

BFMA - Financial Management - BWBh001

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

BFMA - Financial Management - BWBh001

Competencies upon completion **Specialist skills:**

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

Methodological skills:

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

Social skills:

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

Self-competence:

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

Digital skills:

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

Content

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

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

BFMA - Financial Management - BWBh001

Teaching and learning methods	<p>Input by the lecturers, practice on examples/cases. Guided and autonomous self-study via pearsons MyFinanceLab. Thus, it will be a combination between lectures and flipped classroom:</p> <ul style="list-style-type: none"> Weekly meetings with lectures, exercise briefings, coaching, assignments and discussions. The students prepare short content on their own using the provided resources.
Literature	<ul style="list-style-type: none"> Jonathan Berk, Peter DeMarzo: "Corporate Finance, The Core" E5 (own book or e-book accessible via pearsons MyFinanceLab) The materials (presentations, texts, exercises, etc.) provided by the lecturers on Moodle and Pearsons MyFinanceLab
Workload	180 hours
Contact lessons	56 lessons
Attendance requirement	None
Competency assessment	<ul style="list-style-type: none"> Partial proof of competence 1 (weight: 34 %): Two graded homework assignments during the semester, midterm and towards the end. Partial proof of competence 2 (weight: 66 %): 60-minute written exam during the official exam period. The two homework assignments and the exam will be done digital via Pearsons MyFinanceLab with your own laptop.
Aids for written examination	<ul style="list-style-type: none"> Laptop (you have to bring your own laptop to the exam) Excel (empty i.e. no content) MyLab Financial Calculator on Pearsons MyFinanceLab Pocket calculator (only TI-30 models are permitted) Print dictionary (mother tongue - examination language) / The translation tool DeepL is allowed on the exam Two A4-sheet double-sided or four A4-single pages (formula collection and notes) ChatGPT is not allowed! <p><i>For details to the aids allowed during written exams see "written examination regulations" on BFH Campus App.</i></p>
Mode of repetition	<ul style="list-style-type: none"> If the exam is taken on the second date (same semester!), the two graded homework assignments will count too. If the exam is repeated in another semester, the entire module with all proofs of competence must be repeated.
Follow-up modules	<ul style="list-style-type: none"> Modules of the elective group "Finance, Accounting, Tax" Modules of the specializations "Banking & Finance" and "Accounting & Controlling"
Comment	-
Degree programme, semester	<p>BSc Business Administration, 2024-2025, 3 HS, VZ, Bern BSc Business Administration, 2024-2025, 5 HS, TZ, Bern BSc Business Administration, 2024-2025, 5 HS, VZ, Bern BSc Business Administration, 2024-2025, 7 HS, TZ, Bern</p>

BIBM - International Business Management - BWBh002

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Advanced level
Lecturer(s)	Al-Azm Ivan, Foord Daniel, Serrano Omar Ramon
Module responsibility	Serrano Omar
Short description of the module	<p>This is a fully integrated course focusing on International Business topics in selected regions applicable to Swiss SMEs going international as well as developing reflective and analytical skills. At the same time students will be improving their English writing skills as this is assessed in the individualized personal development ePortfolio.</p> <p>In this course you will learn</p> <ol style="list-style-type: none"> 1. about key concepts related to International Business 2. how to manage organisations and processes (incl multinational enterprises) in a technology-based environment. 3. to develop an awareness of how to incorporate ethical principles, personal and organizational values and socially responsible practices in global management 4. to develop an understanding of how to work with people from different cultural backgrounds 5. to reflect on your intercultural competence development
Entry requirements	<p>Students should have completed introductory courses focusing on:</p> <ul style="list-style-type: none"> • business or strategic management • oral communication skills • research methods <p>Since a flipped-classroom approach will be adopted, students are expected to focus on their time management, collaboration and dealing with complexity</p>
Competencies upon completion	<p>Students will</p> <ul style="list-style-type: none"> • develop their communicative and team management skills throughout the course • develop knowledge related to International Business and Intercultural Management through lectures (remember) • engage in discussions in class on set topics of the course (understand) • identify key concepts related International Business and Intercultural Management through multiple choice quizzes (understand) • apply their knowledge in International Business on set case studies (apply) • apply their knowledge on set Intercultural Management tasks (apply) • discuss and reflect, individually and in groups, on set Intercultural Management tasks in order to develop critical thinking skills (analyse) • read and analyse Case Studies which are relevant to their professional field. They apply their knowledge and understanding when developing their responses. (analyse)

BIBM - International Business Management - BWBh002

Content

According to the Analysis of Swiss Foreign Trade in 2021 performed by the Federal Customs Administration (FCA), by ranking, Germany, the United States, China, the United Kingdom, Italy, France and India are Switzerland's primary trading partners; Asia and South America are becoming increasingly important. Not to be underestimated is the Arab world and their start-up scene.

Yet billions are potentially lost every year because we ignore the expectations of people in foreign cultures, and the way that they do business. What is the secret to success in international business? We will address this challenge by providing a framework for understanding cross cultural differences and using such knowledge in developing country specific management practices and policies. Moreover, students will learn to deal with strategic issues associated with cross national environments, organizational design, and adaptation, as well as those concerns of social responsibility and ethical behavior in a global environment.

In essence students will learn

- about key concepts related to International Business.
- to understand key opportunities and challenges when doing business in Emerging Economies: The most relevant growth markets in International Business.
- to develop an understanding of how to work with people from different cultural backgrounds, by completing the Intercultural Development Inventory (IDI) assessment.
- how to manage a multinational enterprise in a technology-based environment.
- to develop an awareness of how to incorporate ethical principles, personal and organizational values and socially responsible practices in global management.
- to reflect on their intercultural competence development.

