

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Comment

-

Degree programme, semester

BSc Business Administration, 2019-2020, 8 FS, BB, Bern
BSc Business Administration, 2019-2020, 6 FS, VZ, Bern
BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern

iMES - Methods and Skills in scientific Studies - BWB1025

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	B - Basic level course
Lecturer(s)	Marti Mathias, Vogel Claudia
Module responsibility	Claudia Vogel - Mathias Marti

Short description of the module

In this introductory course students will learn and apply the fundamentals of academic work and will learn about the psychology of communication. Topics in the 3 blocks of the lecture include the various aspects of corporate, social and media communication. In the basic course: the tools used to collect and process information, and the appropriate basic writing skills and competences.

The course has the form of a sequential training workshop. We will discuss various forms of academic/scientific research, how to evaluate information sources and prepare suitable summaries, how to cite sources correctly and compile a bibliography.

Students will be provided with structured support throughout the semester; there will be several lectures and training exercises. Students are required to compile and hand in a brief written assignment in accordance with predefined criteria in order to demonstrate what they have learned.

Requirements -

Competencies upon completion

Subject: The students

- know the essential criteria of scientific working and can apply them in their own work;
- understand how communication in the professional and social contexts work.

Method: The students

- are familiar with the structure and form of academic texts in the field of business administration.
- acquire skills in dealing with electronic and non-electronic information tools
- acquire the ability to research subject-specific academic and non-academic sources, to evaluate these, and integrate them into their own arguments.
- acquire the ability to cite sources and compile bibliographies correctly

Social: The students

- gain experience in team-based learning and work.
- acquire the ability to share individual resources.
- learn how to provide a critical evaluation of the output of others

Self: The students

- acquire the capacity to work and learn independently.
- learn to critically reflect on work and thought processes and to develop action strategies.
- develop a realistic estimate of their own capacity and the time required for academic work.
- are better aware of their own communication behavior

iMES - Methods and Skills in scientific Studies - BWB1025

Content	<p>Focus Communication:</p> <ul style="list-style-type: none"> - communication in job related situations - models of communication, psychology of communication, language and behavior <p>Focus Scientific Writing:</p> <p>Students learn how to:</p> <ul style="list-style-type: none"> - judge the relevance of academic working methods for their own studies - compile written reports according to academic standards (e.g. structure of academic texts). - make systematic use of academic resources (library, databases). - categorize, evaluate and integrate various sources of information. - extract the essential statements and arguments from a text. - cite sources and compile bibliographies correctly.
Teaching and Learning method	<ul style="list-style-type: none"> - Classroom teaching: Lecture, Discussions - guided self-study, especially writing own scientific text with coaching sessions (proof of competence)
Literature	<p>Indispensable literature:</p> <ul style="list-style-type: none"> - Bell, Judith. Doing Your Research Project: A Guide for First-Time Researchers in Education, Health and Social Science; Open University Press; 5th ed (2010). ISBN 0335235824 / 978-0335235827 - Slides and additional materials as provided during the course. <p>Recommended literature:</p> <ul style="list-style-type: none"> - Eco., U., 2015. How to write a thesis, MIT Press, Cambridge MA, ISBN: 978-0-26252-713-2 - Will be provided as needed. <p>Additional literature:</p> <ul style="list-style-type: none"> - Will be provided as needed.
Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	- 3x2h Lectures with focus on communication & international media, participation is mandatory.
Proof of competence	<ul style="list-style-type: none"> - written report (Deadline CW 20), 100% - Details and Expectations will be clarified at the beginning of the course
Continuative, in depth modules	Marketing, Statistics, iSRM, iMEC
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 2 FS, VZ-IP, Bern

iMOT - Introduction to Management and Organization Theory - BWB1032

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	B - Basic level course
Lecturer(s)	Vogel Claudia
Module responsibility	Claudia Vogel

Short description of the module	<p>Based on the previous module Introduction to Business Administration (iBUA) and especially the St. Gallen Management Model students know the relationship and interdependencies between the structuring forces strategy, structure and culture and are able to apply these in a practical context. They also know the strategic relevance of organizational structure, its elements as well as its different forms. Students differ between forms of primary and secondary structure and are able to analyze these in companies as well as provide suggestions for optimization.</p> <p>The module aims to enable students to develop the understanding and skills they will need to subsequently help them orientate themselves. To achieve this, students first need to acquire appropriate basic knowledge in the form of the content presented during the course; they then need to develop a willingness to tackle the problems relating to business administration beyond the confines of the course. Students will be encouraged to study the relevant literature, textbooks and trade magazines in German and English and to follow current affairs programmes in the media; they will be expected to make this a habit for the duration of the course in the interests of promoting theory-to-practice transfer.</p>
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Requirements	Introduction to Business Administration iBUA
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Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - are familiar with the various levels and instruments of organisational design. - understand change management as an integrative approach to dealing with changes within companies. <p>Method: Students</p> <ul style="list-style-type: none"> - understand the fundamentals of organisational theory and can transfer them to a company's practical situation. - are able to evaluate organisational efficiency on the basis of corresponding criteria. - can employ methods, concepts and instruments to master organisational change. - can provide an accurate explanation of business concepts and apply them appropriately as required in a given situation. - can apply theory and practice in combination. <p>Social: Students</p> <ul style="list-style-type: none"> - are able to draw parallels between course content and current events and to reflect on these within the group. - are able to explore issues in depth by means of questioning. - can employ their own resources and those of the group. <p>Self: Students</p> <ul style="list-style-type: none"> - are able on their own to draw parallels between course content and current events and to reflect on these. - are able to critically consider models, instruments and behavioural patterns. - are able to reflect on matters on various levels. - are able to refine their own analytical, judgement and decision-making skills. - are willing to engage with topics relating to business administration beyond the confines of the course.
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iMOT - Introduction to Management and Organization Theory - BWB1032

Content	<ul style="list-style-type: none"> • organizational theory • efficiency of organizations • elements and instruments of organizations • organizational differentiation and integration • organizational concepts
Teaching and Learning method	<ul style="list-style-type: none"> • Contact study with presentation input • Group assignments • Self-organised preparation and follow-up work on classroom lessons • Independent study
Literature	<p>Indispensable literature:</p> <ul style="list-style-type: none"> - Daft, R.L.: (2015) Organization Theory & Design, 12e, Cengage Learning, ISBN 978-1305629943 - Jones, G.R. (2013) Organizational Theory, Design, and Change, Pearson Education, ISBN: 978-0273765608 - Capaul, R. & Steingruber, D. (2014) Business Studies An Introduction to the St. Gallen Management Model, Cornelsen, ISBN 978-3-450883-5
Workload	90 hours
Contact lessons	28 lessons (each 45 minutes)
Attendance requirement	-
Proof of competence	Written examination, 90 minutes, 100%, end of semester (CW26 or 27)
Aids for written examination	<ul style="list-style-type: none"> - printed dictionary (mother tongue - examination language) - BFH-Calculator (TI-30 ECO RS) <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	All business administration modules of the BBA study course.
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 2 FS, VZ-IP, Bern BSc Business Administration, 2019-2020, 2 FS, BB-IP, Bern

iMR2 - Marketing 2 - BWB1039

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	B - Basic level course
Lecturer(s)	Knutti Anna
Module responsibility	Anna Knutti

Short description of the module	<p>In modules "iMR1" and "iMR2", participants learn that the marketing process is essentially an attitude and a basis for decision-making that is relevant to the company as a whole. iMR2 deals with the practical aspects of iMR 1.</p> <p>This module looks at the stakeholders of the sales market (end consumers, customers, sales brokers, intermediaries, competitors, opinion leaders, etc.). Using the basic concepts required to comprehend and collect market data as a starting point, it is shown how such data can be structured to ensure that successful market-related decisions are taken within the company.</p> <p>Students learn to take correct situation- and company-specific decisions regarding core target groups, positioning, distribution and effective measures on the basis of a market analysis, so that an implementation plan can be drafted that is as comprehensive and consistent as possible.</p>
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Requirements	iMR1
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Competencies upon completion	<p>Subject: Students learn:</p> <ul style="list-style-type: none"> - how to compile the information required for taking marketing decisions and structure it in the form of a meaningful report. - how to generate a marketing concept (including positioning and the choice of the correct combination of instruments) and evaluate how far it is likely to achieve success for the company. - how to extend and apply their theoretical knowledge on marketing concepts and marketing project management in a situation-specific form <p>Method: Students</p> <ul style="list-style-type: none"> - know and understand the structural options that can be used for a market analysis and the marketing procedures used (such as market systems, segmentation, positioning, SWOT analyses, etc.) - know and understand the decision-making methods used for a marketing concept and can select and use the appropriate instruments in a specific situation. - can implement marketing methodologies in an actual case derived from practice <p>Social: Students</p> <ul style="list-style-type: none"> - are capable of developing solutions for concrete practical situations as part of a team/task force. - are in the position to acquire projects from companies in their region and can conclude project agreements with external decision-makers. - will be able to systematically construct a social network <p>Self: Students</p> <ul style="list-style-type: none"> - are able to question their own responses to marketing measures in a process of self-reflection. - can assess their influence on their own buying behaviour and that of others. - recognise the importance of maintaining an open-minded attitude to market concept content. - are capable of developing solutions for concrete practical situations as part of a team/task force
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iMR2 - Marketing 2 - BWB1039

Content	<p>1. Analysis of the relevant market</p> <ul style="list-style-type: none"> • Analysis of marketing potential factors and corporate preconditions • Competitor analysis • Activity analysis • Analysis of external influences • Analysis of end consumers • Analysis of relevant environmental factors • Summary and evaluation (opportunities, risks, strengths, weaknesses, assumptions) <p>2. Concept</p> <p>e.g.: Market segment, mix, positioning, goals, infrastructure, budget</p>
Teaching and Learning method	<p>Contact study: kick-off event Supervised self-study: project work with coaching Free self-study</p>
Literature	<p>Indispensable literature: - Kühn, Marketing, Analysis und Strategy, ISBN 978-3-85932-872-2</p> <p>Recommended literature: - Kotler/Keller, Marketing Managment, 15th edition, ISBN: 978-0133856460</p>
Workload	90 hours
Contact lessons	2 hours
Attendance requirement	-
Proof of competence	100% written report, 40 pages, group of 5 students (generally) at the end of the semester
Continuative, in depth modules	iMR3, iMR4
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 2 FS, VZ-IP, Bern

iMR4 - Marketing 4 - BWB2033

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
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

iMR4 - Marketing 4 - BWB2033

Literature	Recommended literature: - Grewal/Levy, Marketing, 3/e McGraw-Hill Higher Education, 2012 ISBN: 0078028833 Additional, continuative literature: - Kotler/Keller, Marketing Management, 14th edition Prentice Hall 2012 ISBN: 978-0132102926
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, 2019-2020, 4 FS, VZ-IP, Bern

INMT - International Management - BWB2046

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
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. 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>
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.
Teaching and Learning method	<p>Students are expected to do weekly preparatory reading for the two contact lessons each week as well as post-class study.</p> <p>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.</p>

INMT - International Management - BWB2046

Literature

Indispensable literature:

Electronic versions of the mandatory reading articles 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 (Calendar weeks 25, 26 or 27), weighting: 100%

Aids for written examination

- Print dictionary (English-Student's mother-tongue)
- 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 International Business Management specialization

Comment

Language of instruction and assessment: English

INMT is an optional module for students in the BSc Business Information Technology degree programme.

Degree programme, semester

BSc Business Administration, 2019-2020, 4 FS, VZ, Bern

INSU - The World of Insurance - BWB2070

ECTS	3
Study language	English
Module type	Optional module (countable)
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Rascón Alberto
Module responsibility	Prof. Alberto Rascón
Short description of the module	This is an introductory course to the insurance business.
Requirements	English, Maths 2
Competencies upon completion	<p>Subject: Students will</p> <ul style="list-style-type: none"> - be able to describe the requirements of an insurable risk - be able to identify major insurable and uninsurable risks in our society. - understand the pooling of risk technique, the law of large numbers. - be able to calculate insurance premiums - understand the nature of Re-insurance and Social Security <p>Method: Students will</p> <ul style="list-style-type: none"> - be able to develop Excel spreadsheets to price insurance products - acquire different risk management techniques - understand the challenges of short term vs. long term cash flows <p>Social: Students will</p> <ul style="list-style-type: none"> - be able to analyze and discuss problems, in teams, by considering, evaluating, substantiating and refuting a variety of different arguments - foster their critical competences - be able to provide creative and innovative solutions <p>Self: Students will</p> <ul style="list-style-type: none"> - learn and work independently, recognize gaps in their knowledge and fill these gaps independently - learn to critically reflect work and thought processes and develop possible courses of action - learn to structure and give effective solutions to complex problems - learn to abstract a concrete situation to a mathematical model
Content	<ol style="list-style-type: none"> 1. Basic concepts in Risk Management and Insurance 2. Basic Statistics and the Law of large numbers 3. Insurance Pricing: How to calculate a "Fair Premium"? 4. Calculate: Fair premium for a car and for a property insurance 5. Life Insurance 6. Annuities 7. Health Insurance - Individual and Group Insurances 8. Health Insurance (Product oriented) 9. Characteristics of Re-Insurance 10. Types of Social Security 11. Retirement - Calculate a Retirement Plan 12. Life cycle of insurance (development) 13. Life cycle of insurance (market) 14. Insurance market in Switzerland

INSU - The World of Insurance - BWB2070

Teaching and Learning method Lectures, case studies, exercises

Literature

Recommended literature:

- Rejda, George E. (2008): "Principles of Risk Management and Insurance", 10th Edition, Pearson International Edition
 - Harrington, Scott E.; Nienhaus, Gregory, R. (1999): "Risk Management and Insurance", Mc Graw Hill.
 - Federal Social Insurance Office "OVERVIEW OF SWISS SOCIAL SECURITY" 2011
 - POZEN Robert, Senbetta Henoah "Note on the Reinsurance Industry" Harvard Business School (2011) 9-311-102
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Workload

90 hrs.

Contact lessons

Total Contact Hours = 21 hrs.
Total Homework Hours = 35 hrs.
Self-studying hours= 34 hrs.

Attendance requirement

No compulsory attendance.

Proof of competence

30% Homework
70% Final exam, "Take Home": The exam will be given on the last day of class and students will have 24 hours to answer it.

The teacher keeps the right to give extra points during the class or for special homeworks to the students with the main propose to encourage learning.

Aids for written examination

- Computer
- Print dictionary
- Summary - Number of A4 pages: 1 (1 sheet/page double-sided or 2 sheets/pages single-sided)

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

Continuative, in depth modules

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Comment

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INSU - The World of Insurance - BWB2070

Degree programme, semester	
	BSc Business Administration, 2019-2020, 8 FS, BB, Bern
	BSc Business Information Technology, 2019-2020, 4 FS, VZ, Bern
	BSc Business Information Technology, 2019-2020, 8 FS, BB, Bern
	BSc Business Administration, 2019-2020, 4 FS, BB, Bern
	BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern
	BSc Business Information Technology, 2019-2020, 6 FS, BB, Bern
	BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern
	BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern
	MSc Business Administration, 2019-2020, 4 FS, BB, Bern
	BSc Business Administration, 2019-2020, 6 FS, VZ, Bern
	BSc Business Administration, 2019-2020, 4 FS, BB-IP, Bern
	BSc Business Administration, 2019-2020, 6 FS, BB, Bern
	BSc Business Information Technology, 2019-2020, 4 FS, BB, Bern
	BSc Business Information Technology, 2019-2020, 6 FS, VZ, Bern
	BSc Business Administration, 2019-2020, 4 FS, VZ, Bern

iPMA - Project Management - BWB2053

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Lent Bogdan
Module responsibility	Bogdan Lent
Short description of the module	The iPMA module provides students with the basic knowledge of project management. They acquire insights into the project life cycle and the project management processes connected to each project phase. The module focuses on the initialization and the planning phase of a project. During international days the students will undertake one-day online simulation of managing a project in virtual project team. During that "Simulation Day" (previously known as "Game Day") students will work together virtually (i.e. via Internet) with students from other European Universities.
Requirements	iPRO
Competencies upon completion	<p>Subject: Students will...</p> <ul style="list-style-type: none"> ... know the fundamentals of project management. ... know the project life cycle and the standard phases of a project. ... understand the role of projects, project portfolio and program within an enterprise ... are able to manage a small project and provide a valuable contribution in complex projects as a project team members. <p>Method: Students will...</p> <ul style="list-style-type: none"> ... know the essential project management methods, tools, techniques and are able to implement these in their project work. ... be able to define the project, formulate project objectives and goals and set up a project plan. ... acquire (their first) experience with leading a project team and manage the project execution during an online simulation training. <p>Scientific: Students will...</p> <ul style="list-style-type: none"> ... have build texts in a structured manner ... will have to transform their ideas in respective research questions and scenarios ... will have to apply scientific methods in their work <p>Social: Students will...</p> <ul style="list-style-type: none"> ... as a member of a project team, learn how to contribute to a successful completion of the project work. ... learn how to work efficiently in a team, even if under pressure (during the project simulation). <p>Self:</p> <p>While reflecting their own work and the work of their peers in the project simulation students are able to draw important conclusions for their future projects and their personal development.</p>

iPMA - Project Management - BWB2053

Content	<p>Definition of terms: project, project management, ISO 21500:2012, cybernetic approach, complexity, successful project, project portfolio, program, Project life cycle, project phases Project initiation, planning, execution, closing Definition of vision, goals, deliverables, scope Project team, team management, project organisation, leadership Stakeholder management, Project structuring, scheduling Estimation of resources, project budget, project controlling, Risk Management Communication Management</p>
Teaching and Learning method	<p>Lecture, exercises, discussions, in-class case study, guided self-study, arena coaching, online project simulation</p>
Literature	<p>Mandatory literature: Hand-outs from the classes.</p> <p>Recommended literature: 1. Cybernetic Approach to Project Management, Lent, Springer 2013 2. Managing Project: A team-based approach, Brown, Hyer, 2010 (see http://teambasedapproach.com/) 3. The fast forward MBA in Project Management, Verzuh, 2010; Project Management: A Managerial Approach, Meredith, Mantel, 2008</p> <p>Additional, continuative literature: 1. A guide to the Project Management Body of Knowledge, PMI, Sixth Ed., PMI 2017 in package with Agile Practice Guide PMI 2019 2. Individual Competence Baseline for Project Management, IPMA 2018 with IPMA Reference Guide ICB4 in an agile world</p>
Workload	<p>90 hours</p>
Contact lessons	<p>30 hours (33%) lessons, 40 hours (45%) self-study with support, 20 hours (22%) individual self-study</p>
Attendance requirement	<p>Class iPMA 4i (2 lessons per session): Introduction Session in CW 8 Project Day (block week) in CW 15 Mandatory Reflection Session CW 22 Unsupervised team work Sessions CW 11,16,17,23 Easter Week Break CW 16</p> <p>Class iPMA 6r (4 lessons per session) Introduction Session in CW 10 Regular Sessions CW 12, CW 14 Project Day (block week) in CW 15 Easter Week Break CW 16 Further Regular Sessions CW 18,19 Mandatory Reflection Session (2 lessons) CW 22</p> <p>Coaching & Consultancy 30 Min after each Session with lessons. Students who fail to comply with the above regulations will not get a grade for the module.</p>

iPMA - Project Management - BWB2053

Proof of competence

During the semester:

Group work assignment 65%
Individual assignment (Project proposal) 15%
Individual assignment (reflection) 15%
Active contribution (Mainly wrap-up presentation) 5%

Grades for group work assignment and the individual assignment (project proposal) will be rounded off to 1/10 of a grade point, the grades for the individual assignment (reflection) and the individual contribution will be rounded off to half a grade point. Subsequently the final module grade will be rounded off to half a grade point.

In case you complete the module with an insufficient module grade (i.e. final grade < 4.0) you will have to repeat the parts and only the parts with insufficient grades; the parts with sufficient grades (i.e. grade \geq 4.0) will pertain and will be used to calculate the new final module grade.

Note that the repeat examinations (Nachhol- oder Wiederholungsprüfungen) can take place in other forms and settings than the original examinations as will be indicated by the lecturer.

Continuative, in depth modules

Bachelor Thesis

Comment

-

Degree programme, semester

BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern
BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern

iPOP - Political Processes - BWB2052

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Gees Thomas
Module responsibility	Thomas Gees
Short description of the module	Students are sensitized to political processes connected with companies and administration. Students learn about the political decision-making process in the Swiss democratic system; both theoretical concepts in the field of public choice and specific examples are discussed and studied in more detail through international comparisons conducted as group work.
Requirements	iSEP
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - have a basic understanding of public choice theory - learn to analyze Swiss democracy as a method of decision making - are able to compare the Swiss political system with others <p>Method: Students</p> <ul style="list-style-type: none"> - learn basic skills in political science - learn the differences between the private (economic) and public (political) bargaining process <p>Social: Students</p> <ul style="list-style-type: none"> - learn to argue in a political discussion - learn to respect minorities - contribute to a better understanding of social values <p>Self: Students</p> <ul style="list-style-type: none"> - are empowered through argument
Content	<ul style="list-style-type: none"> - Rational choice - The party system - Beyond the nation state - European integration - Building a multicultural society through political integration - Direct democracy in an international perspective - The logic of collective action - Government and Consensus Democracy
Teaching and Learning method	<ul style="list-style-type: none"> - Lectures, including guest Lectures - Exercises - Student presentations

iPOP - Political Processes - BWB2052

Literature

Indispensable literature:

- The Swiss Confederation a brief guide
(<https://www.bk.admin.ch/bk/en/home/dokumentation/the-swiss-confederation--a-brief-guide.html>)

Recommended literature:

- Wolf Linder (2010): Swiss Democracy, 3rd Edition, Palgrave Macmillan (ISBN 978-0-230-23189-4)

Additional, continuative literature:

- will be published on moodle

Workload

90 hours

Contact lessons

28 lessons

Attendance requirement

-

Proof of competence

- Presentation in group: during semester (counts 1/3)
- Semester paper individual or group of 2: CW 24 (counts 2/3)

Continuative, in depth modules

iEC1, iEC2

Comment

-

Degree programme, semester

BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern
BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern

iRES - Restructuring - BWB2055

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Rascón Alberto
Module responsibility	Prof. Alberto Rascon (rca2)
Short description of the module	The course provides students with an in-depth overview of various business structures, their relation to strategy, and their change. It covers the most important structuring and restructuring events (establishment, expansion and restructuring of companies and groups of companies, change management, succession planning, mergers & acquisitions, business evaluation, joint ventures, business distress, and going public) as well as the pertinent economic and financial, legal and psychological issues.
Requirements	Accounting, financial management, business planning, law.
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - gain a basic understanding of the most relevant business structures and their change in companies and groups of companies as well as of the pertinent economic and financial, legal and psychological issues. <p>Method: Students</p> <ul style="list-style-type: none"> - learn to analyze the problems related to structural change. - learn to deal with conflicts of interest between various stakeholders such as owners, managers and other employees, creditors and government. <p>Social: Students</p> <ul style="list-style-type: none"> - discuss problems in class. - work in groups in class. - react properly to the counter arguments of their fellow students. <p>Self: Students</p> <ul style="list-style-type: none"> - adequately prepare themselves for work in class (private study). - actively participate in class.
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 about the types of specialists which can be hired 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 - Self-study in preparation of the short tests - Short tests in class

iRES - Restructuring - BWB2055

Literature	Indispensable literature: Articles and Case studies posted on Moodle; possibly Case studies to be purchased. Kotter John, Rathgeber Holger, Our Iceberg Is Melting, Changing and Succeeding Under Any Conditions, Penguin Random House, 2nd edition (January 5, 2016)
Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	Yes, 85% (12 out of 14 double lessons). Additional absences will only be excused for important reasons as provided for in the respective regulations (e.g. illness, not: professional obligations).
Proof of competence	Short tests in class (100%).
Aids for written examination	In general, short tests are closed book; they may be open book if so instructed by the lecturer. Calculator and dictionary allowed. <i>For details to the aids allowed during written exams see "information on study and examination regulations" on Moodle.</i>
Continuative, in depth modules	M&A and related transactions
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern

iSEP - Society, Economy, Politics - BWB1036

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
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.

iSEP - Society, Economy, Politics - BWB1036

Content	<p>Social, economic and political "megatrends" for example:</p> <ul style="list-style-type: none"> • Economic transformations (modernization, digitalization, 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)
Teaching and Learning method	Lecture phase, group phase (colloquium), guided self-study, independent self-study
Literature	<p>Essential literature for the proof of competence: Script & PPT presentations during the lecture phase, scientific paper of the chosen colloquia</p>
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	<p>Individual presentation during colloquium (pass/fail) Group paper (100% of final grade)</p>
Continuative, in depth modules	-
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 2 FS, VZ-IP, Bern

ISM3 - Ressourcenmanagement im Sport - BWB3133

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Mrkonjic Michaël
Modulverantwortung	Dr. Michaël Mrkonjic (EHSM) Bruno Bosshard (EHSM), Anja Schuler (EHSM), weitere Dozierende nach Bedarf
Kurzbeschreibung des Moduls	<p>Vermittelt theoretisches und praxisorientiertes Wissen im Bereich des Ressourcenmanagements im Sport am Beispiel von Sportevents in der Schweiz (z.B. STS Events).</p> <p>Fokussiert sich insbesondere auf die wichtigsten Ressourcen die ein OK braucht um ein Sportevent optimal durchzuführen (z.B. Menschliche Ressourcen oder Infrastruktur).</p> <p>Betrachtet die Typologie und die Merkmale von Ressourcen.</p>
Eingangskompetenz	ISM1, ISM2, EBWL, EMOR, BPL1, BPL2, UENT, ENTR, HRM1, HRM2, HRM3, LEAD, BRW1, BRW2
Kompetenz	<p>Fachkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - begreifen die Vielfältigkeit der Ressourcen im Sport. - kennen die Grundlagen des Ressourcenmanagements im Sport im Allgemeinen und für einen Sportevent. - sind in der Lage eine einfache Ressourcenbedarfsanalyse (z.B. Personal) zu erstellen. <p>Methodenkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - können ausgewählte Tools anwenden. - entwickeln ein holistisches- und event-orientiertes Denken. <p>Sozialkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - können als Team/Gruppe Lösungen für konkrete Praxissituationen ausarbeiten. - verbessern ihr professionelles und zielgruppengerechtes Auftreten und ihre Kommunikation. <p>Selbstkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - erkennen die Bedürfnisse und Erwartungen der wichtigsten Stakeholder aus dem Sportumfeld.
Inhalt	<ul style="list-style-type: none"> - Human Ressource Management - Infrastruktur - Netzwerke und Kooperationen
Lehr- und Lernmethode	Vorlesung, Referate, Gruppenarbeiten, Case Studies, Diskussionen, Übungen, Selbststudium.

ISM3 - Ressourcenmanagement im Sport - BWB3133

Fachliteratur	Für den Kompetenznachweis unerlässliche Literatur: Unterlagen der Dozierenden Empfohlene Literatur: Lichtsteiner, H., Gmür, M., Giroud, C. & Schauer, R. (2013). Das Freiburger Management-Modell für Nonprofit-Organisationen. (Kap. 3). Bern: Haupt Verlag.
Workload	90h
Kontaktstudium	28 (Inkl. Blocktag) Eine Vorlesung wird am 01.05.2020 an der EHSM (Magglingen) stattfinden.
Präsenzpflicht	Blocktag (Ballsporthalle Gümligen, 09.05.2020)
Kompetenznachweis	Schriftliche Prüfung (50%) und Gruppenarbeit (mdl. Präsentation auf Modulebene), (50%) Die schriftliche Prüfung findet während der offiziellen Prüfungsphase am Ende des Semester (KW26 oder 27) statt. Wenn die Endnote auf Modulebene ungenügend ist, muss die schriftliche inhaltliche Prüfung wiederholt werden.
Hilfsmittel bei schriftlicher Prüfung	- BFH-Taschenrechner (TI-30 ECO RS) - Gedrucktes Wörterbuch (Muttersprache - Sprache Kompetenznachweis) (Für Details zu den Hilfsmitteln siehe aktuelle "Weisung zu den Kompetenznachweisen" auf Moodle.)
Weiterführende, vertiefende Module	Master «Spitzensport» EHSM
Bemerkung	Detaillierte Angaben zum Programm des Blocktages (Kosten, Programm, etc.) folgen zu Kursbeginn. Transport und Verpflegung gehen zulasten der Studierenden.
Studiengang, Semester	BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern

ISM4 - Sportsystem in der Schweiz - BWB3134

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Weber Andreas Ch.
Modulverantwortung	Dr. Andreas Ch. Weber (EHSM) Weitere Dozierende nach Bedarf.
Kurzbeschreibung des Moduls	- Das Sportsystem Schweiz wird anhand seiner Akteure dargestellt. - Dies erlaubt Rückschlüsse auf seine Organisation, die Aufgaben- und Förderbereiche und seine Finanzierung
Eingangskompetenz	ISM1, ISM2, z.T. POLP
Kompetenz	<p>Fachkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - kennen die wichtigen Akteure und Organisationen im Schweizer Sportsystem. - verstehen die Typologisierung der Akteure im Dritten Sektor, im Markt Sektor und im Öffentlichen Sektor. - kennen die Akteure bezüglich Gründung, Organisation, Aufgabenbereich und Finanzierung. - kennen die Funktionsweise der zentralen Instrumente und Programme der Schweizer Sportförderung auf nationaler Ebene. - können eine Verbindung zwischen den Instrumenten und Programmen der Akteure und ihren entsprechenden Aufgaben und Ziele herstellen. <p>Methodenkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - lernen am Modell - wenden Kooperatives Lernen an <p>Sozialkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - Einzel-, Partner-, Gruppen- und Plenumsarbeiten <p>Selbstkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - Bieten dar, tragen vor, präsentieren - erarbeiten Im Dialog, wenden an, analysieren, vernetzen, beurteilen
Inhalt	<ul style="list-style-type: none"> - Sportorganisationen in den drei Sektoren: Zuweisungen der Organisationen im Modell - Akteure im Dritten Sektor - Aufgaben, Organisation und Finanzen sowie Verflechtung der Akteure innerhalb des Sektors - Akteure im Marktsektor - Aufgaben, Organisation und Finanzen sowie Zusammenhang der Akteure - Berufssituation und Einkommen von Athleten und Trainer - Akteure im staatlichen Sektor - Aufgaben, Organisation und Finanzen sowie Verflechtung der Akteure im staatlichen Sektor - Nationale Grundlagenkonzepte von Swiss Olympic und des BASPOS - Überblick über die nationalen Förderinstrumente
Lehr- und Lernmethode	Vorlesung, Referate, Gruppenarbeiten, Diskussionen, Übungen, Selbststudium

ISM4 - Sportsystem in der Schweiz - BWB3134

Fachliteratur	Für den Kompetenznachweis unerlässliche Literatur: - Unterlagen der Dozierenden - Kempf, H. & Lichtsteiner, H. (2015). Das System Sport in der Schweiz und international. Magglingen: Bundesamt für Sport BASPO.
Workload	90h
Kontaktstudium	Blockwoche (09.06.20 - 12.06.20)
Präsenzpflicht	Blocktage
Kompetenznachweis	Posterpräsentation der Gruppe am Ende der Blockwoche (50%) und Gruppenarbeit auf Modulebene (mdl. Präsentation 50%). Bewertet wird das Poster und die Präsentation auf Modulebene im Verhältnis 50% zu 50%. Details zur Bewertung werden zu Beginn der Blockwoche kommuniziert. Wenn die Endnote auf Modulebene ungenügend ist, muss die inhaltliche Prüfung wiederholt werden.
Hilfsmittel bei schriftlicher Prüfung	keine
Weiterführende, vertiefende Module	Master Spitzensport an der EHSM
Bemerkung	2 Blocktage werden an der EHSM (Magglingen, ohne Übernachtung) stattfinden, 2 Blocktage im Centro Sportive Tenero (Vollpension inkl. Sportangebot). Die Kosten belaufen sich auf ca. 120 Franken (plus Reisekosten).
Studiengang, Semester	BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern

iSRM - Social Research Methods - BWB2057

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Jarchow Thomas
Module responsibility	Thomas Jarchow
Short description of the module	In this module, students learn and conduct an empirical study using quantitative or qualitative methods. This includes managing the study, development of a methodical approach, evaluation and analysis of data as well as writing a report and presenting the results. The focus is on the practical application of survey and analysis methods (statistics). The module lays the foundation for the planning, execution and interpretation of empirical studies in the business world.
Requirements	Methods and Skills in Scientific Studies (iMES), Marketing iMR3+(iMR4), Statistics iST1+(iST2)
Competencies upon completion	<p>Professional competence: Students know and understand the methods of empirical scientific work and how to apply them by conducting a quantitative or qualitative study in the form of interviews, surveys or field/laboratory experiments.</p> <p>Methodological skills: Students are able to carry out a research project and apply the relevant research methods.</p> <p>Social skills: Team work and organizational skills. Students can transform short phrased objectives (e. g. of their superiors) into assignments for specialists.</p> <p>Self-expertise: The students gain experience of their own on research projects; they can actively cooperate with specialists and manage (smaller) research projects independently.</p>
Content	<ul style="list-style-type: none"> - Statistics: data analysis, inferential statistics - Design of a quantitative study, e. g. questionnaire design and accompanying letters, question types and scales, validation and interpretation - Design of a qualitative study, e. g. interview and guideline, forms of questioning and conduct of conversations, analysis and interpretation - Planning and execution of a study - Evaluation: presentation of the results as a report and presentation; avoidance of typical errors in practice - Designing and conducting a survey as team project.
Teaching and Learning method	<ul style="list-style-type: none"> - Classroom lessons - Project work (in groups of maximum 3 students) - Coaching sessions of the project-teams - Self-study of literature and documents

iSRM - Social Research Methods - BWB2057

Literature

Indispensable literature:

Bell, J. (2010). *Doing Your Research Project: A Guide for First-Time Researchers in Education, Health and Social Science* (5th ed.). Open University Press. ISBN 0335235824 / 978-0335235827 (or a newer edition of the book)

or

Hussy, W., Schreier, M., & Echterhoff, G. (2013). *Forschungsmethoden in Psychologie und Sozialwissenschaften für Bachelor*. Berlin, Heidelberg: Springer Berlin Heidelberg.
<https://doi.org/10.1007/978-3-642-34362-9>
[pdf kann bezogen werden unter link.springer.com]

Additional literature:

Eco, U. (2015). *How to Write a Thesis*. The MIT Press. ISBN: 978-0262527132.
Atteslander, P. (2010). *Methoden der empirischen Sozialforschung* (13th ed., p. 359). Schmidt, Erich Verlag. ISBN: 978-3503126187.

Workload

90 hours

Contact lessons

14 lessons (teaching and coaching)

Attendance requirement

- The first lesson of the term is mandatory for all students
- Participation of all students of a team in 3 out of 5 team coachings is mandatory
- Participation of all students at the presentation day is mandatory

Proof of competence

- Team project and written term paper of 30-40 pages for a group of three (60% of final grade)
- oral presentation of the findings by the team at the end of the term of 10-15 minutes (20% of final grade)
- written letter to myself: 2-3 pages learning report by each team member (20% of final grade)
- The weighted sum of the parts (term paper, presentation, learning report) is used for the final grade

Continuative, in depth modules

Bachelor Thesis
Scientific Work
Project Management

Comment

-

Degree programme, semester

BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern
BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern

iST1 - Statistics 1 - BWB1054

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	B - Basic level course
Lecturer(s)	Kwuida Léonard, Ostrin Geoffrey Ellis
Module responsibility	Leonard Kwuida (kil2), Michel Krebs(kem2), Geoffrey Ostrin (org1), 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
Competencies upon completion	<p>Subject: Students - have knowledge of descriptive statistics and elementary probability theory 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	Descriptive statistics, variation and probability.
Teaching and Learning method	Regular lectures and exercise classes.
Literature	<p>Indispensable literature: - Statistics for Business, Decision Making and Analysis. 2nd Edition. Robert Stine and Dean Foster. ISBN-10: 0321836510, ISBN-13: 9780321836519</p>
Workload	90 hours

iST1 - Statistics 1 - BWB1054

Contact lessons 56 lessons

Attendance requirement Week 8

Proof of competence Mid term exam of 90 minutes, 50%

Written exam of 90 minutes at the end of semester (CW26 or 27), 50%

Aids for written examination

- private laptop with appropriate software
- printed dictionary (mother tongue - examination language)
- Open book

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

Continuative, in depth modules iST2

Degree programme, semester BSc Business Administration, 2019-2020, 2 FS, BB-IP, Bern
BSc Business Administration, 2019-2020, 2 FS, VZ-IP, Bern



iST2 - Statistics 2 - BWB2031

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Kwuida Léonard
Module responsibility	Léonard Kwuida (kil2)
Short description of the module	<p>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.</p>
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.

iST2 - Statistics 2 - BWB2031

Literature

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

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 (CW 26 or 27), 100%

Aids for written examination

- Calculatore TI Nspire with with these two files: stats.tns and STA2_ExamSS2020.tns
- printed dictionary (mother tongue - examination language)
- Summary of 2 pages A4 double-sided or summary of 4 pages A4 one-sided

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

Continuative, in depth modules

-

Comment

-

Degree programme, semester

BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern

MAC3 - Mehrwert- und Unternehmenssteuern - BWB3022

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Fankhauser Daniel, Strahm Daniel
Modulverantwortung	Daniel Fankhauser dipl. Steuerexperte, Daniel Strahm dipl. Steuerexperte
Kurzbeschreibung des Moduls	<p>Bereich Mehrwertsteuer: Dieses Modul knüpft an die Grundlagen aus den vorangegangenen Semestern (Steuerrecht I) und vertieft die entsprechenden Kenntnisse. Die Studierenden sind befähigt, die verschiedenen Umsätze und Vorsteuern, welche in Unternehmungen (Einzelfirmen, Personengesellschaften oder Kapitalgesellschaften) anfallen zu erkennen, ordentlich zu deklarieren und korrekt zu berechnen. Schwerpunkte bilden die gemischte Verwendungen und die Nutzungsänderungen.</p> <p>Bereich Unternehmenssteuerrecht: Dieses Modul vertieft die Kenntnisse im Unternehmenssteuerrecht. Als Schwergewicht wird die Besteuerung der juristischen Personen (jP) und deren Anteilhaber im Allgemeinen und in besonderen Situationen wie der Sanierung, Umwandlung, Fusion und Spaltung behandelt. Ausserdem werden die Probleme einer Umstrukturierung bei selbständig Erwerbenden und einer Nachfolgeregelung (natürliche Personen, nP) sowie die Grundzüge des interkantonalen Steuerrechts aufgezeigt.</p>
Eingangskompetenz	Steuerrecht (STRE), Finanzielles Rechnungswesen 1 (FRW1), Finanzielles Rechnungswesen 2 (FRW2), Rechtslehre 2 (REC2), Rechtslehre 3 (REC3)

MAC3 - Mehrwert- und Unternehmenssteuern - BWB3022

Kompetenz

Fachkompetenzen:

Bereich Mehrwertsteuer:

Die Studierenden lernen die wichtigsten Aspekte des Mehrwertsteuerrechts kennen. Sie kennen die Systematik der Nettoallphasensteuer mit Vorsteuerabzug und wissen über die Funktionen der Mehrwertsteuer Bescheid. Sie berechnen die Steuerfolgen korrekt, wenn Leistungen gemischt verwendet werden. Nutzungsänderungen werden von den Studierenden erkannt und steuerlich richtig gewürdigt. Die verschiedenen Optionsmöglichkeiten sind den Studierenden vertraut und sie sind in der Lage, die Vor- und Nachteile respektive die Chancen und Risiken der Option aufzuzeigen. Diese gesamte Problematik der Nutzungsänderungen und Optionsmöglichkeiten muss insbesondere bei Liegenschaften vollständig und korrekt abgehandelt werden können.