Teaching and learning methods

The pedagogy for this course will be student applied learning. There will be lectures and applied learning sessions, but the emphasis will be on student responsibility for learning through active application of course content in case studies, exercises, etc. and through active participation in class discussions. Active participation and preparation for class are requirements for this course. The coaching sessions require that students are well prepared to benefit from the learning experience. The lecturing team will use a range of methods during the semester which include videos, business cases, assessment tools, lectures and coaching sessions.

Literature

An individualized course book has been compiled by the lecturing team:

International Business, published by Pearson ISBN is 9781800063785

The book will only and exclusively via a local bookseller. It is NOT be available via ExLibris, Amazon, and other traders.

There are additional readings, which will be posted on moodle prior to the course days.

Workload

6 ECTS credit course = 180 hours

Contact lessons

We will have contact lessons every week

Attendance requirement

Attendance is mandatory for CW38, CW39 as well as guest speakers which may be organized at short notice.

Students should be aware, that this is an applied course, attending lessons will help with completing the proofs of competence.

BIBM - International Business Management - BWBh002

Competency assessment

- Intercultural ePortfolio (a personal, individual reflective ePortfolio) (40 % of final grade)
 - At the beginning of the semester, each student will complete the IDI: Intercultural Development Inventory assessment followed by an automated online debriefing. The assessment is approximately 15 minutes and the online interactive debriefing video is 30 minutes. It is mandatory to complete both the assessment as well as the online debriefing video. Students who do not complete these by the deadline will not pass the course
 - During the semester students will work on several tasks from their IDI ePortfolio to help them develop their intercultural skills. Some tasks are set as individual and some are set as group tasks. (40 % of final grade)
- International Business (60 % of final grade)
 - Class work (20 %): group exercises that are individually graded
 - Individual final exam: 90 minutes (40 %) individual grade.
 - The exam will take place electronically (safe browser) and will include a combination of multiple choice, and short answer questions based on the content of the book (CW 3 / CW 4).

It is mandatory to complete all assessments to pass the module.

Grades for the individual assessments may be carried over to the next semester if a student fails this course. This is only possible if there is no change to the module description and the assessment format.

Aids for written examination

- eight double sided A4 sheets/pages or sixteen single sided A4 sheets/pages of summaries/notes from the textbook or class material
- 1 printed (not electronic) bilingual dictionary in mother tongue - examination language
- the BFH calculator (TI-30 ECO RS)

Mode of repetition

Grades for the individual assessments may be carried over to the next semester if a student fails this course. This is only possible if there is no change to the module description and the assessment format.

Follow-up modules

BIBM provides a basis for the specialisation Global Management

Degree programme, semester

BSc Business Administration, 2024-2025, 7 HS, TZ, Bern
 BSc Business Administration, 2024-2025, 3 HS, VZ, Bern
 BSc Business Administration, 2024-2025, 5 HS, TZ, Bern
 BSc Business Administration, 2024-2025, 5 HS, VZ, Bern

BSBU - Sustainable Business - BWBg011

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Blum Nicola Ursina, Foord Daniel, Schlindwein Eva
Module responsibility	Foord Daniel, Schlindwein Eva
Short description of the module	"In ten years there won't be a large entity anywhere on the planet that does not have a handle on its climate risk. Consumers, shareholders and employees won't stand for it." (The Economist 2020). In this module, we will discuss the global challenges and the different steering parameters of sustainability.
Entry requirements	None, as this is a foundation-level module.
Competencies upon completion	<p>Subject: Students...</p> <ul style="list-style-type: none"> understand the most relevant basic terms, concepts and models related to sustainable business and apply them to real-world scenarios recognise (current and future) global ecological, social and economic problems and challenges and can assess their significance and their interaction with the economy improve their understanding of the complex interactions between different parameters of sustainability (i.e., individuals, policy, society, financial system, companies) know economic and corporate concepts and approaches linked to sustainable development and can assess these in real-world examples <p>Method: Students...</p> <ul style="list-style-type: none"> learn to use data to analyse sustainability topics in an evidence-based and critically reflected way adopt an open-minded approach to sustainability issues practice self-learning <p>Social: Students...</p> <ul style="list-style-type: none"> practice discussing and presenting arguments with lecturers and classmates in order to benefit from their experience and enlarge their own knowledge and perspective <p>Self: Students...</p> <ul style="list-style-type: none"> learn to reflect about economic, environmental and social impacts of their individual (consumer) behaviour are sensitized for the need for sustainable development

BSBU - Sustainable Business - BWBg011

Content	<p>Subject content:</p> <ul style="list-style-type: none">• The global ecological, social and economic challenges• Policy instruments: How can policy improve sustainability?• Collective action: What can the society do to improve sustainability?• Corporate sustainability: What can companies do to improve sustainability?• Sustainable Consumption: What can we as individuals do to improve sustainability?
Teaching and learning methods	<p>Flipped classroom:</p> <p>Flipped classroom is a blended learning teaching model where students need to get acquainted with some literature or watch a video on their own. During the class, the focus is primarily on case-based practical work (alone and in groups), where the new knowledge can be applied.</p>
Literature	<p>Reader Sustainable Business (available online at semester start)</p>
Workload	<p>90 hours</p>
Contact lessons	<p>14 x 2 lectures - 1.5 hours per week</p>
Attendance requirement	<p>Presence in the first week of the module Presence for the class tests Presence at guests lecture (exact date will be communicated via Moodle) Presence at final presentation (date will be communicated via Moodle)</p>
Competency assessment	<p>60 % of the final grade: two electronic exams</p> <ul style="list-style-type: none">• Two 30-minute written electronic exams during the semester of 30 % each• Test 1 in semester week 6• Test 2 in semester week 13 <p>40 % of final grade: group presentation</p> <ul style="list-style-type: none">• 15-minute group presentation + 5 minutes Q&A• 50 % of this grade will be based on individual performance, 50 % on the group performance• Presentations will take place in the official oral exam week:<ul style="list-style-type: none">- in the spring semester: calendar week 25- in the autumn semester: calendar week 5
Aids for written examination	<p>calculator model TI-30 printed dictionary (mother tongue - examination language)</p> <p><i>For details to the aids allowed during written exams see "written examination regulations" on BFH Campus App</i></p>

BSBU - Sustainable Business - BWBg011

Mode of repetition

Short tests during the semester

Students who miss the in class tests will be required to submit a doctor's certificate.
For these students it is possible to sit class test towards the end of the semester on an alternative date.

Repetition of the module

When repeating students **only** repeat **those assessments which did not receive a passing grade**.

If there has been a change in the type or weighting of an assessment then that assessment must be retaken.
The newest attempt and weightings are used to calculate the repetition grade.

Please inform your lecturer before the tests.
Since the presentation requires group work, students repeating the presentation will need to keep track of dates to register in groups and presentation appointments.

Follow-up modules

This module provides the foundations for the Business School's specialisation in sustainability.

Comment

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Degree programme, semester

BSc Business Administration, 2024-2025, 1 HS, VZ, Bern
BSc Business Administration, 2024-2025, 3 HS, VZ, Bern

EABE - Advanced Business English - BWBh036

ECTS	3
Study language	English
Module type	Optional module (countable)
Module level additive	Advanced level
Lecturer(s)	Al-Azm Ivan
Module responsibility	Al-Azm Ivan
Short description of the module	<p>This module is designed to improve your business English language skills to an advanced level by developing your reading, speaking, listening and writing skills, business vocabulary, as well as reviewing essential grammar so you can communicate effectively and confidently in English in professional business situations. Although this is a stand-alone module, it provides you with the first step towards reaching a C1 level of English proficiency. You can demonstrate C1 English ability if you score 85 % or more on the final exam.</p>
Entry requirements	<p>Suitable for students from all degree programmes, including incoming students as well as students from other departments.</p> <p>You cannot enroll in the EABE module if:</p> <ul style="list-style-type: none">• are exempt from English, for example iEN1 or iEN2• a Cambridge C1, equivalent or higher

EABE - Advanced Business English - BWBh036

Competencies upon completion

Specialised skills

Students

- can read, comprehend, discuss and summarise business related texts
- can understand a variety of business texts including financial news
- can use specific business English vocabulary correctly
- can write clear and effective short business messages

Collaboration and social skills

Students

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

Self-management and personal skills

Students

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

Dealing with complexity

Students

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

Content

- reading about a variety of business topics and themes
- discussing business related topics and themes
- listening to short business texts
- developing and giving short presentations
- writing short business texts (short reports and proposals)
- developing and using subject relevant business vocabulary
- reviewing and practicing grammar
- Practicing exam related tasks including speaking

Teaching and learning methods

This module follows more the traditional language class mode of instruction and learning with short input sessions by the lecturer on grammar, vocabulary, oral and written skills; short practice sessions with discussion and feedback as well as self-study tasks to be completed outside the classroom time. Assignments submitted on time will receive feedback. Progress tests as well as practices tests are available to monitor your progress. Exam skills will be practiced in class.

Literature

Brook-Hart, Guy (2013). *Business Benchmark Upper Intermediate* 2nd Edition. Cambridge University Press. ISBN 9781107680982

or

Brook-Hart, Guy (2013). *Business Benchmark Upper Intermediate* 2nd Edition. Cambridge University Press. ISBN 9783125403161

EABE - Advanced Business English - BWBh036

Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	Although there is no attendance policy, it is recommended that you attend at least 70 % of all classes if you wish to improve your English, benefit from this module and complete the module successfully.
Competency assessment	<ul style="list-style-type: none"> • Progress tests on Moodle (25% of the final grade) • Final exam (75% of the final grade): <ul style="list-style-type: none"> • an oral exam at the end of the semester (20 points) • a Moodle-based written exam which includes listening, reading, writing, vocabulary and grammar (80 points) - the exam will take place during the official exam period.
Aids for written examination	You will need to bring your laptop with you, as well as headphones. Charging cable recommended.
Mode of repetition	Repeat students must repeat the final exam (both oral and written exam)
Comment	<p>You cannot enroll in this module</p> <ul style="list-style-type: none"> • if you have been exempt from English, for example iEN1 or iEN2 • if you have a Cambridge C1, equivalent or higher <p>If your final exam result (both oral and written) is higher than 60%, you can, upon request, receive a letter stating that your English is at B2 level.</p> <p>If your final exam result (both oral and written) is higher than 85% you can, upon request, receive a letter stating that your exam results demonstrate English ability at C1.</p> <p>This letter does not replace an official B2 or C1 certification such as Cambridge B2 First or Cambridge C1 Advanced.</p>
Degree programme, semester	<p>BSc Business Information Technology, 2024-2025, 5 HS, TZ, Bern BSc Business Information Technology, 2024-2025, 5 HS, VZ, Bern BSc Business Administration, 2024-2025, 7 HS, TZ, Bern BSc Business Information Technology, 2024-2025, 7 HS, TZ, Bern BSc Business Administration, 2024-2025, 3 HS, TZ, Bern BSc Business Administration, 2024-2025, 5 HS, VZ, Bern BSc Business Information Technology, 2024-2025, 3 HS, TZ, Bern BSc Business Administration, 2024-2025, 3 HS, VZ, Bern BSc Business Information Technology, 2024-2025, 3 HS, VZ, Bern BSc Business Administration, 2024-2025, 5 HS, TZ, Bern</p>