Bei grenzüberschreitenden Umsätzen können die Studierenden die notwendigen Abklärungen nennen und kennen die wichtigsten mehrwertsteuerrechtlichen Abläufe.

Bereich Unternehmenssteuerrecht:

Die Studierenden kennen die Grundsätze bei der Besteuerung der juristischen Personen und die Probleme im Zusammenhang mit der wirtschaftlichen Doppelbelastung auf Stufe der Inhaber der Beteiligungsrechte. Die besonderen Tatbestände der Umstrukturierung einer Unternehmung werden von den Studierenden erkannt und sie kennen die Grundsätze betreffend der Steuerfolgen. Die Studierenden können die Steuerfolgen bei Kapitaleinlagen, Kapitalentnahmen und Sanierungen abschätzen.

Die Grundsätze des interkantonalen Steuerrechts sind den Studierenden bekannt.

Methodenkompetenzen:

Die Studierenden können selbständig steuerliche Sachverhalte bearbeiten. Sie sind fähig, das gewonnene Wissen in Praxisaufgaben anzuwenden. Sie sind in der Lage, ihre Kenntnisse in ein Gesamtkonzept einzuordnen und dieses Lernkonzept laufend zu erweitern. Sie können zu steuerrechtlichen Fragen Stellung nehmen und entsprechend argumentieren.

Sozialkompetenzen:

Die Studierenden fördern ihre Kommunikations-, Verhandlungs-, Argumentations- und Konfliktfähigkeiten, in dem sie in Gruppen Aufgaben und Fallbeispiele lösen. Dabei lernen sie ihren persönlichen Standpunkt zu vertreten, andere Meinungen zu akzeptieren und einen Gruppenkonsens zu finden.

Selbstkompetenzen:

Die Studierenden entwickeln eine hohe Lernbereitschaft und Lernfähigkeit. Sie können die Literatur im Fachbereich und die Steuererlasse selbständig bearbeiten und sind in der Lage, weitere Informationen zum entsprechenden Thema zu beschaffen. Den Arbeitsaufwand können sie selbständig einschätzen und bewältigen. Sie zeigen dabei eine hohe Flexibilität. Sie sind in der Lage, diese zusätzliche Arbeitsbelastung in ihren Alltag zu integrieren.

Inhalt

vgl. Kursprogramm

Lehr- und Lernmethode

- Selbständiges Erarbeiten des Lernstoffes (Vorbereitung der Seminare)
- Theorievorträge (theoretischer Überblick über die verschiedenen Themengebiete)
- Selbständiges Lösen und Analysieren von Aufgaben, Fallbeispielen und Praxisfällen
- Vor- und Nachbearbeitung der Seminare
- Bearbeiten von Fallbeispielen in der Gruppe

Fachliteratur

Für den Kompetenznachweis unerlässliche Literatur:

- Das schweizerische Steuerrecht "Ein Grundriss mit Beispielen"; Peter Mäusli-Allenspach, Mathias Oertli; Cosmos Verlag AG, Muri BE; 9. Auflage 2018; ISBN-Nr. 978-3-85621-249-0;
- Das schweizerische Steuerrecht "Aufgaben und Lösungshinweise"; Oertli Mathias, Benz Rolf; Cosmos Verlag AG, Muri BE; 6. Auflage 2018; ISBN-Nr. 978-3-85621-250-6;
- Die Steuergesetze des Bundes; Daniel R. Gygax, Thomas L. Gerber; Verlag Steuern und Recht GmbH; Ausgabe 2019; ISBN-Nr. 978-3-906842-31-8;

[Für die Pflichtliteratur Das schweizerische Steuerrecht "Ein Grundriss mit Beispielen" und Das schweizerische Steuerrecht "Aufgaben und Lösungshinweise" konnte mit dem Cosmos Verlag (Muri bei Bern) eine 20 % Vergünstigung vereinbart werden. Bei der Bestellung reicht ein Vermerk - "BFH" - Bestellungsmail direkt an Frau Nicole Stucki --> info@cosmosverlag.ch]

MAC3 - Mehrwert- und Unternehmenssteuern - BWB3022

Workload	90 Stunden
Kontaktstudium	7 x 4 Lektionen
Präsenzpflicht	-
Kompetenznachweis	schriftliche Prüfung (90 Minuten): 100 %, Semesterende (KW26 oder 27)
Hilfsmittel bei schriftlicher Prüfung	<ul style="list-style-type: none">- BFH-Taschenrechner (TI-30 ECO RS)- Gedrucktes Wörterbuch (Muttersprache - Sprache Kompetenznachweis)- Die Steuergesetze des Bundes; Verlag Steuern und Recht GmbH <p>(Für Details zu den Hilfsmitteln siehe aktuelle "Weisung zu den Kompetenznachweisen" auf Moodle.)</p>
Weiterführende, vertiefende Module	n.a.
Bemerkung	-
Studiengang, Semester	BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern

MAC4 - Internationale Rechnungslegung IFRS - BWB3023

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Längin Thomas
Modulverantwortung	Thomas Längin
Kurzbeschreibung des Moduls	Die Studierenden gewinnen einen Überblick über das aktuelle Regelwerk der International Financial Reporting Standards (IFRS). Sie sind in der Lage, ausgewählte Standards in konkreten Fallbeispielen anzuwenden, und verstehen die Informationen einer nach den IFRS erstellten Jahresrechnung.
Eingangskompetenz	<ul style="list-style-type: none"> - Fachkenntnisse des Rechnungswesen, welche in den Modulen Finanzielles Rechnungswesen (FRW), Betriebliches Rechnungswesen (BRW) und Corporate Finance vermittelt wurden. - Fachkenntnisse der Konzernrechnungslegung, welche in MAC1 vermittelt wurden, und Kenntnisse von Financial Accounting Advanced (MAC2).
Kompetenz	<p>Fachkompetenzen: Die Studierenden sind in der Lage, ausgewählte IFRS-Vorschriften in konkreten Fallbeispielen anzuwenden, und verstehen die Informationen einer nach den IFRS erstellten Konzernrechnung.</p> <p>Methodenkompetenzen: Die Studierenden können unter Anleitung bei der Erstellung einer Konzernrechnung gemäss den IFRS mitarbeiten. Sie sind in der Lage, die theoretischen Vorschriften auf eine konkrete Situation anzuwenden (Transferleistung).</p> <p>Selbstkompetenzen: Die Studierenden können durch Selbstreflexion beurteilen, ob sie den behandelten Stoff verstanden haben, und allenfalls notwendige Fragen präzise formulieren. Zudem können Sie eigene Ideen, Vorschläge und Lösungsansätze im Klassenrahmen vortragen und gegen sachliche Kritik verteidigen.</p>
Inhalt	Ausgewählte IFRS-Standards.
Lehr- und Lernmethode	<ul style="list-style-type: none"> - Präsenzunterricht im Klassenverband - Fachvorträge von IFRS-Experten und -Anwendern - Einzelarbeiten - Selbststudium - Partnerarbeiten
Fachliteratur	<p>Für den Kompetenznachweis unerlässliche Literatur:</p> <ol style="list-style-type: none"> 1) KPMG AG Wirtschaftsprüfungsgesellschaft: IFRS visuell, Die IFRS in strukturierten Übersichten, 8. Auflage ISBN 978-3-7910-4357-9; 2) IDW Verlag GmbH: International Financial Reporting Standards IFRS, IDW Textausgabe einschließlich International Accounting Standards (IAS) und Interpretationen. Die amtlichen EU-Texte Englisch-Deutsch; 12. Auflage; 3) Die vom Dozenten auf Moodle zur Verfügung gestellten Unterlagen.

MAC4 - Internationale Rechnungslegung IFRS - BWB3023

Workload	90 Stunden
Kontaktstudium	7 x 4 Lektionen = 28 Lektionen
Präsenzpflicht	-
Kompetenznachweis	Schriftliche Prüfung, Dauer 90 Minuten, in der Kalenderwoche 25, 26 oder 27; zählt 100%.
Hilfsmittel bei schriftlicher Prüfung	- BFH-Taschenrechner (TI-30 ECO RS) - Open Book (Für Details zu den Hilfsmitteln siehe aktuelle "Weisung zu den Kompetenznachweisen" auf Moodle.)
Weiterführende, vertiefende Module	-
Bemerkung	-
Studiengang, Semester	BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern

MBF3 - Risk Management - BWB3026

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	S - Specialised level course
Lecturer(s)	Gimeno Raúl Diego
Module responsibility	Prof. Dr. Raul Gimeno

Short description of the module Introduction into Risk Management, covering its most important methods/concepts as applied in practice (standards of "best practice") with a focus on financial risks (market risks, credit risk, operational risk, ALM). Holistic treatment of practical issues along the risk management process: risk identification, risk quantification, risk reporting, risk management, from strategic aspects (strategic risk management, ERM) all the way down to tactical and technical dimensions (risk quantification on a stand-alone basis, portfolio risk).

Requirements FMA2, MBF1

Competencies upon completion

Subject: Students

- know the aims and basics of risk management
- can calculate the market risk
- can calculate the credit risk
- are familiar with the most important methods and concepts for quantifying, controlling and managing risk

Method: Students

- are able to analyse a wide range of type of risk
- are able to apply the methods to real-world problems
- are familiar with the advantages and disadvantages of the corresponding methods and concepts, and therefore know their limitations

Social: Students

- 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

Self: Students

- 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

MBF3 - Risk Management - BWB3026

Content	<ul style="list-style-type: none"> - Introduction to Risk Management (risk, risk management process, risk categories) - Strategic Risk Management: economic capital, CAR, capital allocation - Credit Risk: credit risk framework, EL, UL, CreditVaR, CreditMetrics, CreditRisk+ - Market Risk: market risk framework, market risks on a stand-alone basis, portfolio risk measures - Liquidity Risk - Sovereign Risk - Capital adequacy (Basel III, Solvency Risk)
Teaching and Learning method	<ul style="list-style-type: none"> - Blending learning with multiple choice questions - Guided self-study with exercises and solutions - Contact lessons
Literature	<p>Recommended literature: Financial Institutions Management: a risk management approach, Anthony Saunders and Marcia Millon Cornett, 8th edition, softcover, McGraw-Hill, ISBN 10: 1428812091 / 1-4288-1209-1</p>
Workload	90 hours
Contact lessons	14x2 lessons
Attendance requirement	-
Proof of competence	<p>Digital examination 100%, end of semester (CW 26 or 27) Duration: 90 minutes Laptop: bring your own device</p>
Aids for written examination	<ul style="list-style-type: none"> - BFH calculator (TI-30 ECO RS) / another non-programmable calculator (according to the written examination regulations) - printed dictionary (mother tongue - examination language) - formulary sheet (will be given on the examination day) <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	-
Comment	-
Degree programme, semester	<p>BSc Business Administration, 2019-2020, 6 FS, VZ, Bern BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern BSc Business Administration, 2019-2020, 8 FS, BB, Bern</p>

MBF3 - Risk Management - BWB3026

MBF4 - Portfolio Management - BWB3027

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	S - Specialised level course
Lecturer(s)	Gimeno Raúl Diego
Module responsibility	Prof. Dr. Raul Gimeno
Short description of the module	Students receive a sound introduction in portfolio management with emphasis given on the use of Excel as a calculation tool. Students learn how to use Excel in order to perform performance calculations and especially absolute and relative optimisations.
Requirements	MBF1 and MBF2
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - understand and apply the basic models of portfolio management. - understand the different performance measures and their respective drawbacks - perform several optimizations - perform a performance attribution analysis <p>Method: Students</p> <ul style="list-style-type: none"> - are able to analyse a wide range of fixed income instruments or structured products <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"> - Portfolio models: an introduction - Calculating efficient portfolios - Estimating betas and the Security Market Line - Efficient portfolios - Relative optimization - Performance attribution - Factor models

MBF4 - Portfolio Management - BWB3027

Teaching and Learning method	A combination of guided self-study, contact lessons and excel exercises will ensure an optimal learning mix for the students. Students will conduct different investment ideas with a simulation account.
Literature	Indispensable literature: - There is no literature. All the content is given in the handout. Recommended literature: - Investments, Bodie, Kane and Marcus, 9th edition, Paperback, McGraw-Hill 2011
Workload	90 hours
Contact lessons	14x2 lessons
Attendance requirement	-
Proof of competence	Written examination, 60 minutes, end of semester (CW 26 or 27) Excel-based exam Bring your own device
Aids for written examination	- No calculator - Excel program - formulary sheet (will be given on the examination day) <i>For details to the aids allowed during written exams see "information on study and examination regulations" on Moodle.</i>
Continuative, in depth modules	-
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern BSc Business Administration, 2019-2020, 6 FS, VZ, Bern BSc Business Administration, 2019-2020, 8 FS, BB, Bern

MBM3 - Managing Global Supply Chains - BWB3116

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	S - Specialised level course
Lecturer(s)	Foord Daniel, Harder Deane
Module responsibility	Daniel Foord, Deane Harder

Short description of the module

International competition is increasingly between whole supply chains rather than just individual companies. The aim of the module is to familiarise students with the discipline of operations and supply chain management, which enables firms to better coordinate information, financial and materials flows and customer service activities relevant to purchasing, logistics and operations processes that occur along a supply chain. The primary objective is to ensure that students can diagnose issues and recommend actions pertinent to specific situations that occur in organisations and their supply chains. The module explores planning, organisation and control of the resources and capabilities to improve organisational performance and to satisfy customer requirements. Topics include resource planning, demand management, process optimisation, supply chain strategies, supply chain integration and network design. Additionally, sustainability issues in terms of materials and resources management as well as labour conditions are addressed. Case studies from multinational companies will be used to get an overview of the spectrum of practiced supply chain management.

Upon successful completion of this module, students should be able to:

1. Describe the key challenges associated with the management of global supply chains.
2. Explain the interactions between strategy, planning, sourcing, producing, delivering, and returning of products.
3. Evaluate the risks and benefits associated with different supply chain strategies in the context of internationalisation.

Requirements

-

MBM3 - Managing Global Supply Chains - BWB3116

Competencies upon completion

Subject: Students

- apply their knowledge of business process, management, and strategy on the organisation and operation of global supply chains
- will make use of simulations to link existing knowledge with new insights regarding supply chains
- will develop the ability to set up a general model to structure and operate global supply chains, i.e. the SCOR model

Method:

- the focus will be on student applied learning. There will be some lectures, but the emphasis will be on student responsibility for learning through active application of course content in:
 - case studies,
 - exercises & role plays
 - simulations
- application of the SCOR model as good practice in supply chain management.
- active participation and preparation for class are requirements.
- students will be challenged to integrate knowledge they have gained from other business core modules and apply their accumulated knowledge.

Social: Students

- understand the influences and effects of process optimisation and their individual mental model of management
- get to know the unpredictability in group work when network dynamics in supply chain management become relevant
- are able to switch between different business and cultural perspectives
- recognize difficult situations, develop an understanding for viable solutions, and realise them in the business context

Self: Students

- 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 career
- develop critical thinking ability and problem solving skills through experiential learning activities, simulations, and case studies.

Content

- Introduction to supply chain management
- Global logistics and operations
- Supply chain strategies
- Process optimization
- Dynamics of supply chains
- Sustainability: materials, labour conditions, labelling

Teaching and Learning method

Lecturer input, case studies and seminar discussion of articles, group works.

Literature

Literature will be provided by lecturers.

Workload

90 h

Contact lessons

7 sessions of 4 hours each.

MBM3 - Managing Global Supply Chains - BWB3116

Attendance requirement

The last 2 sessions are group presentations with obligatory attendance.

There will be a field trip to SIGA Cover AG to see and experience "Toyota Management/Production Systems". This will take place on Thursday 09 April 2020, during the block week.

There will also be 1 or 2 guest lecturers. Students' attendance in these weeks will also be required .

Proof of competence

Group research project and presentation. Group presentation at the end of the module, including a case study on selected topics: 100%. Group project will be assigned in session 1.

No written exam.

Continuative, in depth modules

-

Comment

If any students are unable to attend the field trip they will be expected to organise their own company visit and provide proof of the visit.

At the time of publication the guest lecturers have not been finalised.

Degree programme, semester

BSc Business Administration, 2019-2020, 8 FS, BB, Bern
BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern
BSc Business Administration, 2019-2020, 6 FS, VZ, Bern

MBM4 - Negotiating in Multicultural Environments - BWB3117

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	S - Specialised level course
Lecturer(s)	Bürki Jacqueline, Rascón Alberto
Module responsibility	Jacqueline Bürki, Alberto Rascón

Short description of the module	<p>This module explores the effect of culture on decision making in the international business environment. During live negotiations, students are exposed to issues and problems that inevitably arise in international business negotiations and sets forth to develop their cross-cultural communication competence and management and negotiation skills to successfully solve problems and capitalise on opportunities in a multicultural environment. Students will be required to apply their knowledge from previous management courses as the business case is equally important in multicultural negotiations.</p> <p>In this module students will apply their knowledge in the following key areas:</p> <ul style="list-style-type: none"> - Motivation, leadership and decision making across cultures with the business case as a key element - Managing cultural groups, teams, virtual teams. Leading international teams, global leadership in organizations - Negotiations and decision-making in international environments, taking the importance of (informal) networking into consideration.
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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 from preceding management courses as well as cultural frameworks from CCCD and how to interact within a multicultural international business environment - will make use of case studies as a development tool - will develop the ability to set up a multicultural negotiation / communication strategy <p>Method:</p> <ul style="list-style-type: none"> - the focus will be on student applied learning. There will be some lectures, but the emphasis will be on student responsibility for learning through active application of course content in: <ul style="list-style-type: none"> > case studies, > exercises & role plays > video analyses > live negotiation - active participation and preparation for class are requirements. - students will be challenged to integrate knowledge they have gained from other business core modules and apply their accumulated knowledge. <p>Social: the live negotiations provide Students with the opportunity to</p> <ul style="list-style-type: none"> - understand the influence and effect of their own behaviour and culture on team performance, organisational performance, negotiations, business deals - be able to switch between different business and cultural perspectives - recognize difficult situations, develop an understanding for viable solutions, and realize them in the business context <p>Self: Students</p> <ul style="list-style-type: none"> - further develop their awareness of their own culture and teamwork to better equip themselves to function in intercultural and multi-cultural business situations flexibly - learn practical information and tools for their future business careers - develop critical thinking ability and problem solving skills through experiential learning activities and case studies
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MBM4 - Negotiating in Multicultural Environments - BWB3117

<p>Content</p>	<ul style="list-style-type: none"> - Become familiar with the role of negotiation in implementing a firm's strategy, and the various stakeholders who must be considered. - Learn the stages of the negotiation process and how to prepare for cross-cultural business negotiations. - Gain insight into the various types of negotiating styles in particular from India. - Recognize that managing negotiation requires learning about the culturally based behavioural differences, values, and agendas of the negotiating parties and how to build trust for successful negotiations. - Learn the complexities of negotiating within a multi-cultural environment. - Appreciate the variables in the decision-making process and understand the influence of culture on decision making.
<p>Teaching and Learning method</p>	<p>Lessons in CW 8, 10, 12, 15, 18 Live negotiations during the blockweek, which is CW15 (attendance mandatory) during which students will apply their knowledge, skills and experience. The blockweek contains essential elements to successfully complete the course. Lecturers will provide</p> <ul style="list-style-type: none"> - theoretical input, - observation and analysis of negotiations, - case studies
<p>Literature</p>	<p>Will be supplied by lecturers from the following books:</p> <ul style="list-style-type: none"> - Brett, J. (2014). Negotiating Globally (third). Jossey-Bass - Deresky, H. (2017). International Management: Managing Across Borders and Cultures (ninth). Pearson. - Sweeney, P. D., & McFarlin, D. B. (2015). International Management Strategic Opportunities and Cultural Challenges (fifth). Routledge Taylor & Francis Group. - Thomas, D. & Peterson, M. (2015) Cross-Cultural Management Essential Concepts (third) Sage
<p>Workload</p>	<p>90 hours</p>
<p>Contact lessons</p>	<p>Lessons in CW 8, 10, 12, 15 and 18</p> <p>Live negotiations during the blockweek, which is CW15 (attendance mandatory) during which students will apply their knowledge, skills and experience. The blockweek contains essential elements to successfully complete the course.</p>
<p>Attendance requirement</p>	<ul style="list-style-type: none"> - Kickoff session CW8 - Mandatory attendance blockweek CW15 and CW18
<p>Proof of competence</p>	<p><u>Analysis of the Business Case prior to the live negotiations à 25% of final grade</u></p> <p>Based on the course and topic introduction each group will conduct background preparation for the live negotiations week. As a group you have to prepare a 1-page report focusing on the business case. Assessment guidelines have been uploaded on Moodle.</p> <p><u>Presentation of the final negotiation outcome during the live negotiations à 25% of final grade</u></p> <p>Each negotiation team will present their in-depth analysis of the outcome of their negotiations</p> <p><u>Reflective report à 50% of final grade</u></p>
<p>Continuative, in depth modules</p>	<p>-</p>
<p>Comment</p>	<p>-</p>

MBM4 - Negotiating in Multicultural Environments - BWB3117

Degree programme, semester BSc Business Administration, 2019-2020, 8 FS, BB, Bern
BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern
BSc Business Administration, 2019-2020, 6 FS, VZ, Bern

MCC3 - Sponsoring - BWB3030

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Waldenmeyer Zoé
Modulverantwortung	Zoé Waldenmeyer

Kurzbeschreibung des Moduls

Sponsoring gewinnt in den letzten Jahrzehnten zunehmend an Bedeutung. Während weltweit die Investitionen in klassische und direkte Werbung kontinuierlich abnehmen, steigen die Ausgaben für Sponsoring stetig an. In diesem Modul lernen die Studierenden, welche Aspekte, Instrumente und Vorgehensweisen erforderlich sind, um Sponsoring als erfolgreiches Marketing Instrument zu bewerten und einzusetzen. Die Studierenden erarbeiten sich Aspekte und Besonderheiten von Kultur-, Medien- und Sportsponsoring sowie nach Bedarf weiterer Einsatzmöglichkeiten. Das Gelernte wird angewandt, vertieft, revidiert und reflektiert; dabei wird der eigenen initiierten Recherche und Adaption der Lerninhalte auf konkrete Sponsoringsituationen hohe Priorität eingeräumt.

Neben dem Aneignen theoretischer Grundlagen und dem Transfer auf eine oder mehrere Unternehmung(en) werden in diesem Modul Gastreferenten den Einsatz des Instruments Sponsoring in der Praxis erklären und präsentieren.

Zielsetzungen: Die Studierenden

- eignen sich die theoretischen Grundlagen des Marketing-Instruments Sponsoring an
- gewinnen eine differenzierte Sichtweise bezüglich unterschiedlicher Sponsoringmöglichkeiten und -aktivitäten
- erkennen und beurteilen Chancen und Risiken der Beteiligten
- verknüpfen theoretische Grundlagen mit einem Praxistransfer - entwickeln Sponsoring zu einem erfolgsversprechenden Marketing Instrument für eine / mehrere Unternehmen
- wenden Sponsoring Bausteine in einem Praxisobjekt an und entwickeln sie unternehmensspezifisch weiter

Eingangskompetenz

- Marketing Kenntnisse (Strategie, Konzeption und Unternehmenskommunikation)
- Praktische Erfahrung im operativen Marketing

MCC3 - Sponsoring - BWB3030

Kompetenz

Fachkompetenzen: Die Studierenden

- kennen verschiedene Ausprägungen des Sponsoring in theoretischer und praktischer Hinsicht
- sind für die Bedürfnisse beider Parteien - Sponsor und Gesponsorter - sensibilisiert, erkennen Gefahrenpotentiale und Lösungsansätze
- hinterfragen, beurteilen und verbessern existierende Sponsoring Umsetzungen
- sind in der Lage, aus den diversen Bausteinen ein funktionierendes Sponsoring zu entwickeln

Methodenkompetenzen: Die Studierenden

- lernen, sich in der Gruppe zu organisieren
- erarbeiten Analysen und Lösungen unter Zeitdruck
- adaptieren und revidieren ihr Wissen konsequent auf die Aufgabenstellungen
- erweitern ihre Kompetenz im Bereich Problemlösungen
- verknüpfen theoretische Grundlagen mit praxisbezogenen, realen Umsetzungen

Sozialkompetenzen: Die Studierenden

- sind in der Lage, ihre eigenen Reaktionen auf Sponsoring Herausforderungen kritisch zu hinterfragen und zu reflektieren
- setzen sich aktiv mit unternehmerischen Realisierungen auseinander, indem sie in einen Dialog mit den Gastreferenten treten
- setzen sich konstruktiv mit verschiedenen Interessen / Anforderungen auseinander

Selbstkompetenzen: Die Studierenden

- s.o.

Inhalt

- Theoretische Grundlagen zum Marketing Instrument Sponsoring
- Transferleistungen auf die Unternehmenspraxis
- Beispiele aus der Praxis

Lehr- und Lernmethode

- Präsentationen der Studierenden und Coaching
 - Gastreferenten
 - Selbststudium
- Hinweis: von den Studierenden wird ein hohes Mass an Eigeninitiative erwartet.

Fachliteratur

Empfohlene Literatur:

- Bruhn, Manfred: Sponsoring. Systematische Planung und integrativer Einsatz, 5. Auflage, Wiesbaden, 2010, ISBN: 978-3-8349-1111-7
- Bartoluzzi Dubach, Elisa, Frey, Hansrudolf: Sponsoring: Der Leitfaden für die Praxis. Bern, 1997, ISBN: 978-3-258-07653-9

Zusätzliche, weiterführende Literatur:

- Geldard, Edward, Sinclair, Laurel: The sponsorship Manual. Sponsorship made easy, Sydney, 2005, ISBN: 0 9579948 0 X

Workload

90 Stunden

Kontaktstudium

18-20 Stunden Kontaktstudium (Präsentationen bzw. Coachings)

70-72 Stunden Selbststudium und Reflexion

Präsenzpflicht

ja, in der Blockwoche

MCC3 - Sponsoring - BWB3030

Kompetenznachweis

Gruppenarbeit (4-5 Personen pro Gruppe), gleiche Note für jedes Teammitglied, Gewichtung: 70%
Einzelarbeit, Gewichtung: 30%

Beide Arbeiten werden am letzten Tag der Blockwoche abgegeben.

Weiterführende, vertiefende Module

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Bemerkung

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Studiengang, Semester

BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern
BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern
BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern

MCC4 - Medienmanagement - BWB3031

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Schranz Egon
Modulverantwortung	Prof. Dr. Egon Schranz (sae4)
Kurzbeschreibung des Moduls	<p>Erfolgreiche Übermittlung von passenden Botschaften der Unternehmung über Medien beeinflussen den Wert der Unternehmung entscheidend. Voraussetzung für eine erfolgreiche Tätigkeit in diesem Gebiet ist die Kenntnis des Medienmarktes sowie die Kenntnisse der Erwartungen der Medienvertreter gegenüber dem Botschaftssender.</p> <p>Schwerpunkte: - Medienmarkt, Akteure und deren Spielregeln - Erfolgsfaktoren beim Umgang mit den Medien - Planung eines Mediaanlasses</p>
Eingangskompetenz	MAR1, MAR2, MAR3, MCC1
Kompetenz	<p>Fachkompetenzen: Die Studierenden - können die Rolle der Medien im Bereich der Corporate Communications festlegen</p> <p>Methodenkompetenzen: Die Studierenden - kennen die Methoden und Verfahren erfolgreicher Medienarbeit - sind in der Lage, eine Medienkonferenz zu planen und durchzuführen - kennen die Regeln der Zusammenarbeit mit PR Agenturen</p> <p>Sozialkompetenzen: Die Studierenden - sind in der Lage, Kernbotschaften, Ideen, Meinungen erfolgreich ihren Zielgruppen zu übermitteln - können mit kritischen Gegenmeinungen konstruktiv umgehen</p> <p>Selbstkompetenzen: Die Studierenden - kennen die eigenen Stärken und Schwächen und wissen diese gezielt in der Kommunikation gegen aussen zu nutzen</p>
Inhalt	<ul style="list-style-type: none"> - Medienmarkt, Akteure und deren Spielregeln - Erfolgsfaktoren beim Umgang mit den Medien, - Planung eines Mediaanlasses
Lehr- und Lernmethode	Vorlesungen, praktische Arbeiten, Präsentationen, Workshops

MCC4 - Medienmanagement - BWB3031

Fachliteratur

Empfohlene Literatur:

- Arnd J. Garth, Medienmanagement, 1 Aufl, 2009
- Schweizer PR und Medienverzeichnis, Renteria SA: <https://www.renteria.ch/>
- Bruhn Manfred, Unternehmens- und Marketingkommunikation, 2. Auflage 2011
- Gläser, Martin, Medienmanagement, München (Vahlen) 978-3-8006-4765-1, 2014
- MediaFacts 2019 - Admeira

-Zusätzliche, weiterführende Literatur:

- Schulz, Bruhdoil, Die PR und Pressefibel, 4 Auflage, 2008

Workload

90 Stunden

Kontaktstudium

7 x 4 Lektionen

Präsenzpflicht

grundsätzlich immer, Details gemäss Briefing 1. Stunde

Kompetenznachweis

Während des Semesters:
schriftliche Teamarbeit 60%
Präsentation 20%
Lernbericht 20%

Weiterführende, vertiefende Module

MCC3

Bemerkung

Fachliche und thematische Verlinkung zu Modul MCC3, Sponsoring

Studiengang, Semester

BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern
BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern
BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern

MHR3 - Achtsamkeit und Positive Psychologie - BWB3112

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Hunziker Alexander
Modulverantwortung	Prof. Dr. Alexander W. Hunziker

Kurzbeschreibung des Moduls	<p>In Zeiten von Innovationsdruck, Burnout, und Fachkräftemangel gehört es zu den strategischen Hausforderungen des HR, eine Führungskultur zu unterstützen, welche Organisationales Lernen, Work-Life-Balance und gutes Change Management fördert.</p> <p>Forschungsergebnisse zeigen, dass Achtsamkeitstrainings und Interventionen der Positiven Psychologie in diesen Bereichen positive Wirkungen haben: Stress wird reduziert und Resilienz aufgebaut; die Lebensfreude steigt und Kreativität wie auch Leistung werden gesteigert; gute Fachkräfte bleiben und ziehen neue an. Darauf aufbauend entwickelt sich ein Führungsansatz, der sich in diversen Studien als sehr erfolgreich gezeigt hat.</p> <p>Um entsprechende HR-Interventionen realistisch abzuschätzen zu können, lernen die Studierenden stressreduzierende Praktiken gleich selbst anzuwenden wie auch wertschätzende Führung authentisch vorzuleben. Dazu durchlaufen sie positive Interventionen und ein Achtsamkeitstraining. Dies beinhaltet tägliche Übungen von 2x10 Minuten. Sie erhalten resp. erarbeiten sich einen Überblick über den Stand der Forschung. - Der Kompetenznachweis beinhaltet ein Reflexionsjournal zu den Übungen und einen Fachbericht über eine Lektüre zum Modul-Thema.</p> <p>Darüber hinaus können die Studierenden den vierten Teil des Berufsbildnerkurses besuchen.</p>
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Eingangskompetenz	Grundlagen HRM, Grundlagen der Organisationspsychologie
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Kompetenz	<p>Fachkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - kennen die aus HR-Perspektive wichtigsten Erkenntnisse der Positiven Psychologie und der Achtsamkeitsforschung. - wissen, inwiefern diese Erkenntnisse betriebswirtschaftlich relevant sind. - können Ratschläge aus der Wissenschaft aufgrund eigener Erfahrung einschätzen. - können Chancen und Schwierigkeiten bei der Umsetzung dieser Erkenntnisse nennen. <p>Methodenkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - kennen verschiedene Konzeptionen von Glück und können diese einordnen. - kennen verschiedene Messmethoden von Glück und von Achtsamkeit und können diese einordnen. - kennen einige methodische Schwierigkeiten dieser Messmethoden. <p>Sozialkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - erkennen Charakterstärken im Verhalten von anderen Personen. - wissen, wie Motivation von Mitarbeitenden jenseits von Anreizen gelingen kann. - haben die Rolle als Führungskraft vor dem Hintergrund der Forschung und dieser Erfahrungen reflektiert. <p>Selbstkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - haben eine differenziertere Selbstwahrnehmung. - kennen ihre eigenen Charakterstärken. - können Achtsamkeit als persönliches mentales Arbeitsinstrument einsetzen.
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MHR3 - Achtsamkeit und Positive Psychologie - BWB3112

Inhalt	<ul style="list-style-type: none">- 24 Charakterstärken (VIA-Klassifikation)- Achtsamkeit und Autopilot (Kabat-Zinn)- PERMA-Modell (Seligman) und 6 Wege zum Glück (Lyubomirsky)- Aufwärtsspirale (Fredrickson)- Übungen zur Achtsamkeit und zur Entwicklung von Charakterstärken (Niemiec)- Stärkenkreis-Übung (Niemiec)- Engagement-Index (Gallup) und Zielharmonie von Unternehmen und Mitarbeitenden
Lehr- und Lernmethode	Fachinputs, Plenumsdiskussion, Übungen im Plenum, Gruppenarbeiten, Einzelarbeiten/Hausaufgaben, Fachlektüre
Fachliteratur	<p>Für den Kompetenznachweis unerlässliche Literatur: Hunziker, Alexander (2018): Positiv führen, SKV Verlag.</p> <p>Empfohlene Literatur: Sonja Lyubomirsky (2009): Glücklich sein, Warum Sie es in der Hand haben, zufrieden zu leben. Frankfurt am Main: Campus. ISBN-Nr. 3-593-38527-9 Nyemiec, Ryan (2014): Mindfulness and Character strengths, Hogrefe. Seligman, Ruth (2014): Positive Leadership, Schäffer-Poeschel.</p> <p>Zusätzliche, weiterführende Literatur: Weitere Literatur wird im Unterricht erwähnt.</p>
Workload	3 ECTS (90 Stunden)
Kontaktstudium	5 x 4 Lektionen: 21. Feb / 28. Feb / 6. Mrz / 13. Mrz / 27. Mrz 2020 (separat: Berufsbildnerkurs)
Präsenzpflicht	Die erste und letzte Doppelkennung sind zu besuchen. Im Übrigen sind insgesamt 80% Präsenz erforderlich. 100% Präsenzpflicht am Berufsbildnerkurs zur Erlangung der entsprechenden Qualifikation.
Kompetenznachweis	Es sind täglich 20 Minuten Übungen während der Zeitdauer des Präsenzunterrichts zu machen. Darüber ist ein Reflexionsbericht zu schreiben. (erfüllt/nicht erfüllt) Abgabe: Montag, KW 15 In einem Praxis-Rapport stellen die Studierenden eigene Erfahrungen beim Ausprobieren und Beobachten der wissenschaftlichen Empfehlungen zusammen. (Notenskala) Abgabe: KW 20, Gewichtung: 100%

MHR3 - Achtsamkeit und Positive Psychologie - BWB3112

Hilfsmittel bei schriftlicher Prüfung

(open book)
Unter der Prämisse der selbständigen Erarbeitung sind grundsätzlich alle Hilfsmittel erlaubt.
Hilfestellungen sind zu deklarieren.

Weiterführende, vertiefende Module

MHR4

Bemerkung

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Studiengang, Semester

BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern
BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern
BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern

MHR4 - HRM in neuen Organisationsformen - BWB3113

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Clerc Isabelle, Habegger Anja
Modulverantwortung	Prof. Isabelle Clerc

Kurzbeschreibung des Moduls

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

Darüber hinaus können Sie in diesem Modul den fünften und letzten Teil des Berufsbildnerkurses absolvieren.

Eingangskompetenz AOPS, PEM1, PEM2, EMOR

Kompetenz

Fachkompetenz: Die Studierenden

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

Methodenkompetenzen: Die Studierenden

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

Sozialkompetenz: Die Studierenden

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

Selbstkompetenz: Die Studierenden

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

MHR4 - HRM in neuen Organisationsformen - BWB3113

Inhalt	<ul style="list-style-type: none"> - Organisationsformen und HRM - Digitalisierung von Organisationen - Fluide, flexible und agile Organisationsformen - Holacracy - Algorithmisierung von HRM Prozessen - Entwicklung eines Thesenpapiers - Berufsbildnerkurs Teil 5
Lehr- und Lernmethode	<ul style="list-style-type: none"> - Kontaktstudium mit Inputreferaten (inkl. Praxisreferenten) - Selbstorganisiertes Vor- und Nachbereiten der einzelnen Lektionen - Selbststudium (individuelles und begleitetes) - Coaching
Fachliteratur	<p>Für den Kompetenznachweis unerlässliche Literatur:</p> <ul style="list-style-type: none"> - Unterrichtsmaterialien, Handouts <p>Empfohlene Literatur:</p> <ul style="list-style-type: none"> - Baker T (Hrsg.), 2017. Performance Management for Agile Organizations. Overthrowing The Eight Management Myths That Hold Businesses Back. Springer International Publishing, Cham. - Sattelberger T, Welpel IM, Boes A, 2015. Das demokratische Unternehmen. Neue Arbeits- und Führungskulturen im Zeitalter digitaler Wirtschaft (1. Auflage). Haufe Gruppe, Freiburg. - Willman P, 2014. Understanding management. Social science foundations. Oxford University Press, Oxford. - Zölch M, Oertig M, Calabrò V (Hrsg.), 2017. Flexible Workforce - Fit für die Herausforderungen der modernen Arbeitswelt? Strategien, Modelle, Best Practice (1. Auflage 2017). Haupt Verlag, Bern. <p>Zusätzliche, weiterführende Literatur:</p> <ul style="list-style-type: none"> - Böhle F, Voß GG, Wachtler G (Hrsg.), 2010. Handbuch Arbeitssoziologie. VS Verlag für Sozialwissenschaften.(Als E-Book verfügbar, Springerlink) - Preisendörfer P, 2011. Organisationssoziologie. Grundlagen, Theorien und Problemstellungen (3. Aufl.). VS Verlag für Sozialwissenschaften, Wiesbaden.(Als E-Book verfügbar, Springerlink)
Workload	3 ECTS / 90 Stunden
Kontaktstudium	24 Lektionen
Präsenzpflicht	Präsenzpflicht beim Berufsbildnerkurs und bei Gastreferaten.
Kompetenznachweis	Erstellung eines Thesenpapiers zur mündlichen Prüfung. Abgabe des Thesenpapiers 1 Woche vor der Prüfung. Mündliche Prüfung 15 Minuten am Ende des Semesters. Gewichtung: 100%
Weiterführende, vertiefende Module	-
Bemerkung	-
Studiengang, Semester	BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern

MPM3 - Führung der Verwaltung - BWB3038

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Modulverantwortung	Prof. Melanie Germann
Kurzbeschreibung des Moduls	Im Modul "Führung der Verwaltung" lernen die Studierenden Steuerungskonzepte und Führungsinstrumente kennen, die sich eignen, Verwaltung in einem sich ständig wandelnden Umfeld strategisch auszurichten und dabei die von der Politik übertragenen Aufgaben im Spannungsfeld einer Vielzahl heterogener Anspruchsgruppen nachhaltig zu erfüllen sowie ihre Tätigkeit diesen gegenüber transparent, situations- und adressatengerecht zu kommunizieren.
Eingangskompetenz	Staatsrecht, Öffentliche Finanzen, Organisationstheorien
Kompetenz	<p>Fachkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - erkennen die Bedeutung des Legalitätsprinzips in der Verwaltung - kennen das Handeln der Verwaltung an der Schnittstelle zum Bürger - kennen aktuelle Organisationsprinzipien der Verwaltung (Governance) - kennen geeignete Führungsinstrumente für den Verwaltungskontext auf der Mikro-, Meso- und Makroebene <p>Methodenkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - können mit komplexen Fragestellungen aus dem Bereich der Verwaltung umgehen und sind in der Lage, Führungsinstrumente zu analysieren. <p>Sozialkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - erarbeiten anspruchsvolle Zusammenhänge im Klassenverbund - führen kritische Auseinandersetzung mit Führungsfragen in der Gruppe sowie im Austausch mit ausgewiesenen Personen aus der Praxis. <p>Selbstkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - bauen Vorurteile ab - erweitern ihre Kompetenzen und - bauen Schwellenängste ab
Inhalt	<p>1. TEIL: Führung in der Verwaltung: Grundlagen, Steuerungskonzepte und aktuelle Organisationsprinzipien in der Verwaltung (Governance)</p> <p>2. TEIL: Führungspersonen in der Verwaltung: Führungsinstrumente, Organisationskultur, Selbst- und Teammanagement</p> <p>3. TEIL: Praxisbesuch und Präsentation</p>
Lehr- und Lernmethode	Vortrag, Diskussion, Gruppenarbeit, Praxisbesuche und Präsentationen

MPM3 - Führung der Verwaltung - BWB3038

Fachliteratur

Für den Kompetenznachweis unerlässliche Literatur:

- Skript (wird von den Dozierenden abgegeben)

Empfohlene Literatur:

- Ladner, Andreas (Hrsg.): Handbuch der öffentlichen Verwaltung in der Schweiz. NZZ. Zürich
- Hunziker Alexander & Deloséa Eric: Strategisches Public Management. Haupt. Berner Fachhochschule
- Mastronardi Philippe & Schedler Kuno: New Public Management in Staat und Recht

Workload

90 Stunden

Kontaktstudium

6 x 4 Lektionen (28.2./6.3./20.3./3.4./29.5.); der zusätzliche Termin für die Praxisbesuche ist individuell

Präsenzpflicht

es wird empfohlen, stets anwesend zu sein

Für die erste Veranstaltung (Gruppenbildung und Organisation Praxisbesuche) sowie für die letzte Einheit (Präsentationen > KNW) besteht eine Präsenzpflicht.