EDFB - Digital Finance & Banking - BWBh031

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Baals Lennart John, Hadji Misheva Branka, Osterrieder Jörg Robert
Module responsibility	Hadji Misheva Branka, Osterrieder Jörg
Short description of the module	<p>Module Description:</p> <p>With the 'Digital Finance & Banking' module, we aim to equip you with applied knowledge on the intersection of technology and finance. We will focus on the application of Artificial Intelligence (AI), Machine Learning (ML), and Big Data, in the financial domain and set out to boost our understanding of where AI functionalities could be reasonably applied to real-world tasks such as credit risk assessment, portfolio optimization, and investment management. Here, we specifically focus on strategic applications of AI. This includes the study of enhanced trading algorithms and sophisticated portfolio management through machine learning models.</p> <p>Furthermore, we will examine what is hidden behind the terms of 'supervised' and 'unsupervised' learning in ML and clarify on the mechanics of such models in decision-making processes. Additionally, we will touch upon advanced topics such as deep learning and reinforcement learning to study their roles in financial forecasting and risk assessment.</p> <p>During the further course of this module we also aim to explore the emergent field of explainable AI. We will highlight the need for transparency and accountability in financial decision making for professionals and outline the most significant technological advancements and regulatory frameworks that shape digital banking and finance today.</p> <p>Learning and Teaching Approach:</p> <p>We start this module by a series of lectures that elaborate on the core concepts of machine learning in finance. To fortify your learning, we incorporate in-class discussions that aim to encourage analytical thinking and help you to apply your learned knowledge to real-world problems. To further enforce this learning, we have two guest lectures planned.</p>
Entry requirements	<p>Introduction to Financial Markets</p> <p>Basic Statistics Introduction to Calculus Interest and motivation for Finance and latest technologies</p>

EDFB - Digital Finance & Banking - BWBh031

Competencies upon completion Subject: Students

- are familiar with the most important concepts of digital finance
- are familiar with the foundations of artificial intelligence and machine learning in finance
- are familiar with the difference between standard finance and digital finance.

Method: Students

- are able to explain new developments in digital finance.
- are able to apply machine learning techniques to financial data and in financial use cases (risk management, trading etc.).
- will understand how new methodologies and technologies change financial markets

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.

Content

- **Artificial Intelligence in Finance:** Learn how AI can improve decision-making, efficiency, and innovation in financial services.
- **Introduction to Big Data:** Understand how to use large datasets for better strategic planning and market analysis.
- **Introduction to Python for Finance:** Gain practical skills in Python, essential for financial modeling, data analysis, and automated trading.
- **Unsupervised Learning for Finance:** Discover methods for finding patterns and trends in financial data, helping with risk management and market predictions.
- **Supervised Learning for Finance I & II:** Explore techniques for making accurate financial predictions and investment decisions.
- **Deep Learning for Finance:** Study advanced models to solve complex financial problems, like detecting fraud and creating automated trading systems.
- **Reinforcement Learning:** Learn about algorithms that improve strategies through trial and error, useful for portfolio management and trading.
- **Explainable Artificial Intelligence I & II:** Understand AI models that provide clear and understandable results, important for regulatory compliance and building trust with stakeholders.
- **Further Topics in Digital Finance:** Stay updated with the latest trends and advancements in digital finance to remain competitive in the industry.

EDFB - Digital Finance & Banking - BWBh031

Teaching and learning methods

- Lectures
- Exercises
- Private study
- Group work / tasks
- Presentations
- Case studies

Previous guest lecturers included:

Hugo Assuncao Executive Partner at Perfin Asset Management

Leading students through a case study on the area of energy transition investments from the role of a private equity investor. Discussing the role of enhanced fintech applications in the deal structuring and post-investment management for a PE fund.

David Marcos, Quantitative Lead, LPA/Aaccel

Discussing applications of AI in the financial industry with a specific focus on trade execution and common use cases in portfolio management.

Markus Benz, CTO, i2 Invest

Providing students with an introduction to P2P lending and showcasing ML-induced modeling techniques to more accurately capture credit risk in a P2P loan pool.

Dr. Susanne Zubler, Partner at Boston Consulting Group

Michael Seigne, former Global Head of Algorithmic Execution at Goldman Sachs

Brian Schwieger, former Head of Equities at London Stock Exchange

Literature

Machine Learning in Finance, From Theory to Practice, Matthew F. Dixon, Igor Halperin, Paul Bilokon

Lecture Notes

Additional material as provided during class.

Workload

180 h

Contact lessons

7 x 4 Lessons (45 mins each): lectures & coaching (on site)

7 x 4 Lessons (45 mins each): tasks & coaching (group work and/or via MS-Teams)

Attendance requirement

Lectures with external guests

Group presentations (mid-term and final)

Oral examination (end of the semester)

EDFB - Digital Finance & Banking - BWBh031

Competency assessment

Presentations (during the semester): weight = 30 % (group proof of competence => individually evaluated)

Homework assignments (during the semester): weight = 30 % (group proof of competence => individually evaluated)

Exam: 15 - 30 minutes, on site, (during the semester: towards the end of the lecture weeks): weight = 40 % (individual proof of competence => Individually evaluated)

Aids for written examination

Open book

Calculator TI-30 model

printed dictionary (mother tongue - examination language)

Mode of repetition

- An unsatisfactory oral exam can be repeated at the next official exam date.
- An unsatisfactory Presentation and / or Homework assignments can be repeated in a next module realization
- Grades for the individual assessments may be carried over to the next semester if a student fails this course. This is only possible if there is no change to the module description and the assessment format

Comment

Lectures are partially taught in English. All course material, documents are usually in English. Exam questions could be in English. All presentations, answers to exams can be given/answered in German by the students.