Kompetenznachweis

Präsentation (als Gruppe) nach vorgängigem Praxisbesuch. (100%)

Weiterführende, vertiefende Module

-

Bemerkung

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Studiengang, Semester

BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern
BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern
BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern

MPM4 - PUMA International - BWB3105

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Gees Thomas
Modulverantwortung	Thomas Gees
Kurzbeschreibung des Moduls	Die Studierenden setzen sich mit aktuellen Reformvorhaben und neuesten internationalen Entwicklungen zur Zukunft des Staates auf internationaler Ebene auseinander. Basierend auf einer gemeinsam mit der FH St. Gallen organisierten Exkursion nach München (KW 15, Blockwoche) steht im FS 2020 das Konzept der "Smart City" als Untersuchungs- und Anwendungsgegenstand im Fokus des Majormoduls. Die in München gewonnenen Erkenntnisse zu "Smart City München" sollen im Semester anhand lokaler Beispiele vertieft werden.
Eingangskompetenz	POLP, MPM1
Kompetenz	<ul style="list-style-type: none"> Die Studierenden kennen den Begriff "Smart City" Die Studierenden lernen, das Konzept "Smart City" in einen anwendungsorientierten lokalen Kontext zu stellen. Die Studierenden können in Interviews mögliche Bedürfnisse der "Stadt/Gemeinde von morgen" ergünden und Wissensbestände aus einem internationalen Beispiel auf die lokalen Verhältnisse übertragen. Die Studierenden zeigen Interesse für politische und gesellschaftliche Herausforderungen und entwickeln Zukunftskonzepte.
Inhalt	<ul style="list-style-type: none"> Smart City als Konzept Anwendungen der Smart City: Elektromobilität, Smart Energy, E-Government, eParticipation Das Design einer Stadt der Zukunft mit datenbasierenden Lösungen Aktuelle Anforderungen von lokalen Behörden Workshop mit einer Ideenbörse
Lehr- und Lernmethode	Exkursion (Präsenzpflicht), hoher Anteil an freiem und begleitetem Selbststudium
Fachliteratur	Wird zur Verfügung gestellt
Workload	90h
Kontaktstudium	Exkursion (2 Tage) zusätzlich 3xFreitagvormittag
Präsenzpflicht	06.04 - 08.04.2020 (Exkursionsdaten München), Selbstorganisation. Mindestens zwei Übernachtungen (Montagmittag bis Mittwochmittag)

MPM4 - PUMA International - BWB3105

Kompetenznachweis

Gruppenarbeit: multimedia Präsentation während des Semesters 100%

Weiterführende, vertiefende Module

-

Bemerkung

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Studiengang, Semester

BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern
BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern
BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern

MPS3 - Customer Side of Innovation - BWB3136

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Gurtner Sebastian
Modulverantwortung	Sebastian Gurtner
Kurzbeschreibung des Moduls	Im Modul wird in interaktiven Sessions die Rolle des Kunden in der Entstehung und Diffusion von Innovation aufgearbeitet.
Eingangskompetenz	Grundlagen des strategischen Managements und Grundlagen Marketing
Kompetenz	<p>Fachkompetenzen: Innovationsmanagement, insb. Open Innovation, Customer Insight, Marktforschung</p> <p>Methodenkompetenzen: qualitative und quantitative Methoden der empirischen Sozialforschung, Digital Skills, Projektmanagement</p> <p>Sozialkompetenzen: Teamarbeit, Präsentationstechniken, Motivationsfähigkeit</p> <p>Selbstkompetenzen: Eigeninitiative, Entschlusskraft, Selbstdisziplin</p>
Inhalt	<p>Der Kunde ist König. Dieses Sprichwort beschreibt auf eine schöne Art und Weise, welche Macht der Kunde hat, wenn es um den Erfolg von Innovationen geht. Für Unternehmen sind Kunden oft gleichermassen Quelle von Innovationen, wie auch deren Richter. Nur was für den Kunden einen wahrnehmbaren Nutzen bringt wird von diesem gekauft und kann sich damit am Markt durchsetzen. Im Rahmen dieser Veranstaltung werden wir uns interaktiv damit auseinandersetzen, warum sich einige Innovationen viral verbreiten, während andere kläglich scheitern, welche Rollen Kunden in der Entwicklung von Innovationen spielen und wie man Wert für den Kunden schaffen kann. Zu den Themen die wir behandeln zählen insbesondere:</p> <ul style="list-style-type: none"> - Adoptionsmodelle - Verstehen was Innovationen erfolgreich macht - die Rolle von Social Media in der Verbreitung von Innovationen - Consumer Resistance - Von passiver Resistenz zu Social Movements - User Innovation and Mass Customization - der Kunde als Quelle - Wert generieren für den Kunden und die Gesellschaft
Lehr- und Lernmethode	Das didaktische Konzept der Veranstaltung ist interaktiv und abwechslungsreich. Gruppen von Studierenden bereiten jeweils eine Unterrichtseinheit vor, indem sie ein kleines empirisches Projekt durchführen. Dessen Ergebnisse und Einblicke in die Literatur des Themengebietes bilden den ersten Teil der Unterrichtseinheit. Anschliessend gestalten die Studierenden einen interaktiven Workshop mit allen Anwesenden, um insbesondere aufzuzeigen wie das Wissen angewendet werden kann.
Fachliteratur	-

MPS3 - Customer Side of Innovation - BWB3136

Workload	90h
Kontaktstudium	Einführungsveranstaltung und fünf Termine während des Semesters
Präsenzpflicht	Jeder Studierende muss zu mind. 80% der Veranstaltungen anwesend sein
Kompetenznachweis	<ul style="list-style-type: none">- Dokumentation und Durchführung eines explorativen empirischen Projektes (Gruppenleistung), 30%- Präsentation der Projektergebnisse und Gestaltung und Durchführung eines Workshops (Gruppenleistung), 40%- Erstellung eines Lessons Learned Videos (Gruppenarbeit), 30%
Weiterführende, vertiefende Module	-
Bemerkung	-
Studiengang, Semester	BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern

MPS4 - Management in Practice: Unternehmen beraten, Strategien umsetzen - BWB3075

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Lehrform	Gruppenunterricht
Modulniveau Zusatz	S - Specialised level course
Dozierende	Wytenbach Martin
Modulverantwortung	M. Wytenbach

Kurzbeschreibung des Moduls

Das Modul fördert das unternehmerische Denken und Handeln der Studierenden, vermittelt vertiefte Kenntnisse über die Entwicklung und Veränderung in Unternehmen sowie über die Thematik "Unternehmensberatung". Dieses Modul setzt sich zum Ziel, verschiedene Sichtweisen und Aspekte einer Unternehmensentwicklung zu integrieren und in der Perspektive des Gesamtunternehmens zu vereinen. Die Studierenden sollen die Rolle des Beraters im Rahmen konkreter Unternehmens-Entwicklungssituationen praktisch erleben. Das Modul ist handlungsorientiert. Ein besonderes Augenmerk liegt im Verständnis und Lernen der folgenden Aspekte:

- Kennen der Erfolgsfaktoren und Anforderungen einer erfolgreichen Unternehmensentwicklung.
- Modelle und Vorgehensweisen im Rahmen der Unternehmensentwicklung situationsbezogen anwenden
- Beobachten, analysieren einer Unternehmensentwicklung - Situation eines realen Unternehmens / einer realen Organisationseinheit und Erarbeitung von Empfehlungen für eine Organisation Ihrer Wahl
- Interpretieren und reflektieren einer realen Unternehmensentwicklungs-Situation und ableiten/empfehlen von sinnvollen und realistischen Handlungsempfehlungen.
- Unternehmen beraten; eigene Beratungsdienstleistungen anbieten und durchführen

Eingangskompetenz UENT, MPS2

Kompetenz

Fachkompetenzen: Die Studierenden

- kennen die Erfolgsfaktoren und Anforderungen einer erfolgreichen Unternehmensentwicklung.
- erarbeiten eine Beobachtung / Analyse und einer abgeleiteten Empfehlung einer konkreten Unternehmensentwicklungs-Situation aus der Praxis (anhand einer selbst gewählten Fallstudie).
- kennen die unterschiedlichen Aspekte in der Rolle eines Unternehmensberaters

Methodenkompetenzen: Die Studierenden

- wenden die Methodik und Vorgehensweisen der Unternehmensentwicklung anhand einer realen Fallstudie aus der Praxis an.
- kombinieren weitere Managementmodelle und -methoden der Betriebswirtschaftslehre
- Können die Unternehmensentwicklung in den Kontext einer Unternehmensin- und -umwelt einordnen

Sozialkompetenzen: Die Studierenden

- üben Arbeit im Team und Kooperation mit Studierenden.
- erkennen und akzeptieren die unterschiedlichen Sichtweisen, Vorgehensweisen und Analyse- bzw. Beurteilungsschemata.
- arbeiten mit Auftraggebern zusammen und überzeugen sie von ihren Vorschlägen

Selbstkompetenzen: Die Studierenden

- Stärken den eigenen Auftritt im Kontakt mit Vertretern der Praxisunternehmen
- erarbeiten die einzelnen Schritte der Unternehmensentwicklung engagiert und selbständig. Dies ist unentbehrlich, da der Erfolg des Moduls von der aktiven Teilnahme aller Studierenden abhängt.
- erkennen und stärken die eigenen Fähigkeiten zur Teamarbeit.
- reflektieren eigenes Verhalten im Team und gegenüber Auftraggebern bei der Erarbeitung des Auftrags.

MPS4 - Management in Practice: Unternehmen beraten, Strategien umsetzen - BWB3075

Inhalt	<ul style="list-style-type: none"> - Die Studierenden sind für die Erfolgsfaktoren, die Anforderungen und notwendigen Fähigkeiten für eine erfolgreiche Entwicklung im Unternehmen sensibilisiert. - Sie verstehen die Besonderheiten und Schnittstellen der Unternehmensentwicklung mit dem operativen Alltag. - Die Studierenden verstehen die Rolle des Unternehmensberaters. - Bei der Unternehmensentwicklung ist eine modulübergreifende Integration von verschiedenem Wissen und verschiedenster Managementmethoden und -modelle gefordert. <p>Mit dem Modul sollen die folgenden Lernziele erreicht werden:</p> <ul style="list-style-type: none"> - Die Studierenden sind in der Lage, Managementmodelle und -methoden für ein Praxisbeispiel zu selektieren, anzuwenden und wenn nötig an die Situation anzupassen. - Sie erkennen die Erfolgsfaktoren und Anforderungen einer Unternehmensentwicklungssituation - Die Studierenden werden befähigt, anhand von Beobachtungen, Interviews, Situationsanalysen, Dokumentenanalyse eines realen Praxisbeispiels (Fallstudie) ihrer Wahl, die entsprechende Situation des gewählten Unternehmens zu analysieren und interpretieren. - Sie sind in der Lage, anhand der gewonnenen Resultate aus der Fallstudie sinnvolle und realistische Vorgehens- und Handlungsempfehlungen abzuleiten. - Sie sind in der Lage, mit den Anforderungen von Auftraggebern umzugehen.
Lehr- und Lernmethode	<ul style="list-style-type: none"> - Projektseminar mit Impulsreferaten/workshops zu fachlichen Grundlagen - Begleitete Entwicklung von Lösungen - Präsentation und Diskussion
Fachliteratur	<p>Für den Kompetenznachweis unerlässliche Literatur:</p> <ul style="list-style-type: none"> - Lombriser, R./Abplanalp, P. (2005): Strategisches Management: Visionen entwickeln, Strategien umsetzen, Erfolgspotenziale aufbauen, 4. Aufl., Zürich 2009. ISBN 3-03-909049-6 - Johnson, G./Whittington R. et.al. (2017): Exploring Strategy, Text and Cases, 11th Edition, Pearson, ISBN13: 9781292145129 <p>Empfohlene Literatur:</p> <p>Für Unternehmensberatung:</p> <ul style="list-style-type: none"> - Niedereichholz, C. 2012. Das Beratungsunternehmen Gründung, Aufbau und Strategie, Führung, Nachfolge. München: Oldenbourg Verlag. BFHW QP 330 NIED 2012+1 - Burtonshaw-Gunn, S. A. 2010. Essential tools for management consulting tools, models and approaches for clients and consultants. Chichester: Wiley BFHW QP 330 BURT 2010 - Fink, D. 2009. Strategische Unternehmensberatung. München: Vahlen. BFHW QP 330 FINK 2009 - Heuermann, R./Herrmann, F. 2003. Unternehmensberatung, Anatomie und Perspektiven einer Dienstleistungselite. München: Vahlen BFHW QP 330 HEUE 2003 <p>Für Change-Cases</p> <ul style="list-style-type: none"> - Wilfried Krüger (2009): Excellence in Change-Wege zur strategischen Erneuerung, 4. Auflage, Gabler, ISBN 978-3-8349-1253-4 - Kotter, J.P. (2008): Leading Change, McGraw-Hill Professional (reprint), ISBN 978-0-87584-747-4 - Kotter, J.P./Cohen, D.S. (2007): The Heart of Change: Real Life Stories of How People Change Their Organizations, McGraw-Hill Professional (reprint), ISBN 978-1-57851-254-6 <p>Je nach Thema</p> <ul style="list-style-type: none"> - zu spezifizieren
Workload	90 Stunden
Kontaktstudium	28 Lektionen
Präsenzpflicht	Während Präsentation des eigenen Teams (Termin wird in erster Lektion kommuniziert)

MPS4 - Management in Practice: Unternehmen beraten, Strategien umsetzen - BWB3075

Kompetenznachweis	20% Schriftliches Angebot an Auftraggeber 40% Projektpräsentation / Kundenpräsentation 40% Seminararbeit / Schriftliche Gruppenarbeit (Projekt)
Weiterführende, vertiefende Module	-
Bemerkung	Die Studierenden organisieren sich in Teams mit 4 - 5 Mitgliedern und akquirieren selbständig einen Beratungsfall. Es empfiehlt sich eine frühzeitige Absprache mit dem Dozenten. Definitive Firmenwahl bis KW8: Studierende ohne Gruppe bzw. geeignete Firma verirken ihren Anspruch auf einen Kompetenznachweis in MPS4 (Note: 1.0)
Studiengang, Semester	BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern

NEMO - Neue Modelle der Ökonomie - BWB2085

ECTS	4
Unterrichtssprache	Deutsch
Modultyp	Wahlmodul (anrechenbar)
Lehrform	Gruppenunterricht
Modulniveau Zusatz	A - Advanced level course
Modulverantwortung	<p>Modulverantwortung: Tobias Fritschi, Prof., lic.rer.pol.</p> <p>Dozierende: FBS Tobias Fritschi, Prof., lic.rer.pol. Debra Hevenstone, Prof., PhD soc. & pub.pol. Peter Neuenschwander, Prof., Dr.phil. Matthias von Bergen, lic.phil.hist. Melanie Germann-Hänni, Prof., MSc.</p> <p>FBW Beat Estermann, M.A. Public Management Kim Tokarski, Prof., Dr.rer.oec. Alexander Hunziker, Prof., Dr.oec.publ.</p>
Kurzbeschreibung des Moduls	<p>Digitalisierung und Globalisierung stellen für den Arbeitsmarkt und die Soziale Sicherheit Herausforderungen und Chancen dar. Sozialen Sicherheit muss zunehmend auf internationaler Ebene funktionieren. Der Arbeitsmarkt verlangt neue Qualifikationen, weshalb der Staat vermehrt qualifizierende Massnahmen bei der Arbeitsintegration einsetzt. Social Entrepreneurs und Sozialfirmen übernehmen vermehrt Aufgaben des Sozialstaats. Durch Vernetzung entstehen regionale Versorgungssysteme im Sozialwesen, die zielgruppenspezifische Leistungen koordiniert erbringen. Non-Profit-Organisationen setzen neue Technologien zur Erbringung von Dienstleistungen ein (Profiling, Sharing Economy). Die Grundeinkommensdebatte liefert Denkanstösse zu neuen Modellen der Existenzsicherung und dem Verständnis von Arbeit.</p>
Eingangskompetenz	<p>Interesse an vertiefter Auseinandersetzung mit ökonomischen Modellen, am selbständigen Erschliessen von Zusammenhängen und an der Anwendung von ökonomischen Modellen auf Praxisbeispiele.</p>
Kompetenz	<p>Fachkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - verfügen über vertieftes Wissen zu neuen und alternativen Modellen der Ökonomie - verfügen über vertiefte Kenntnisse von neuen Entwicklungen im Bereich Arbeitsmarkt und Soziale Sicherheit. - sind in der Lage, internationale Dimensionen der Sozialen Sicherheit und des Arbeitsmarkts zu benennen. <p>Methodenkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - können Bezüge von ökonomischen Modellen zur Praxis herstellen. - nehmen Handlungs- und Gestaltungsspielräume auf der institutionellen Ebene wahr. - sind in der Lage, wissenschaftliche Standards einzuhalten, einen wissenschaftlichen Diskurs zu führen und Forschungsergebnisse zu verstehen und zu nutzen. <p>Sozialkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - können einen eigenen professionellen Standpunkt unter Einbezug ihrer Kenntnisse überzeugend vertreten. - sind in der Lage, Situationen, Handlungen und Äusserungen auf ihre wahrscheinlichen Wirkungen hin einzuschätzen. <p>Selbstkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - sind fähig zu Selbstreflexion und persönlicher Weiterentwicklung - insbesondere in Bezug auf eigene Erwartungen, Werte und Normen und auf diejenigen der Organisation.

NEMO - Neue Modelle der Ökonomie - BWB2085

Inhalt

Kontaktunterricht

1. Moduleinheit: Arbeitsmarkt, Globalisierung und Digitalisierung
2. Moduleinheit: Berufliche und soziale Integration
3. Moduleinheit: Soziale Verantwortung der Wirtschaft, Social Entrepreneurship
4. Moduleinheit: Alternative ökonomische und verwaltungswissenschaftliche Modelle

Angeleitetes Selbststudium

- Auswirkungen der Digitalisierung und Globalisierung auf Arbeitsmarkt und Soziale Sicherheit?
- Systematisierung der Programme zur sozialen und beruflichen Integration
- Managementmodell Versorgungssysteme
- Antworten auf Herausforderungen des heutigen Gesellschafts- und Wirtschaftssystems

Lehr- und Lernmethode

- Theoretischer Input
- Textarbeit
- Besuche von Praxisvertreter/innen
- World Cafe
- Online-Sequenz

Fachliteratur

Für den Kompetenznachweis unerlässliche Literatur:

Lüchinger, René. (Hrsg.) (2007). Die zwölf wichtigsten Ökonomen der Welt. Von Smith bis Stiglitz. Zürich: Orell Füssli Verlag.

Empfohlene Literatur:

Volkman, C. K., Tokarski, K. O., Ernst, K. (eds.) (2012), Social Entrepreneurship and Social Business: An Introduction and Discussion with Case Studies, Wiesbaden: Springer Gabler.

Rinne, Ulf, Zimmermann, Klaus F. (2016). Die digitale Arbeitswelt von heute und morgen, in Aus Politik und Zeitgeschichte vol. 66, 18-19/2016, pp. 3-9.

Rifkin, Jeremy. (2014). The zero marginal cost society: The internet of things, the collaborative commons, and the eclipse of capitalism. New York: Macmillan.

Zusätzliche, weiterführende Literatur:

Alter, S.K. (2006). "Social Enterprise Models and Their Mission and Money Relationships", in Nicholls, A. (Ed.), Social Entrepreneurship. New Models of Sustainable Social Change, Oxford University Press, Oxford, pp. 205-232.

Benkler, Yochai. (2004). Sharing Nicely: On Shareable Goods and the Emergence of Sharing as a Modality of Economic Production, in The Yale Law Journal, Vol. 114, No. 2 (Nov., 2004), pp. 273-358.

Beyeler, Michelle. (2013). Was bewirkt Globalisierungskritik? Protestkampagnen gegen die Welthandelsorganisation und das Weltwirtschaftsforum. Frankfurt a/M., New York: Campus.

Bornstein, D. and Davis, S. (2010), Social entrepreneurship: what everyone needs to know, Oxford Univ. Press, Oxford.

Bornstein, D. (2004), How To Change The World: Social Entrepreneurs and the Power of New Ideas, Oxford University Press, Oxford.

Domeniconi, Silvia, Tecklenburg, Ueli & Wyer, Bettina. (2013). Hauptsache Arbeit: Der aktivierende Sozialstaat zwischen Arbeitszwang und Hilfe. In Ruth Gurny & Ueli Tecklenburg (Hrsg.), Arbeit ohne Knechtschaft. Bestandesaufnahme und Forderungen rund ums Thema Arbeit. Zürich: Edition 8. (S. 249-269)

Mair, J. and Marti, I. (2006), "Social entrepreneurship research: A source of explanation, prediction, and delight", in Journal of World Business, vol. 41, no. 1, pp. 36-44.

Rifkin, Jeremy. (2014). The zero marginal cost society: The internet of things, the collaborative commons, and the eclipse of capitalism. New York: Macmillan.

Volkman, Christine K., Tokarski, Kim O., Ernst, Kati. (eds.) (2012). Social Entrepreneurship and Social Business: An Introduction and Discussion with Case Studies. Wiesbaden: Springer Gabler.

Yunus, M. (2007), Creating a World Without Poverty: Social Business and the Future of Capitalism, Public Affair, New York.

NEMO - Neue Modelle der Ökonomie - BWB2085

Workload	120 Stunden
Kontaktstudium	48 h*, 12 x 4 Lektionen am Donnerstag Abend von 17.15 bis 20.50; * unberücksichtigt sind Feiertage
Präsenzpflicht	- World Café (KW14) - letzter Modultag
Kompetenznachweis	<p>Termine</p> <ul style="list-style-type: none">- Die Auftragserteilung erfolgt in der ersten Moduleinheit (Donnerstag von KW 8).- Themenfindung und Eintrag Gruppe auf Moodle bis Freitag von KW 10.- Abgabe schriftliche Arbeit: bis Freitag von KW 22- Aktive Teilnahme am World Café: Donnerstag von KW 14 (Präsenzpflicht)- Evaluation: letzter Modultag (KW21) <p>Inhalt</p> <p>In einer schriftlichen Arbeit (Teil 1) stellen die Studierenden in Partnerarbeit anhand einer ausgewählten ökonomischen Theorie drei Bezüge zum Unterrichtsstoff her und präsentieren diese im World Café (Teil 2).</p> <p>Als Themen zur Auswahl stehen ökonomische Theorien vom 18. Jhd. bis heute.</p> <p>Das gewählte Thema wird anhand eines vorgegebenen Rasters analysiert:</p> <ul style="list-style-type: none">- Darstellung der Theorie, historisch-biografische Einbettung,- Bezug zum Arbeitsmarkt bzw. zur Sozialer Sicherheit,- Bezug zu Digitalisierung/Globalisierung bzw. zu NPO/Social Entrepreneurship,- Bezug zum professionellen Handeln der Sozialen Arbeit bzw. des Managements. <p>Form</p> <p>Teil 1: Schriftliche Arbeit</p> <ul style="list-style-type: none">- Partnerarbeit- Umfang: 8000 Zeichen inkl. Leerzeichen pro Person- Bezug zur Literatur der Bearbeitungsaufträge während des Moduls <p>Teil 2:</p> <ul style="list-style-type: none">- Aktive Teilnahme am World Café- Präsentation/Diskussion der schriftlichen Arbeit- Einzelarbeit <p>Empfehlungen zum Verfassen von schriftlichen Arbeiten. Hilfsmittel zur Weisung "Verfassen von schriftlichen Arbeiten" (FBW)</p> <p>Leitfaden für die sprachliche Gleichstellung (BFH)</p> <p>Beurteilung</p> <p>Teil 1: Gruppennote gemäss Beurteilungsraster, 100%</p> <p>Teil 2: erfüllt/nicht erfüllt</p> <p>Das Modul ist bestanden, wenn beide Teile bestanden bzw. erfüllt sind.</p>
Weiterführende, vertiefende Module	- Wirtschaftsethik - Social Entrepreneurship - Politische Prozesse
Bemerkung	Das Modul wird zusammen mit Studierenden des Fachbereichs Soziale Arbeit besucht. Ort: Hallerstrasse 8

NEMO - Neue Modelle der Ökonomie - BWB2085

Studiengang, Semester

BSc Wirtschaftsinformatik, 2019-2020, 4 FS, VZ, Bern
BSc Wirtschaftsinformatik, 2019-2020, 8 FS, BB, Bern
BSc Betriebsökonomie, 2019-2020, 6 FS, BB-IP, Bern
BSc Betriebsökonomie, 2019-2020, 6 FS, BB, Bern
BSc Wirtschaftsinformatik, 2019-2020, 4 FS, BB, Bern
MSc Business Administration, 2019-2020, 2 FS, BB, Bern
BSc Betriebsökonomie, 2019-2020, 4 FS, BB-IP, Bern
BSc Betriebsökonomie, 2019-2020, 4 FS, VZ, Bern
BSc Betriebsökonomie, 2019-2020, 4 FS, BB, Bern
BSc Betriebsökonomie, 2019-2020, 6 FS, VZ-IP, Bern
BSc Wirtschaftsinformatik, 2019-2020, 6 FS, BB, Bern
MSc Business Administration, 2019-2020, 4 FS, BB, Bern
BSc Betriebsökonomie, 2019-2020, 6 FS, VZ, Bern
BSc Betriebsökonomie, 2019-2020, 8 FS, BB, Bern
BSc Wirtschaftsinformatik, 2019-2020, 6 FS, VZ, Bern
BSc Betriebsökonomie, 2019-2020, 4 FS, VZ-IP, Bern

SUBI - Sustainable Business - BWB2100

ECTS	3
Study language	English
Module type	Optional module (countable)
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Fischer Manuel, Strasser Rita, Wettstein Miriam Dominique
Module responsibility	Manuel Fischer, Rita Strasser, Miriam Wettstein
Short description of the module	<p>The elective module <i>Sustainable Business</i> aims at familiarizing the BBA and BWI students in level 2 with the importance of sustainable development for society, politics, industries and companies and at providing the students with helpful skills to deal with sustainability problems.</p> <p>The students will understand the concept of sustainable development and the challenges and opportunities our society is facing nowadays (such as global warming, loss of biodiversity, child labour, etc.). The students will get to know existing concepts and solutions for the sustainability problems (e.g. sharing economy, circular economy, post-growth economy, etc.), e.g. at the political and corporate level. Students will get various theoretical and methodological inputs and learn based on practical examples (e.g. cocoa and chocolate industry, palm oil, e-mobility, etc.). Students will learn to analyze complex sustainability issues and interconnections between the social, economic and ecological dimensions with the method of systems thinking. With this holistic overview, students will be able to identify improvement potential at various levels and to develop valuable solutions for a selected problem.</p> <p>The module is taught by an interdisciplinary team in order to provide students with different angles on the complex and multi-faceted topic of sustainability and to enable students to develop beneficial solutions.</p>
Requirements	Interest and/or curiosity for sustainable development.

SUBI - Sustainable Business - BWB2100

Competencies upon completion Subject: Students...

- understand the concept of sustainable development and its historical milestones
- understand the global sustainability issues (global, regional; opportunities, threats) and their interaction with today's interlinked global economy
- understand why there is need for action regarding nature conservation and social minimum standards and can derive objectives for organizations
- know (economic) concepts and approaches linked to sustainable development
- know the concepts of corporate sustainability and the triple bottom line
- acquire a method to grasp and understand complex and dynamic problems holistically
- can abstract and visualize the main interactions hidden in issues of real life
- are able to draft concepts for sustainable management in their professional activity in organizations

Method: Students...

- learn to reflect issues/problems/findings in their everyday life regarding sustainability and learn how to present it to the public in a form of blog posting
- apply systems thinking methods to get a holistic overview of a sustainability issue and document it in a written report and a causal loop diagram
- work on a complex issue/topic related to sustainability of their choice and learn how to present their findings in the form of a poster

Social: Students...

- are sensitized for the need for sustainable development
- get a better understanding of the complex interactions between society, economy and natural environment
- learn to approach complex problems in teams, discuss and link various disciplinary perspectives and visualize and summarize their findings in a group report
- learn to ask relevant questions and discuss with experts and peers to gain a holistic perspective
- improve their ability to work in teams

Self: Students...

- learn to reflect holistically about environmental, social and economic impacts
- start connecting the dots and thinking out of the box
- extend their understanding of the need for sustainable development
- form their own opinion about sustainable development and can take part in debates about sustainable development

Content

- Introduction to Sustainable Development: key terms, history
 - Grand challenges: sustainability issues on global and regional scales; economic, ecological and social aspects
 - Established and new (economic) concepts and approaches linked to sustainable development (e.g. circular economy, sharing economy, post-growth economy)
 - Role of state and businesses for sustainable development
 - Market failures (the commons, externalities)
 - Sustainable economics (traditional and new approaches)
 - Sustainability management in companies
 - Case studies (real cases)
 - Thinking holistically with the help of qualitative system models (causal loop diagrams)
 - System archetypes
-

SUBI - Sustainable Business - BWB2100

Teaching and Learning method

- Lecture
- Group discussions
- Group work
- Coaching
- Case study
- Modelling with software
- Guest lectures
- Self-study
- Quiz
- Poster
- Blog

Literature

Required literature for the proof of competence: Slides/script and selected readings on Moodle.
Recommended literature: Depending on the topic of group work.

Workload

90 hours

Contact lessons

28 lessons

Attendance requirement

Mandatory presence in the first week of the module (date will be communicated via Moodle).
Mandatory presence at final presentation (date will be communicated via Moodle).
Attending at least 2 out of the 3 coachings (dates will be communicated via Moodle).
Presence at guest lectures expected (dates will be communicated via Moodle).

Proof of competence

Individual: Blog posts (20%), during the semester
Group work: Poster, poster presentation and written report about a selected topic (80%), end of semester

Continuative, in depth modules

IMD3

Degree programme, semester

BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern
BSc Business Information Technology, 2019-2020, 6 FS, VZ, Bern
BSc Business Information Technology, 2019-2020, 6 FS, BB, Bern
BSc Business Administration, 2019-2020, 4 FS, VZ, Bern
MSc Business Administration, 2019-2020, 2 FS, BB, Bern
BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern
MSc Business Administration, 2019-2020, 4 FS, BB, Bern
BSc Business Administration, 2019-2020, 6 FS, BB, Bern
BSc Business Administration, 2019-2020, 4 FS, BB-IP, Bern
BSc Business Administration, 2019-2020, 4 FS, BB, Bern
BSc Business Information Technology, 2019-2020, 4 FS, VZ, Bern
BSc Business Information Technology, 2019-2020, 8 FS, BB, Bern
BSc Business Administration, 2019-2020, 6 FS, VZ, Bern
BSc Business Information Technology, 2019-2020, 4 FS, BB, Bern
BSc Business Administration, 2019-2020, 8 FS, BB, Bern
BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern

YEPP - Young Entrepreneur Exchange Project - BWB2066

ECTS	3
Study language	English
Module type	Optional module (countable)
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Braun Aron, Bürki Jacqueline
Module responsibility	Lecturing Team: Professor/s: Jacqueline Bürki (Lecturer for Cross Cultural Training and Teamwork) & Aron Braun (Lecturer for Strategy and Business Planning) at the BFH Business School
Short description of the module	<p>The Young Entrepreneur Exchange Project (YEPP) is a unique opportunity for students who want to gain first, real-world experience with the delights and challenges of working in an intercultural team in an emerging economy.</p> <p>Entrepreneurship is an indispensable principle, that develops self-determined individuals and fosters a dynamic economy and social development. Increasing entrepreneurial thinking, capability-building and intercultural learning is one of the main goals of YEPP. This summer school allows students to practically apply the knowledge they have acquired in preceding business courses or their general knowledge of business administration.</p> <p>A special focus lies on:</p> <ul style="list-style-type: none"> - Purpose, content, and key success factors of a business concept / business plan - Process of business concept development / business plan writing from the perspective of an entrepreneur - Alignment of a business concept / business plan to the typical expectations of investors - Application of the relevant methods of strategic management and business modeling - Understanding how the social, cultural, academic, business environment and market conditions can differ in other parts of the world - Establishing relationships across cultural borders in face-to-face interactions - Developing strategies in order to function successfully in challenging and unusual environments - Reflecting on one's intercultural competency and learning how to adjust appropriately to new situations and tasks
Requirements	This International Summer School is open to all BFH students who have completed their assessment level during the regular examination period autumn 2019 as well as BFH Business School partner university students.

YEPP - Young Entrepreneur Exchange Project - BWB2066

Competencies upon completion

Subject: Students

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

Method: Students

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

Social: Students

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

Self: Students

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

Content

- Each multi-cultural student team will develop and write up or further develop a business concept / business plan for a specific business proposition conceived by students from the host country, with a special focus on:
- selection, application, and adaptation of appropriate methods / concepts from strategic management and other basic fields of management theory
 - creation of a business concept / business plan
 - development of a financial plan
 - documenting and presenting the business proposition in a concise and convincing way

Teaching and Learning method

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

Literature

Indispensable literature:

- Hand-outs provided during the International Summer School

Recommended literature:

- India: The Essential Guide to Customs & Culture (Culture Smart!) Paperback (2016) Becky Stephen, ISBN-13: 978-1857338409, ISBN-10: 1857338405
- Running Lean, Ash Maurya, O'Reilly March 9 2012; ISBN-10: 1449305172
- Talking to Humans, Giff Constable September 2014; ISBN-10: 099080092X

Additional, continuative literature:

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

YEEP - Young Entrepreneur Exchange Project - BWB2066

Workload	90h
Contact lessons	As per programme schedule: 5 - 18 July 2020
Attendance requirement	As per programme schedule: 5 - 18 July 2020
Proof of competence	During the International Summer School: - Short reflective reports 50% (individual grades) which may be in the form of Blog entries - Business concept documentation 35% (format and scope will be individually defined for each project team, group grade) - Final pitch of business concept / business plan 15% (group grade)
Continuative, in depth modules	-

YEEP - Young Entrepreneur Exchange Project - BWB2066

Comment

The YEEP Summer School costs Euro 350, this fee includes:

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

Accommodation (not included in summer school fee):

- students and visiting lecturers will organise hotel accommodation independently based on recommendation from Parul University. The price range is Euro 300 - 500 depending on your needs and paid individually.

Transport:

- Flights are organised individually and not included in summer school fee
- Shuttle service - from recommended hotels to campus is included

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

- Organised individually

Number of participants:

- Minimum 10 students
- Maximum 30 students

Scholarship:

The International Office will provide **12 scholarships at CHF800 each** to students who motivate why they should receive a scholarship. Application deadline for the scholarship is **10 January 2020**.

This International Summer School is open to all BFH students who have completed their assessment level during the regular examination period autumn 2019 as well as BFH Business School partner university students.

Students will be selected based on their motivation to fully engage in entrepreneurial ventures in an emerging economy, their basic knowledge about business, as well as their motivation to develop their intercultural competence by being prepared to face the challenges arising when working in a cross-cultural environment.

Application deadlines:

- Application runs **until 6 March 2020**. BFH Business School students also have the possibility to apply in March after the grades notification.
- All applicants will be informed by **20 March 2020** as to whether they can participate in the International Summer School.

Application requirements

- Apply via the enrolment form on the website
- Students are to **provide a CV** as well as **a motivation letter (both included in the online application)**.
- The motivation letter should cover the following:
 - > Please tell us why you want to enrol for the International Summer School and be part of the Young Entrepreneur Project in India?
 - > What are special experiences or qualifications that you have which will make you a valuable student in this module and during the Business Project Competition in Gujarat, India?

Degree programme, semester

BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern
 BSc Business Administration, 2019-2020, 4 FS, BB, Bern
 BSc Business Information Technology, 2019-2020, 6 FS, BB, Bern
 BSc Business Information Technology, 2019-2020, 6 FS, VZ, Bern
 BSc Business Administration, 2019-2020, 6 FS, BB, Bern
 BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern
 MSc Business Administration, 2019-2020, 2 FS, BB, Bern
 BSc Business Administration, 2019-2020, 6 FS, VZ, Bern
 BSc Business Information Technology, 2019-2020, 4 FS, BB, Bern
 BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern
 BSc Business Information Technology, 2019-2020, 4 FS, VZ, Bern
 BSc Business Administration, 2019-2020, 4 FS, VZ, Bern
 BSc Business Information Technology, 2019-2020, 8 FS, BB, Bern
 BSc Business Administration, 2019-2020, 8 FS, BB, Bern
 BSc Business Administration, 2019-2020, 4 FS, BB-IP, Bern
 MSc Business Administration, 2019-2020, 4 FS, BB, Bern

BCW2 - Business Communication 2 - BWW2006

ECTS	3
Study language	English
Module type	Elective module
Study form	Lecture
Module level additive	A - Advanced level course
Lecturer(s)	Bennie Ross, Foord Daniel
Module responsibility	Ross Bennie (bnr2)
Short description of the module	In this module, students will develop the writing skills necessary for clear and effective business communication in various contexts in professional life.
Requirements	Completion of Business English 1 and 2 (BEW1 and BEW2)
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none">• write clear and well structured business-related texts.• choose a writing style appropriate to the reader in mind.• use appropriate English grammar at the C1 level.• use specific business-English vocabulary appropriately. <p>Method: Students</p> <ul style="list-style-type: none">• develop and present written arguments in business situations.• express themselves clearly and properly in any business situation, however (in)formal.• tackle business-English academic writing tasks using appropriate techniques. <p>Social: Students</p> <ul style="list-style-type: none">• work as reliable team members in a context where written business texts must be produced. <p>Self: Students</p> <ul style="list-style-type: none">• identify personal strengths and weaknesses in their use of English for academic and professional life.
Content	<p>Knowledge of:</p> <ul style="list-style-type: none">• Written communication types appropriate for business situations.• Business English vocabulary and grammar at C1(+) level. <p>Skill in:</p> <ul style="list-style-type: none">• Selecting and using an appropriate level of formality.• Structuring written communication clearly and simply.