Degree programme, semester

BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern
BSc Business Administration, 2024-2025, 5 HS, VZ, Bern
BSc Business Administration, 2024-2025, 5 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 5 HS, VZ, Bern
BSc Business Administration, 2024-2025, 3 HS, VZ, Bern
BSc Business Administration, 2024-2025, 7 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 7 HS, TZ, Bern

ECOT - Computational Thinking & Artificial Intelligence - BWBh035

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Thies Ferdinand
Module responsibility	Prof. Dr. Ferdinand Thies
Short description of the module	<p>Computational thinking (CT) is a set of problem-solving methods that involve expressing problems and their solutions in ways that a computer could also execute.</p> <p>By decomposing a problem, identifying the variables involved using data representation, and creating algorithms, a generic solution results. The generic solution is a generalization or abstraction that can be used to solve a multitude of variations of the initial problem.</p> <p>AI, or Artificial Intelligence, refers to the ability of machines to perform tasks that typically require human intelligence, such as learning, problem-solving, and decision-making.</p> <p>Understanding AI is crucial as it has the potential to revolutionize industries, improve our lives, and raise important ethical and societal questions that need to be addressed.</p>
Competencies upon completion	<p>Understand and apply computational thinking in different contexts.</p> <p>Asses and solve problems involving decomposition, pattern recognition and algorithms.</p> <p>Create and design their own algorithms.</p> <p>Create a running smartphone/browser app</p> <p>Understand the implications of Generative AI and initial applications.</p>

ECOT - Computational Thinking & Artificial Intelligence - BWBh035

Content	<p>CT involves the following aspects:</p> <p>Decomposition: Break down Data and problems into smaller parts</p> <p>Pattern Recognition: Observe Patterns and Trends in Data</p> <p>Algorithms: Determine what steps are needed solve a problem</p> <p>Abstraction: Remove details and extract relevant information</p> <p>AI involves the following:</p> <p>Understanding AI</p> <p>Applications of AI</p> <p>Ethics of AI</p> <p>Generative AI</p> <p>Economic impact of AI</p>
Teaching and learning methods	Weekly classes with interactive sessions, group tasks, theoretical input and flipped classrooms
Literature	<p>Maeda, John. How to speak machine: Computational thinking for the rest of us. Penguin, 2019.</p> <p>Different AI related articles will be made available via Moodle.</p>
Workload	180h
Competency assessment	<p>50% Individual exercises during the lecture.</p> <p>50% Individually graded Group Task to be presented at the end of the semester.</p>
Degree programme, semester	<p>BSc Business Administration, 2024-2025, 5 HS, TZ, Bern</p> <p>BSc Business Administration, 2024-2025, 7 HS, TZ, Bern</p> <p>BSc Business Administration, 2024-2025, 3 HS, VZ, Bern</p> <p>BSc International Business Administration, 2024-2025, 5 HS, VZ, Bern</p> <p>BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern</p> <p>BSc International Business Administration, 2024-2025, 7 HS, TZ, Bern</p> <p>BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern</p> <p>BSc Business Administration, 2024-2025, 5 HS, VZ, Bern</p>

EAAI - Applied Artificial Intelligence - BWWh021

ECTS	3
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Gygli Marcel, Minder Matthias
Module responsibility	Marcel Gygli, Matthias Minder
Short description of the module	In this module, students get an insight into the fields where artificial intelligence is used practically (e.g. self-driving cars, large language models) and learn the fundamental concepts in deep learning powering these applications. The course is a general introduction to the topic and does not rely on coding.
Entry requirements	No specific requirements. The course is not heavily mathematics based but we recommend revising the concept of vectors.
Competencies upon completion	Students know the major methods of AI in Natural Language Processing, Computer Vision, Reinforcement Learning as well as their domains of application. They have a conceptual understanding of the functioning of these methods, of their limits and potential pitfalls that they present.
Content	<p>In the Applied Artificial Intelligence module, students discover practical examples of usage of AI across various domains such as the car industry, biotechnology, advertisement, online commerce etc. The course covers different AI methods in Natural Language Processing, Computer Vision etc. and focuses on multiple aspects, both technical and conceptual: what are key technical points behind a method? In what domains does that technology have greatest impact? Are there ethical questions when using this technology? Whenever possible, methods are explored through interactive toy models available online e.g. on HuggingFace or as GoogleColab notebooks and not requiring coding knowledge. The course will be a mix between presentations, article lectures and discussions and demos.</p> <p>Examples of covered topics</p> <ul style="list-style-type: none">- History of AI: When was the concept of AI developed, and how has it evolved through until today? Why has AI emerged as an important method in the past decade?- Basics of Deep Learning: using a very simple networks example, we explore basic Deep Learning concepts such as layers, backpropagation, optimization etc.- Computer vision: this is one of the main domains where Deep Learning has revolutionized entire industries and research areas. We will learn about essential building blocks of computer vision networks such as convolutional layers and discover practical applications in industry.- Large language models: in the past few years, large deep learning methods have shown astonishing results in many areas such as translation, text summarizing, code completion etc. We will introduce key ideas such as embeddings, attention etc. powering modern tools like ChatGPT and looks at some of the many applications of these models.- Other Deep Learning networks: while computer vision and natural language processing represent the majority of applications in AI, we will also explore other types of approaches such as reinforcement learning (robotics, game development) and Graph neural Networks (used in various fields such as social network analysis, protein folding research etc.)- Ethics of AI: The power of modern AI tools and the way they are designed and trained pose a multitude of ethical questions.

EAAI - Applied Artificial Intelligence - BWWh021

Teaching and learning methods	The course is a mix between presentations by the teacher, applied demonstrations, interactive exploration, and articles discussions.
Literature	As the range of topics covered during the course is wide, there is no single book or resource recommended. Presentation slides as well as articles read for the course are provided on Moodle.
Workload	90 Hours
Attendance requirement	No requirement.
Competency assessment	90 minutes, digital (pc) exam during the official examination weeks, assessment 100%
Aids for written examination	Open Book Dictionary (mother tongue <-> English) BFH pocket calculator For details, see the current directive on proof of competence in Moodle
Degree programme, semester	BSc Business Information Technology, 2024-2025, 3 HS, VZ, Bern BSc Business Information Technology, 2024-2025, 5 HS, VZ, Bern BSc Business Information Technology, 2024-2025, 7 HS, TZ, Bern BSc Business Information Technology, 2024-2025, 5 HS, TZ, Bern