BCW2 - Business Communication 2 - BWW2006

Teaching and Learning method

- Scripts and practice materials are provided by the lecturer.
- Students work through exercises in the course book.
- Students identify faults in writing samples chosen by the lecturer, their own writing.
- Students have the opportunity to write spontaneously and comment on each other's writing.
- Students work individually and in groups, corresponding with each other in simulated business-communication situations.

Literature

Indispensable literature:

- *email English* (2nd edition) - Paul Emmerson - Macmillan - ISBN-10: 0230448550 / ISBN-13: 978-0230448551

Recommended literature:

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Workload

90 Hours

Contact lessons

28 lessons (each 45 minutes)

contact lessons: 21 hours (23.5%)

guided self study: 22.5 hours (25%)

individual self study: 46.5 hours (51.5%)

Attendance requirement

There is no obligatory attendance requirement for BCW2, but **students are recommended to attend at least 50% of classes** to familiarise themselves with the techniques required if they wish to complete the course successfully.

It is recommended that students who plan to attend no more than the recommended minimum 50% of contact lessons do so **at the beginning of the course**, where most of the lecturer input is concentrated.

Proof of competence

- written exam: after course completion calendar during the regular exam weeks, 90 minutes, 50%
- **two Moodle tests during the course** based on self-study homework in *email English* course book: 10% + 10% = 20%
- student-selected guided-self-study tasks: during the course, 30%

Aids for written examination

No dictionary

BFH-Calculator

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

Degree programme, semester

BSc Business Information Technology, 2021-2022, 5 HS, BB, Bern
BSc Business Information Technology, 2020-2021, 5 HS, BB, Bern
BSc Business Information Technology, 2020-2021, 4 FS, VZ, Bern
BSc Business Information Technology, 2019-2020, 4 FS, VZ, Bern

BEW2 - Business English 2 - BWW1007

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Lecture
Module level additive	B - Basic level course
Lecturer(s)	Al-Azm Ivan, Faminoff Mangold Valerie
Module responsibility	Al-Azm Ivan / Faminoff Valerie

Short description of the module The development of business vocabulary and reading comprehension skills will be continued in this module. In addition, students will develop their skills not only by reading and discussing business-related topics, but also by practising business writing.

Module elements:

- Reading comprehension
- Business writing
- Extension of business vocabulary
- Case studies and other discussions

Requirements

BEW1

Subject: Students

- use English vocabulary at the C1 level
- can read, comprehend, and discuss authentic, real-world business texts related to the core subjects
- use specific business English vocabulary correctly

Method: Students

- write effective correspondence, showing competence in appropriate formality, genre, and standard phrases
- create a language learning portfolio suited to individual needs
- discover ways of learning vocabulary and English creatively and independently

Social: Students

- can work as reliable team members by providing input on individual research done out of class
- can provide or request support from peers in language learning, academic and content issues
- can supplement course input by providing examples from personal experience
- can defend opinions on business topics

Self: Students

- can critically assess business ideas or theories
- are open to new ideas
- reflect on learning and take increased responsibility for their English language development

BEW2 - Business English 2 - BWW1007

Competencies upon completion	<p>Students will read, discuss and understand complex business articles in the topic areas of: Logistics Company Finance, Boom & Bust Global Economy & Intercultural Issues</p> <p>Use business English vocabulary at a C1 level</p> <p>Write clear, well-developed, formal connected prose (business writing such as e-mails)</p> <p>Students will work individually and in groups, to write, solve problems, discuss articles and case studies and share information</p>
Content	<p>Scripts will be provided by the lecturer. These consist of input and current reading texts on the topic areas</p> <ul style="list-style-type: none">• Students will work individually and in groups, to write, solve problems, discuss articles and case studies and share information
Teaching and Learning method	Same as BEW1
Literature	<p>Indispensable literature:</p> <p>print *and* ebook version for Android & iOS tablet users: Mascull B. (2017) Business Vocabulary in Use Advanced (with answers & enhanced ebook, including audio) Cambridge University Press (third edition), ISBN-10: 1316628221 / ISBN-13: 978-1316628225</p> <p><i>OR</i></p> <p>print only version: Mascull B. (2017) Business Vocabulary in Use Advanced (with answers) Cambridge University Press (third edition), ISBN-10: 131662823X / ISBN-13: 978-1316628232</p> <p>Recommended literature:</p> <p>McCarthy P., McCarten J., Clark D., Clark R. (2010) Grammar for Business (with audio CD) Cambridge University Press, ISBN-10: 0521727200 / ISBN-13: 978-0521727204</p> <p>Note: we will not use the grammar book in class</p>
Workload	90 Hours
Contact lessons	28 lessons (each 45 minutes)

BEW2 - Business English 2 - BWW1007

Attendance requirement

There is no obligatory attendance requirement for BEW2, but **students are recommended to attend at least 50% of classes** to familiarise themselves with the techniques required if they wish to complete the course successfully.

While there is no obligatory attendance requirement, assessments will take place during class time (e.g. vocabulary tests, mid-term writing) so **students should plan to attend these classes**.

Proof of competence

Vocab. tests 20% (during the semester)
Midsemester writing 20% (during the semester)
Final exam 60%, 90 minutes (during the main exam period)

Aids for written examination

No dictionary

BFH-Calculator

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

Comment

REPETITION OF THE MODULE

The following rules apply to students who repeat the module:

1. Repeat students have to repeat the final exam.
2. Repeat students have the option to transfer any previous vocabulary test grade(s). Once a student has chosen to repeat the vocabulary test(s), they may not reverse this choice, and the new grade is taken, even if the previous grade was higher.
3. Repeat students have the option to transfer the previous mid-semester writing grade. Once a student has chosen to repeat the mid-semester writing test, he/she may not reverse this choice. The new grade supersedes the previous grade, even if it's lower.
4. Repeat students have no attendance requirement.

Degree programme, semester

BSc Business Information Technology, 2019-2020, 2 FS, VZ, Bern
BSc Business Information Technology, 2020-2021, 3 HS, BB, Bern

CCTT - Cross-Cultural Training & Teamwork - BWW2012

ECTS	3
Study language	English
Module type	Elective module
Study form	Lecture
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 and team management models 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

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 business context

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
- discussion forum experience

Content

- The cultural context of international business relationships: role of culture and models of communicating interculturality
- Cross-cultural training and teamwork
- The intercultural and international business environment: looking at the political, economic, legal, and social environment

Teaching and Learning method

- Lectures (transmission of theory)
- Online activities / online discussion forum
- Group discussions

Literature

Literature will be provided on Moodle.

Workload

90 Hours

CCTT - Cross-Cultural Training & Teamwork - BWW2012

Contact lessons

The module is composed of ten contact lessons and four online sessions

Dates will be published on Moodle

Attendance requirement

Mandatory attendance just on CW 22 & CW 23 (Final Presentations)

Proof of competence

- 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

Print dictionary (English-Student's mother tongue)

BFH-Calculator

For details concerning permitted exam aids refer to information on study and examination regulations on Moodle

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. 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, 2019-2020, 6 FS, BB, Bern
BSc Business Information Technology, 2021-2022, 6 FS, BB, Bern

DSML - Data Science and Machine Learning - BWW2037

ECTS	3
Study language	English
Module type	Optional module (countable)
Study form	Lecture
Module level additive	A - Advanced level course
Lecturer(s)	Collovà Patrizio, Krebs Michel
Module responsibility	Patrizio Collovà, Michel Krebs

Short description of the module	<p>Introduction to the central topics of data analysis, data mining and machine learning (ML) for students of business and information systems. Based on the basic concepts of information theory and data analysis, the core concepts of data science are explained and critically discussed in the course. Based on this, data mining will be presented as a process, explaining the most important ML algorithms and the operation of neural networks. The topic of data visualization for communication and presentation of analysis result will be presented briefly. An overview of the most important tools in data science serves as a basis for understanding the demonstrations that are conducted on each topic throughout the module implementation. Practical programming exercises are possible and useful, but optional.</p>
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Requirements	<p>Lectures in Mathematics and Statistics (STWI for BWI, STA1 and STA2 for BBA)</p> <p>Basic experience in a programming language</p>
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Competencies upon completion	<ol style="list-style-type: none">1. The students understand the basic concepts, methods, and algorithms of Data Science and ML2. The students are able to deepen their self-study and further education in data science3. Students can later work on data analysis projects in their professional practice and help with decisions in this area4. After completing a bachelor's or master's degree, students can take advantage of CAS in data analysis or big data, as well as equivalent continuing education courses.
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DSML - Data Science and Machine Learning - BWW2037

Content

1. Foundations of information theory (signals, data, information, information content, entropy) and data analysis (data types, data formats, statistical classification)
 2. Mathematical basics (vectors, matrices, weighting, metrics, threshold functions, regression)
 3. Tools for Data Science (R and Python for statistics and analytics)
 4. Data mining as a process
 - 4.1 Data quality, data extraction, data processing
 - 4.2 Use of Exploratory Data Analysis (EDA), descriptive statistics
 - 4.3 Create and evaluate models
 - 4.4 Visualize results
 5. Analyze and model data
 - 5.1 Linear Models, Data Fitting / Overfitting
 - 5.2 Similarity / distance, metrics, clusters
 - 5.3 Classification, Supervised / Unsupervised Learning
 6. ML Algorithms (Linear Regression, k-Nearest Neighbors, k-Means, Decision Trees) and Neural Networks
 7. Text mining: analysis of unstructured data
-

Teaching and Learning method

Weekly Classes

Literature

Will be communicated during the course

Workload

90 h

Contact lessons

28 h (14 x 2h)

Attendance requirement

Not required

Proof of competence

1. A written paper (individually or in a group) during module implementation on a topic of the elective module - 50%
 2. Written examination at the end of the module in the official examination weeks (60 minutes) - 50%
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DSML - Data Science and Machine Learning - BWW2037

Aids for written examination

Dictionary mother tongue - language proof of competence

BFH calculator

For details on the aids, see the current instructions for proof of competence on Moodle

Degree programme, semester

MSc Business Administration, 2019-2020, 4 FS, BB, Bern
BSc Business Information Technology, 2019-2020, 4 FS, BB, Bern
BSc Business Administration, 2019-2020, 6 FS, VZ-IP, Bern
BSc Business Administration, 2019-2020, 4 FS, BB, Bern
BSc Business Administration, 2019-2020, 4 FS, VZ-IP, Bern
BSc Business Administration, 2019-2020, 4 FS, BB-IP, Bern
BSc Business Information Technology, 2019-2020, 4 FS, VZ, Bern
BSc Business Administration, 2019-2020, 4 FS, VZ, Bern
BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern
BSc Business Information Technology, 2019-2020, 8 FS, BB, Bern
BSc Business Administration, 2019-2020, 8 FS, BB, Bern
BSc Business Administration, 2019-2020, 6 FS, VZ, Bern
BSc Business Information Technology, 2019-2020, 6 FS, VZ, Bern
MSc Business Administration, 2019-2020, 2 FS, BB, Bern
BSc Business Information Technology, 2019-2020, 6 FS, BB, Bern
BSc Business Administration, 2019-2020, 6 FS, BB, Bern

ICMW - Innovation & Change Management - BWW3032

ECTS	3
Study language	English
Module type	Elective module
Study form	Lecture
Module level additive	S - Specialised level course
Lecturer(s)	Hietschold Nadine
Module responsibility	Hietschold Nadine

Short description of the module	<p>The only factor that remains constant is change.</p> <p>Organizations and companies undergo constant change due to fast (technological) progress and ever-changing needs of consumers and employees. Companies can only survive if they recognize and address the dynamic changes on the market and in organizational processes. New products, new services and business model innovations emerge at the intersection between companies and their external environment. Such innovations inherently incorporate change and innovations need to be accepted and successfully implemented within companies and on the market.</p> <p>This module considers (1) how companies can successfully develop and implement innovation on the market, and (2) how organizations can successfully implement innovation projects and change processes within their organization.</p> <p>Within the scope of this module, students learn how to successfully manage innovation and change processes in organizations. To achieve this aim, the module links theory and practice.</p> <p>Theory</p> <p>In the theory part of the course, students will become familiar with concepts, terms and tools in innovation and change management.</p> <p>Practice</p> <p>In the practical part of the course, students will immediately apply the theoretical concepts in the context of an own innovation project, which will be developed during the course.</p> <p>The contents of the module will enable the students to generate knowledge and skills to work in innovative work environments.</p>
Requirements	BPW1, BPMT, REQE, PRM-Module

ICMW - Innovation & Change Management - BWW3032

Competencies upon completion	<p>Students will acquire a comprehensive understanding of the innovation and change management processes. Students will get to know tools and techniques and will be enabled to apply them in different contexts.</p> <p>Professional competences:</p> <p>Students can plan and conduct innovation projects targeted to markets or within organizations on their own Students understand challenges and success factors during development and implementation of innovations</p> <p>Methodological competences:</p> <p>Students can work within innovation projects or co-lead innovation projects in organizations and share their knowledge about tools and techniques (e.g., creativity techniques for idea generation, scoring models for idea selection, target market estimations and negotiation techniques)</p> <p>Social competences:</p> <p>Students recognize emerging resistance during change processes and innovation projects and can react adequately Students learn to empathize with users</p> <p>Self competences:</p> <p>Students can reflect their own reactions towards change and failure Students understand the skills innovation and change managers need</p>
Content	<p>In the scope of this module and within each contact lesson, students work independently in groups on their own innovation project after being introduced to the corresponding theoretical concepts. The content of the module includes the entire innovation process starting with idea generation and selection, product concept development and prototyping and ending with the innovation introduction on the market. In the context of the change management part, the module includes concepts about the change process and resistance to change in organizations. The module could be selected as a regular course during the semester or as a Winter School.</p>
Teaching and Learning method	<ul style="list-style-type: none"> • Development of an own innovation project (practical application of theoretical concepts) • Application of innovation and change management tools and techniques
Literature	<p>Vahs, Dietmar; Brem, Alexander (2015): Innovationsmanagement - Von der Idee zur erfolgreichen Vermarktung, 5. Auflage, Schaeffer-Poeschel</p> <p>Schilling, Melissa A. (2013): Strategic Management of Technological Innovation, 4th edition, McGraw-Hill</p> <p>Recent research articles will be provided on the platform Moodle.</p>
Workload	<p>90 hours</p> <p>(21 hours contact lessons plus preparation for presentation, exam and written business concept)</p>
Contact lessons	<p>28 lectures à 45 minutes</p>
Attendance requirement	<p>85% for the Winter School</p>

ICMW - Innovation & Change Management - BWW3032

Proof of competence

40% written exam, 45 min (at the end of the fall semester during the exam period for the course that takes place regularly during the semester, during the spring term for the course that takes place as Winter School)

30% oral presentation of the innovation project (product concepts at the end of the contact lessons)

30% written concept of the innovation project (business concept after the contact lessons)

Aids for written examination

Dictionary, BFH calculator

For further details concerning exam aids, please have a look on the instructions for written exams on Moodle.

Comment

There are two options to attend the module. The module can either be selected as a regular course during the semester (4 lectures à 45 minutes every second week) or as a one-week Winter School after the contact lesson period. The contents of both courses are identical. However, the Winter School will be conducted in English and the regular course in German.

Degree programme, semester

BSc Business Information Technology, 2019-2020, 6 FS, VZ, Bern
BSc Business Information Technology, 2021-2022, 7 HS, BB, Bern
BSc Business Information Technology, 2021-2022, 5 HS, VZ, Bern
BSc Business Information Technology, 2022-2023, 7 HS, BB, Bern
BSc Business Information Technology, 2020-2021, 7 HS, BB, Bern
BSc Business Information Technology, 2019-2020, 8 FS, BB, Bern
BSc Business Information Technology, 2020-2021, 5 HS, VZ, Bern

ICTT - ICT Trends - BWW3036

ECTS	3
Study language	English
Module type	Elective module
Study form	Lecture
Module level additive	S - Specialised level course
Lecturer(s)	Jarchow Thomas
Module responsibility	Thomas Jarchow

Short description of the module Anticipating future developments and prepare for up-coming changes is crucial to business success. The ongoing Meta-Trend *Digitization* is assumed to lead to further disruptive changes in many -- when not all -- areas of human endeavors. As digitization gains further speed and broadens its influence, business needs to be prepared not only to anticipate change but also to become even more flexible and anticipate the change of change. Therefore, trend research has become crucial for many business and their success.

The course covers:

Typical methods of trend-research and how they are applied.

- Presentation and discussion of the latest ICT trends
- Demonstration and discussion of the significant trends and megatrends for society and business
- Critical evaluation of the possibilities and limitations of predictions and trend-research

Requirements The students need a good knowledge of scientific work methods (MWWI), mathematics (MWI1/2) and information management (IMG1-4).

Competencies upon completion

Competencies: The students
learn and apply several key trend-setting and forecasting techniques
can critically assess and discuss forecasts and trends
know the most important current ICT trends

Methodological skills: The students
can apply several techniques for trend determination and forecasting
can assess and evaluate current ICT trends

Social & personal skills: The students
can constructively and critically discuss and reach consensus on the content of their work as well as their approach
are able to identify gaps in their knowledge and to expand and deepen their knowledge according to the requirements of the project task

Content

- Background and methods of trend research
- A selection of actual ICT trends
- Importance of trends and mega- and meta-trends
- The possibilities and limitations of forecasting

ICTT - ICT Trends - BWW3036

Teaching and Learning method

- Lectures
- Self-study
- Term paper and exercises during lectures

Literature

Literature will be provided during the term on Moodle.

further Literatur:

Horx, M. (2011). Das Megatrend-Prinzip: Wie die Welt von morgen entsteht. Deutsche Verlags-Anstalt. ISBN: 3641072638.

Naisbitt, J. (1982). Megatrends: Ten New Directions Transforming Our Lives (1st ed., p. 290 pages). Warner Books, Inc. ISBN: 978-0446512510

Workload

90 hours

Contact lessons

14 lessons (teaching and coaching)

Attendance requirement

Attendance of the first lesson is mandatory.

Proof of competence

Term-paper written by each student in English or German. The term paper is to be handed in at the end of the semester on Moodle (date will be announced during the lectures).

Aids for written examination

not applicable

Continuative, in depth modules

Bachelor Thesis

Degree programme, semester

BSc Business Information Technology, 2022-2023, 8 FS, BB, Bern
 BSc Business Information Technology, 2021-2022, 6 FS, VZ, Bern
 BSc Business Information Technology, 2019-2020, 6 FS, VZ, Bern
 BSc Business Information Technology, 2019-2020, 8 FS, BB, Bern
 BSc Business Information Technology, 2020-2021, 6 FS, VZ, Bern
 BSc Business Information Technology, 2021-2022, 8 FS, BB, Bern
 BSc Business Information Technology, 2020-2021, 8 FS, BB, Bern

PRM3 - Project Management 3 - BWW2020

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Lecture
Module level additive	A - Advanced level course
Lecturer(s)	Liedtke Andreas
Module responsibility	Liedtke Andreas

Short description of the module PRM3 teaches in-depth know-how, processes, procedures, knowledge, techniques as well as respective applications mainly in the area of project-, but also in the areas of business transformation as well as program-, and portfolio management. Then the module elaborates particularly on critical project management topics more deeply such as project initiation, stakeholder & team leadership, project estimation, project controlling (in particular Earned Value analysis), project evaluation, and other important topics etc.

We'll also cover various project management styles such as agile (SCRUM & Kanban), traditional as well as skim briefly a few methods such as HERMES 5, PMBoK, PRINCE2.

The students will have to write and present a term paper on a topic in project management (group assignment). During that group assignment students will have to do field work, i.e. work in collaboration with some company or public office.

Requirements PRM1, PRM2 (not just having passed these modules, but still be well aware of their contents, such as the planning process)
Reasonable conduct and reading abilities of the English language (both business English as well as IT-English),

PRM3 - Project Management 3 - BW2020

Competencies upon completion

Subject: Students...

- ... will reinforce their knowledge about PM, PM methodologies (both qualitative and quantitative), and applying them suitably
- ... will have practical knowledge (best practices) about important topics in project management
- ... will know the terms business transformation, Program Management and Project Portfolio Management and will be able to put these subjects into perspective within an enterprise
- ... will be proficient in selected methods, tools, and criteria with respect to various project assessment techniques

Method: Students...

- ... will be able to initialize, execute, manage, and control a project and/or a program successfully from the initial idea/vision through closing of the project
- ... will be able to lead and handle key processes in a project
- ... will be able to analyze project management processes and implement respective process improvements
- ... will be able to conduct a process or project assessment respectively
- ... will be able to do field research based on standard and rigid research methods
- ... will be able to write up a project report based on methods of scientific writing

Scientific: Students will...

- ... have to find, select, read, evaluate, summarize texts in scientific ways and use them for their own arguments
- ... to construct texts based on scientific standards
- ... will have to derive research questions, hypotheses, arguments from their ideas or given work orders
- ... will have to apply suitable science based methods in their work

Social: Students will...

- ... apply their personal and individual resources in small 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
- ... will learn to do research in a real-life company or public office
- ... argue in a constructive and factual way
- ... analyze the source of potential conflicts, perceive conflicts and solve them in a constructive way

Self: Students will...

- ... learn and work independently, recognize gaps in their knowledge and fill these gaps independently
- ... further improve and extend their personal learning habits and techniques
- ... 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

PRM3 - Project Management 3 - BWW2020

Content

Overview over semester project and group assignment
Business Transformations
Success & failure in project management
Project Management and Product Value Management
Project Portfolio Management
Agile Principles
Stakeholder & Project Leadership
Selected Topics in Project Planning
Estimation
Project Risk Management (notably quantitative Risk Assessment)
Project Controlling (in depth: Earned Value Management)
Project Evaluation
Project Communication

(Topics are subject to change)

Teaching and Learning method

- Lecture in dialog mode
- guided self-study
- individual and/or group exercises
- blended learning
- group, arena or individual coaching according to students' needs and requests
- Coaching sessions

Literature

In the course of the module the lecturer will upload pertinent texts and papers onto Moodle

Workload

90 hours

Contact lessons

24 lessons (each 45 minutes): 18 hrs (plus app. 44 hrs of guided self-study and app. 28 hrs of autonomous self-study)

Attendance requirement

The first and the final lecture block of the semester, the group presentations (irrespective of their actual date) and due dates concerning the semester project require mandatory attendance. If admitted both all project presentations are mandatory for the whole class. See also Art. 18 of the Studien- und Prüfungsreglement über den Studiengang zum Erwerb des Diploms Bachelor of Science in Betriebsökonomie sowie in Wirtschaftsinformatik (SPR BBA BWI).

Proof of competence

Semester project (term paper (70% and presentation 30%)

Grades for both the semester project will be rounded off to 1/10 of a grade point, subsequently the final module grade will be rounded off to half a grade point.

In case you complete the module with an insufficient module grade (i.e. final grade < 4.0) you will have to repeat the parts and only the parts with insufficient grades; the parts with sufficient grades (i.e. grade ≥ 4.0) will pertain and will be used to calculate the new final module grade.

PRM3 - Project Management 3 - BWW2020

Aids for written examination no written exam

Continuative, in depth modules Vertiefungen VPM1, VPM2. VPM3

CASE

Bachelor Thesis

Comment

While the lecture and the presented material will mostly (in case of foreign students attending the class then lectures will all be in english) be held in english, the student may turn in german-language answers and written material term paper, examination answers, but not the presentation slides and the related speech.

Degree programme, semester

BSc Business Information Technology, 2020-2021, 5 HS, BB, Bern
BSc Business Information Technology, 2021-2022, 5 HS, BB, Bern
BSc Business Information Technology, 2019-2020, 4 FS, VZ, Bern
BSc Business Information Technology, 2020-2021, 4 FS, VZ, Bern

STWI - Statistik - BWW1021

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Lecture
Module level additive	B - Basic level course
Lecturer(s)	Krebs Michel, Ostrin Geoffrey Ellis
Module responsibility	Ostrin Geoffrey, Matthias Schmidt, Michel Krebs, Léonard Kwiuda
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	MWI1
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none">• have knowledge of descriptive statistics and elementary probability theory for the analysis of economic and social scientific questions <p>Method: Students</p> <ul style="list-style-type: none">• will be able to recognise situations where the appropriate statistical theory can be applied <p>Social: Students</p> <ul style="list-style-type: none">• will solve problems through use of varied techniques and methods, in particular with the available technology such as the TI-Nspire calculator <p>Self: Students</p> <ul style="list-style-type: none">• 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
Content	Descriptive and Inferential statistics, variation and probability.
Teaching and Learning method	Regular lectures and exercise classes. Literature and slides in English, German conversation possible.

STWI - Statistik - BWW1021

Literature

Recommended literature:

- Statistics for Business and Economics (4th Edition): Jim Freeman (Author), Eddie Shoemith (Author), Thomas Arthur Williams (Author), Dennis Sweeney (Author), David Anderson (Author): ISBN-13: 978-1473726567

Note: The exercises *will* be taken from this 4th edition of the book.

Workload

90 hours

Contact lessons

42 Lessons à 45 minutes

Proof of competence

- Written exam of 90 minutes at the end of semester during the exam period (100%)

Aids for written examination

- R with appropriate computer
- Print dictionary
- BFH-Calculator
- Open Book

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

Continuative, in depth modules

MANS, DSWI

Degree programme, semester

BSc Business Information Technology, 2019-2020, 2 FS, VZ, Bern
BSc Business Information Technology, 2019-2020, 2 FS, BB, Bern

iMEC - Methods and Skills in Communication - BWB1028

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	B - Basic level course
Lecturer(s)	Marti Mathias
Module responsibility	Mathias Marti
Short description of the module	<p>Students improve their skills in oral and written communication. They are enabled to communicate correctly, flexible and customer oriented. Students learn the basics of human communications and some patterns. They focus on specific aspects in social communications such as speeches , interviews, leading discussions. They are enabled to meet the business demands. By repeating training sessions, the described contents are translated into action.</p>
Requirements	-
Competencies upon completion	<p>Subject: Students - are capable to use their communication skills in an entrepreneurial surrounding</p> <p>Method: Students - learn to think about their own communication skills and their effects on others by meta-communication - learn to be creative in their way by expressing ideas and content to their audience</p> <p>Social: Students - understand and learn, that communication and social competence is vital in business surroundings</p> <p>Self: Students - work on their own oral communication skills - are exposed in front of their group and therefore should gain self-confidence - by using meta-communication, strengthen their self-competence in communicating</p>
Content	<ul style="list-style-type: none"> - Communication and Social Competence - The Square of Communication (based on the Hamburg approach) - Theories, Methods of communication psychology - Communication patterns and schemes
Teaching and Learning method	<ul style="list-style-type: none"> - Self-guides studies - Theoretical inputs - oral and written assessment - Work in groups

iMEC - Methods and Skills in Communication - BWB1028

Literature	Recommended literature: <ul style="list-style-type: none">- Pragmatics of Human Communication: A Study of Interactional Patterns, Pathologies, and Paradoxes von Don D. Jackson, Janet Beavin Bavelas, Paul Watzlawick, ISBN-Nr.: 0-393-70707-5- Six Tools for clear Communication, F. Schulz v. Thun, ISBN-Nr.: none.- script
Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	For speech/presentations CW 13/14 (according to the individual scheduling presented at the beginning of the Semester)
Proof of competence	Assessment during Semester; <ul style="list-style-type: none">- Oral Assessment: Speech 50 %- Written Assessment: Interview 50 %
Continuative, in depth modules	iMES (Cours-lecturing part communication within the iMES Module)
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 2 FS, BB-IP, Bern

iMR1 - Marketing 1 - BWB1026

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	B - Basic level course
Lecturer(s)	Waldenmeyer Zoé
Module responsibility	Zoé Waldenmeyer

Short description of the module Marketing is a process which penetrates the whole company and is closely linked to corporate objectives and the decision making process. In this module, students will learn how to carry out an as-is analysis driven by a central problem / question. They will collect, structure and interpret various facts, data and components, as well as identifying and analyzing the target groups (customers, dealers, and further important stakeholders) to gain an overall image of the company's current situation from a marketing perspective. After having carried out a SWOT analysis the students will be taught how to carry out conceptual work which leads to an implementation plan including activities, time lines and responsibilities.

Overall objectives:
The students

- understand how marketing is linked to corporate structures and strategies
- are able to carry out a marketing related as-is analysis based on simple market situations
- know how to draw the right conclusions from a specific market situation
- are able to identify and prioritize stakeholders, realize market potentials and apply the necessary marketing instruments
- know how to elaborate a marketing concept based on simple market situations

Requirements Basic knowledge of economy according to A-levels or sound marketing know-how

Competencies upon completion

Subject: Students

- realize the significant role of marketing within a company
- know the information needed for making important marketing decisions
- are able to elaborate and evaluate a marketing concept

Method: Students

- know and apply marketing-relevant analytical and conceptual skills (e.g. SWOT analysis)
- acquire decision making tools and are able to select the appropriate instruments
- are able to implement the taught methodology in their practical work within iMR2
- understand different aspects of leading marketing authorities

Social: Students

- are able to critically reflect on the presented methodologies
- can analyse and interpret the buying behaviour of themselves and of third parties
- realize the importance of their own attitude related to consumer behaviour
- train the dynamics of team work during the module

Self: Students

- s.a.

iMR1 - Marketing 1 - BWB1026

Content	<ul style="list-style-type: none"> - Marketing as a strategic management tool - Marketing as an operational tool (current situation versus target concept, including implementation plans)
Teaching and Learning method	<ul style="list-style-type: none"> • lectures • excercises, coachings
Literature	<p>Indispensable literature: Waldenmeyer, Z.: presentations (moodle) R. Kühn: Marketing. Strategy & Analysis, Zurich, Werd (current edition)</p> <p>Recommended literature: Kotler, Philip: Marketing Management, Boston, current edition</p>
Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	-
Proof of competence	Written exam: 90 minutes, case study/studies at the end of the semester (CW26 or 27), multiple choice and open questions, weighting: 100%
Aids for written examination	<ul style="list-style-type: none"> - BFH-Calculator (TI-30 ECO RS) - printed dictionary (mother tongue - examination language) - Open Book <p><i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i></p>
Continuative, in depth modules	iMR2, iMR3, iMR4
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 2 FS, BB-IP, Bern

iBS2 - Business Information Systems 2 - BWB2035

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
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 26 or 27). 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 "information on study and examination regulations" on Moodle.)

Continuative, in depth modules

iBS3

Comment

-

Degree programme, semester

BSc Business Administration, 2019-2020, 4 FS, BB-IP, Bern

iHR3 - Human Resource Management 3 - BWB2093

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Baumann Rébecca, Schneeberger Christoph, Straub Caroline
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	Lessons and one obligatory coaching
Attendance requirement	In the first lecture.
Proof of competence	Groupwork developed during term (100%). Deadline at the end of the term.

iHR3 - Human Resource Management 3 - BWB2093

Continuative, in depth modules -

Comment -

Degree programme, semester BSc Business Administration, 2019-2020, 4 FS, BB-IP, Bern

iFM1 - Financial Management 1 - BWB2021

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
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: 10, 11 or 12 (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
- duration 90 minutes
- At the end of the semester (during the official exam weeks, CW26 or 27)
- weight: 100%

Aids for written examination

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

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

Continuative, in depth modules

iFM2

Comment

-

Degree programme, semester

BSc Business Administration, 2019-2020, 4 FS, BB-IP, Bern

iLW2 - Law 2 - BWB2090

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Suppa Giovanni
Module responsibility	Dr. Gianni Suppa
Short description of the module	<p>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.</p>
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	<p>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.</p>
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

iLW2 - Law 2 - BWB2090

Contact lessons	28 lessons
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 "information on study and examination regulations" on Moodle.</i></p>
Continuative, in depth modules	iLW3 and iLW4
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 4 FS, BB-IP, Bern

iEC2 - Economics 2 - BWB2096

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Gimeno Raúl Diego
Module responsibility	Prof. Dr. Raúl Gimeno (ger2)
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

iEC2 - Economics 2 - BWB2096

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
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: <ul style="list-style-type: none">- 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 (CW26 or 27) Duration: 90 minutes Laptop: bring your own device
Aids for written examination	<ul style="list-style-type: none">- Summary: one A4 sheet (1 sheet A4 with writing on one side)- BFH calculator (TI-30 ECO RS) / another non-programmable pocket calculator (according to the written examination regulations)- 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	iEC3, iEC4
Comment	-
Degree programme, semester	BSc Business Administration, 2019-2020, 4 FS, BB-IP, Bern

iFM1 - Financial Management 1 - BWB2021

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
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: 10, 11 or 12 (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
- duration 90 minutes
- At the end of the semester (during the official exam weeks, CW26 or 27)
- weight: 100%

Aids for written examination

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

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

Continuative, in depth modules

iFM2

Comment

-

Degree programme, semester

BSc Business Administration, 2019-2020, 4 FS, BB-IP, Bern

iINM - International Management - BWB2054

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Ali-Lawson Debra Dianne
Module responsibility	Debra Ali-Lawson

Short description of the module "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).

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.

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.

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.

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.

Requirements -

Competencies upon completion

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

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

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

Self: Students have increased intercultural competencies

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 (Calendar weeks 25, 26 or 27), weighting: 100%
Aids for written examination	<ul style="list-style-type: none">- 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) <p><i>For details to the aids allowed during written exams please refer to "information on study and examination regulations" on Moodle.</i></p>
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, 2019-2020, 4 FS, VZ-IP, Bern

iMR3 - Marketing 3 - BWB2026

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
Module level additive	A - Advanced level course
Lecturer(s)	Waldenmeyer Zoé
Module responsibility	Prof. Dr. Zoé Waldenmeyer

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

Subject: Students are able

- 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)

Method: Students will know and understand

- 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).

Social: Students will be able to

- 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.

Self: Students will be able

- 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

- 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.

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, 2019-2020, 4 FS, BB-IP, Bern

iBS3 - Business Information Systems 3 - BWB3093

ECTS	3
Study language	English
Module type	Elective module
Study form	Group lesson
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, social software and systems development. The human factor in building, shaping and using information systems is stressed. Topics of this module include collaborating with technology, ethics, security and web engineering.
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 of social software - explain the major activities und work products in information systems engineering projects <p>Method: Students</p> <ul style="list-style-type: none"> - apply methods of computer-based collaboration - analyze and design simple web applications <p>Social: Students</p> <ul style="list-style-type: none"> - engage in computer-based collaboration - cooperate effectively in case studies and development teams <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 - Computer-based collaboration - Information ethics and security - Web application development
Teaching and Learning method	<ul style="list-style-type: none"> - Lectures and discussions - Development projects

iBS3 - Business Information Systems 3 - BWB3093

Literature

Indispensable literature:

Kenneth & Jane Laudon. Management Information Systems, Fifteenth Edition, Pearson Education Inc., ISBN-13: 978-1-292-21175-6, ISBN-10: 1-292-21175-X.

Workload

90 hours

Contact lessons

28 lessons

Attendance requirement

-

Proof of competence

Individual assignment, during semester, 50%
Written final exam, 90 minutes, end of semester, (CW26 or 27), 50%

Aids for written examination

- Written summary: 5 pages A4 (10 pages with writing on one side or 5 pages with writing on both sides)
- BFH Calculator (TI-30 ECO RS)
- Printed dictionary (mother tongue - examination language)

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

Continuative, in depth modules

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Comment

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Degree programme, semester

BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern

iLW3 - Law 3 - BWB3125

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
Module level additive	S - Specialised level course
Lecturer(s)	Strahm Sonja
Module responsibility	Sonja Strahm
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

iLW3 - Law 3 - BWB3125

Attendance requirement

Attendance is required for the scheduled mid-term examination held in class. The date for this mid-term examination will be posted on Moodle prior to the start of classes.

Proof of competence

A mid-term written examination will be held in class (30 minutes), weighted 1/3. A final written examination (60 minutes) will be held during the regular examination period, weighted 2/3. Any repeat examinations may be held as written or oral examinations, as determined by the lecturer.

Aids for written examination

- All examinations are 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

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Degree programme, semester

BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern

iLW4 - Law 4 - BWB3126

ECTS	3
Study language	English
Module type	Compulsory module
Study form	Group lesson
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 by realising how complex the legal analysis of dayli 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><i>English will be used as the "lingua franca" for this module, but won't be required for evaluation.</i></p>
Requirements	Interest in Law, 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.

iLW4 - Law 4 - BWB3126

Literature

Indispensable literature:

- documentation on moodle and/or copies in class

Recommended literature:

- see documentation

Workload

90 hours

Contact lessons

28 lessons (in blocs)

Attendance requirement

Yes, for details see moodle

Proof of competence

Group work / presentation in class, 100 %
for details see moodle

Continuative, in depth modules

Bachelor-Thesis

Comment

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Degree programme, semester

BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern

iTAX - Tax Law - BWB3012

ECTS	3
Study language	English
Study form	Group lesson
Module level additive	S - Specialised level course
Lecturer(s)	Fankhauser Daniel, Rascón Alberto
Module responsibility	Prof. Alberto Rascón (rca2)
Short description of the module	<p>iTaxation provides development on taxation rules applied to an international context. It deals with the international tax law in the framework of economic transaction involving Swiss firms. Switzerland has based its development on a attractive tax framework. Understanding this framework allows students to identify its advantages and its limits.</p> <p>iTax includes a compulsory study abroad in May.</p>
Requirements	-
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none">- understand the Swiss tax framework- Understand the International tax framework- Introduction to tax optimization- Introduction to tax risk management <p>Method: Students</p> <ul style="list-style-type: none">- are able to understand Swiss and international tax framework- are able to follow a simple tax optimization structure <p>Social: Students</p> <ul style="list-style-type: none">- Practical and conceptual analyze- Work group <p>Self: Students</p> <ul style="list-style-type: none">- develop their reasonnings on law concept- Identify the practical application of these tax issues
Content	The students are able to understand the basics of tax law in domestic and international context.
Teaching and Learning method	<ul style="list-style-type: none">- Instructions- Self-study- Possibly group work- Case studies

iTAX - Tax Law - BWB3012

Literature

Indispensable literature:

Literature will be provided in Moodle.

Recommended literature:

Switzerland in International Tax law, Fourth Edition (or the most recent available), Oberson/Hull, IBFD , 2011

Workload

90 hours

Contact lessons

20 contact lectures

Attendance requirement

Compulsory attendance to the international workshop May 14th - 16th , 2020. Precise information will be given in class.

Proof of competence

Written exam; End of semester; Duration 90 minutes; 2/3 of GRADE

International workshop (May 14 - May 16); 1/3 GRADE

Aids for written examination

- BFH-Calculator (TI-30 ECO RS)
- Open Book
- print dictionary (mother tongue - examination language)

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

Continuative, in depth modules

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Comment

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Degree programme, semester

BSc Business Administration, 2019-2020, 6 FS, BB-IP, Bern