EUID - Hands-on UI Design - BWWh026

ECTS	3
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Stirnemann Julia Mia
Module responsibility	Stirnemann Julia Mia
Short description of the module	The "Hands-On UI Design" module is a deep dive into user interface design. Through a practical approach, you will gain a solid foundation in visual design principles and how they relate to the laws of usability. With hands-on projects and real-world examples, you will learn how to conceptualize, prototype, polish and test your user interfaces
Entry requirements	Basic knowledge of a design tool like Figma is helpful.
Competencies upon completion	You will be able to judge the quality of a user interface based on established design principles, rather than just opinions. You will be able to plan, design and validate user interfaces that follow the rules of aesthetics, usability and scalability.
Content	<ul style="list-style-type: none">• Evaluate design quality• Psychology in design (analogies, mental models / cognitive schemas etc.)• Common design processes (Mapping, Planning, Making, Testing)• Visual design (Hierarchy, Color, Typography etc.)• User interface design (Platforms, Patterns, Principles, Prototypes etc.)• Laws of usability• Systematic design (Scalability, Atomic Design, Design Systems etc.)• Validation (Testing concepts and prototypes with users)• Iteration & Handover (Collaborating with developers etc.)
Teaching and learning methods	This module is taught on campus over seven mornings. There will be a mix of inputs, workshop-like group work and individual coaching while you are working on a practical project.
Literature	By no means mandatory, but always a good read is "Design of everyday things" by Don Norman. Additional materials will be given as necessary throughout the course.
Workload	90 Stunden / 3 ECTS
Contact lessons	As published in the schedule.
Attendance requirement	None, but highly recommended due to the low theory and high hands-on portion of the course.
Competency assessment	Individual grade based on project assignment, 100%

EUID - Hands-on UI Design - BWWh026

Aids for written examination No written examination.

Mode of repetition Repetition or rework in case of insufficient project assignment.

Degree programme, semester BSc Business Information Technology, 2024-2025, 5 HS, TZ, Bern
BSc Business Information Technology, 2024-2025, 7 HS, TZ, Bern
BSc Business Information Technology, 2024-2025, 3 HS, VZ, Bern
BSc Business Information Technology, 2024-2025, 5 HS, VZ, Bern

WBIS - Business Information Systems - BWWg005

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Bennie Ross, Einsele Farshideh, Hofstetter Matthias
Module responsibility	Hofstetter Matthias
Short description of the module	The course aims to provide students with solid grounding in business uses of information technology in a rapidly changing environment, and to provide discussion of critical issues surrounding the use of IT in organizations in the modern business ecosystem.
Competencies upon completion	<p>Identify, analyze, and propose possible information systems solutions to real world organizational problems. Understand the role of information technology in the acquisition, production, and distribution of goods and especially services throughout the economy. Develop an overview of the uses of information by organizational subsystems, such as operations, finance, marketing, and human resources. Build problem-solving and decision-making capabilities, in particular, with respect to operational issues.</p> <p>English - critical reading skills and writing a summary based on a technical article (may include a short poster presentation).</p> <p>Collaboration (related: social skills)</p> <ul style="list-style-type: none"> Participate in group discussions (physical and digital) Listen and provide constructive feedback <p>Self-management (related: personal skills)</p> <ul style="list-style-type: none"> Manage time and stress effectively Work independently and efficiently doing self-study Deal with complexity
Content	<ul style="list-style-type: none"> Genres of Business Information Systems (Typologies and Classifications from the bibliography) Business information Systems as corporate assets and collective intellectual capital. Experimenting with Methodologies: Modelling, Design, Design Thinking (Data and Information Modelling, design based on user requirements, general principles of design thinking applied in the BIS context) Business data ecosystems: ownership and lifecycle management BIS as the mirror of the company culture and values: development of corporate policies and governance of Business Information Systems Information Flows and Information Supply Chains (Business Information Systems as part of supplier and customer networks e.g. CRM and SCM) Human Computer Interaction, Design and User Experience Data, Information, Knowledge Management: Systems (such as enterprise wide systems as wikis, CMS, vs. specialized KMS as well as tools and algorithms for KM) Big Data, AI and Machine Learning (Impact of new technologies on BIS; example cases) Future of Data Science, Robotics The users perspective: Productivity, efficiency, acceptance, usability, user experience, ergonomics, key performance metrics (implications on ethics); user styles and behavior

WBIS - Business Information Systems - BWWg005

Teaching and learning methods	<p>For the course we shall combine classroom-study and self-study.</p> <p>4 x 180' will be taught by Prof. Einsele.</p> <p>English will be presented by Prof. Bennie. (4 x 90').</p> <p>Prof. Hofstetter will teach 6 x 180' and 4 x 90' (co-teaching with Prof. Bennie).</p> <p>All three Professors shall offer the students the opportunity of individual or group assignments during the course which shall be considered for the final grade.</p>
Literature	<p>There will be no textbook for use in the course.</p> <p>A selected set of research papers and articles will be offered to the students for discussion in the class and for self-study.</p> <p>Case studies and discussion papers are used in group work by Prof. Hofstetter.</p>
Workload	6 ECTS / 180 h
Contact lessons	Weekly 4 x 45 minutes
Attendance requirement	-
Competency assessment	<p>Assessment will be as follows:</p> <ul style="list-style-type: none">- 20% by Prof. Einsele for HCI Project (during the semester)- 20% by Prof. Hofstetter for Assignment Papers (during the semester)- 30% final exam will take place during the official exam week. The final online exam (bring your own device) duration is 60 minutes. It consists of:<ul style="list-style-type: none">• 15% by Prof. Einsele, consisting of a combination of true/false questions, multiple choice exercises and free text questions.• 15% by Prof. Hofstetter, consisting of a combination of true/false questions.- 30% English (Reading and Writing Task which is completed during the semester) <p>Final grade = 20% Project HCI + 20% Assignment Papers + 30% Final Exam + 30% English = 100%</p>
Aids for written examination	<p>Self-authored summary - Number of A4 sheets/pages: 10 (20 sheets/pages single-sided or 10 sheets/pages double-sided, printed or handwritten)</p> <p>Dictionary</p> <p>BFH calculator or similar device</p>
Degree programme, semester	BSc Business Information Technology, 2024-2025, 3 HS, VZ, Bern BSc Digital Business & AI, 2024-2025, 1 HS, VZ, Bern

WDEN - Digital Enterprise - BWWg006

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Al-Azm Ivan, Heelein Anastasia, Rietsche Roman
Module responsibility	Prof. Dr. Roman Rietsche

Short description of the module	<p>In today's world, continuously shaped by the unstoppable force of digitalization, various aspects of life, such as how we consume, work, communicate, and live, are experiencing significant shifts. These changes signal the rise of a new generation of startups at the forefront of digital innovation, catering to the changing demands of digital consumers and exploring previously uncharted market opportunities. At the same time, well-established companies must develop a solid digital foundation to keep up with this rapidly evolving digital landscape.</p> <p>This course, 'Digital Enterprise,' is strategically designed for the next generation of Information Systems professionals. It delves into the pivotal transition to a digital-centric society, a transition that challenges traditional business models and necessitates reimagining value chains, organizational structures, and professional roles in digitalization.</p> <p>We focus on fostering a comprehensive understanding of how digital user needs shape organizational strategies, processes, and IT architecture. We will explore model-based design theories and their practical application in crafting innovative business solutions crucial for steering companies through their digital transformation journey.</p> <p>As a participant in this course, you will acquire theoretical insights and practical skills essential for designing and shaping the digital core of enterprises.</p>
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Entry requirements	Knowledge of the fundamental principles of business administration and information systems (as they are taught in "Grundlagen BWL" and "Grundlagen WI")
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Competencies upon completion	<p>Insight into Digitalization and Organizational Impact: Students will develop a comprehensive understanding of the influence of digitalization on businesses. They'll learn to identify the pivotal role of information technology in this shift and grasp various strategies for generating value in a digital environment.</p> <p>Proficiency in Digital Enterprise Frameworks: They will cultivate a digital mindset and skills necessary to implement the 'Engineering the Enterprises Digital Core' framework in practical scenarios. This includes reshaping organizational structures to enhance their digital core.</p> <p>Expertise in User-Centric Design and Value Propositions: The course will equip students to design business solutions for user needs. They will master crafting persuasive value propositions and demonstrate their concepts through prototyping.</p> <p>Analysis and Modeling of Evolving Value Chains: Students will become skilled in examining and depicting the transformation of value chains due to digital advancements. They will distinguish between value creation and value capturing in digital markets.</p> <p>Understanding of Digital Core and Digitized Services: The course will provide insights into the architectural makeup of a digital core in businesses and the role of IT-enabled services in creating value across various operational facets.</p> <p>Critical Evaluation of Modern Work Methodologies: They will learn to critically assess and distinguish among various contemporary work methodologies (like Scrum, Less, Safe) and their implementation in a digital context.</p> <p>Knowledge of Enterprise Architecture and Change Management: The course will offer an understanding of the interplay between enterprise and IT architecture and change management principles to create a digital strateg.</p>
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WDEN - Digital Enterprise - BWWg006

Content	<p>LU01 Introduction, Business Innovation, and Digital Economy - LOOM Q&A LU02 User is King/Queen LU03 Create and Capture Value LU04 Everything Becomes a Digital Service LU05 Implementing Digital Services LU06 Digital Strategy and Change Management LU07 New Ways of Working & Agility LU08 Embedding in Enterprise Architecture LU09 Presentation skills training and storytelling LU10-11 Proposals and reports LU12 Coaching Final Presentation</p>
Teaching and learning methods	<p>Parallel to the lecture, students apply the methods they have learned in a running case (self-study). In addition to their own work, students assess and evaluate the solutions of their fellow students (peer review). This is intended to promote action and transfer skills. Practical presentations by decision-makers from the business also offer exciting insights into the practical relevance of the course content. Innovative, IT-supported online tools are used to promote the review of learning objectives, increase interactivity, and promote self-assessment skills during and after the lecture. The content, procedure, components, and assessment criteria of the examinations are explained in detail in the lecture.</p>
Literature	<p>1.Optional:</p> <p>Brenner et (2014). "User, Use & Utility Research", <i>Wirtschaftsinformatik</i> (56:1): pp. 65-71. Fließ & Kleinaltenkamp (2004). "Blueprinting the service company: Managing service processes " <i>Journal of Business Research</i> (57:4): pp. 392-404. Gordijn (2002). "E3-Value in a Nutshell", Krcmar (2015). "Informationsmanagement". Springer Berlin Leimeister (2020). "Dienstleistungsmanagement und -engineering", Berlin: Springer Gabler Leimeister (2015). "Einführung in die Wirtschaftsinformatik (12. Auflage)", Berlin: Springer Gabler Österle, Höning & Osl (2011). <i>Methodenkern des Business Engineering</i>.</p>
Workload	<p>180 hours (6 ECTS)</p>
Contact lessons	<p>8 learning units with each 4*45-minute lecture.</p> <p>4 learning units include presentation skills training, writing business messages and coaching</p> <p>Final presentation at the end of the semester.</p>
Attendance requirement	<p>Mandatory attendance for guest talks, presentation skills training, presentations, and discussion of term projects.</p>
Competency assessment	<p>The module includes two integrated assessments:</p> <p>30% IT-based peer feedback:</p> <p>2 Cycles each 15 points</p> <p>70% Final Presentation:</p> <p>Presentation: 30 points Documentation: 20 points Feedback & Discussion: 20 points</p> <p>Overall 100 points</p>

WDEN - Digital Enterprise - BWWg006

Aids for written examination No written exam

Degree programme, semester BSc Business Information Technology, 2024-2025, 5 HS, TZ, Bern
BSc Business Information Technology, 2024-2025, 3 HS, TZ, Bern

WENG - English - BWWg002

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Bennie Ross, Bürki Jacqueline, Faminoff Mangold Valerie
Module responsibility	Bennie Ross, Bürki Jacqueline, Faminoff Mangold Valerie
Short description of the module	<p>This module aims to:</p> <ul style="list-style-type: none"> • to develop your oral Business English language skills as well as your research skills • to expand on your business vocabulary • to develop an understanding of how to work with people from different cultural backgrounds
Entry requirements	<p>- Vocational baccalaureate diploma - CEFR B2+ level of English</p>
Competencies upon completion	<p>Students</p> <ul style="list-style-type: none"> • can reflect on and develop their intercultural competence development • can discuss and present theoretical foundations and practical applications from the field of culture and business topics applicable in a corporate environment. • can conduct academic research and develop an annotated bibliography • can give effective mini and longer presentations in English (structure, business vocabulary, signposts, etc) • can work efficiently and effectively in groups.
Content	<p>This course will introduce a variety of themes from today's business working environment such as: understanding the role of culture, communicating across cultures, businesses expanding abroad, expansion strategy, looking at the 'environmental' factors, managing projects, and motivating and leading people.</p> <p>Skills:</p> <ul style="list-style-type: none"> • preparing and developing an annotated bibliography • preparing and participating in a longer presentation • undertaking reflective writing tasks • reading and understanding business case studies <p>Vocabulary building, grammar revision, presentations skills. Reflective writing skills will be introduced and practised.</p>

WENG - English - BWWg002

Teaching and learning methods

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

- identify and recall business English vocabulary
- rewrite and paraphrase vocabulary in required course literature exercises
- activate and apply learned vocabulary in discussion, use it to solve problems, and give presentations
- compare and contrast different business approaches
- set up talking points for informal presentations xxx

Time proportions (6 ECTS, 180 hours):

- 30% contact lessons
- 30% research and annotated bibliography
- 10% guided self study tasks
- 10% vocabulary development
- 5% presentation preparation
- 15% cultural exam preparation

Literature

Course material will be found on Moodle.

Mandatory Coursebook:

Bill Mascull (2017) Business Vocabulary in Use Advanced, Third Edition (with answers) Cambridge University Press, ISBN 978-1316628232

OR

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

Workload

180 hours (6 ECTS points)

Contact lessons

14 x 180-minute weekly classes; attendance optional, apart from:

- first week of semester
 - two Moodle-based vocabulary tests (see timetable)

 - pre-presentation coaching (see timetable)

 - final presentation (see timetable)
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WENG - English - BWWg002

Attendance requirement

- first week of semester
- two Moodle-based vocabulary tests (see timetable)

- pre-presentation coaching (see timetable)

- final presentation (see timetable)

Any organised excursions/guest lectures (as per course timetable) as well as for all assessments and the final presentations.

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.

Competency assessment

1. Final cultural-competence exam (3 0% individual grade). Students will be prepared during the semester for the exam which takes place during the official exam period after teaching is over.
2. Annotated bibliography (10% group grade). Mid-term
3. One 30-minute group presentation based on research integrating cultural aspects, business topics, and presentation language (40% group/individual grade). End of semester.
4. Two 15-minute Moodle vocabulary tests (multiple-choice cloze) in class time during the semester (2 x 10% = 20%, individual grade)

Evaluation matrix and criteria will be available to students on Moodle; assessment criteria will be discussed in class. Students must complete the group presentation and the final exam to successfully pass WENG .

Aids for written examination

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Mode of repetition

If a student fails the module, individual assessments may be carried over. However, this is only possible if there is no change to the module description and the assessment format.

Follow-up modules

As the course is offered in English and is designed to foster active student engagement, it should provide students with the confidence to actively engage in further modules taught in English. The course also lays the basis for further intercultural competency development in Foundation Level modules and Advanced levels.

English language communication skills, presentation skills, academic research skills, and cultural awareness sensitivity can also be transferred to further modules.

Specialised and method modules:

YEEP summer school, which is conducted in English allows students to further develop their intercultural competency and apply the insight gained in this module.

Students interested in doing an exchange semester or doing a double degree program will benefit from this course.

Degree programme, semester

BSc Digital Business & AI, 2024-2025, 1 HS, VZ, Bern
BSc Business Information Technology, 2024-2025, 3 HS, VZ, Bern

WSBU - Sustainable Business - BWWh005

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	Advanced level
Lecturer(s)	Frecè Jan Thomas, Meili Rahel
Module responsibility	Frecè Jan Thomas
Short description of the module	Introduction into the sustainability perspective with focus on corporations and corporate sustainability, corporate values, sustainable management, sustainability in the digital domain. The acquired theoretical knowledge is applied practically during the semester.
Entry requirements	None, this is a foundation level module
Competencies upon completion	<p>Subject: Students...</p> <ul style="list-style-type: none"> understand the most relevant basic terms, concepts and models related to sustainable business and apply them to real-world scenarios recognise (current and future) global ecological, social and economic problems and challenges and can assess their significance and their interaction with the economy improve their understanding of the complex interactions between different parameters of sustainability (i.e., individuals, policy, society, financial system, companies) know economic and corporate concepts and approaches linked to sustainable development and can assess these in real-world examples <p>Method: Students...</p> <ul style="list-style-type: none"> learn to use data to analyse sustainability topics in an evidence-based and critically reflected way adopt an open-minded approach to sustainability issues practice self-learning <p>Social: Students...</p> <ul style="list-style-type: none"> practice discussing and presenting arguments with lecturers and classmates in order to benefit from their experience and enlarge their own knowledge and perspective <p>Self: Students...</p> <ul style="list-style-type: none"> learn to reflect about economic, environmental and social impacts of their individual (consumer) behaviour are sensitized for the need for sustainable development
Content	<ul style="list-style-type: none"> The Concept of Sustainability Sustainable Development vs. Corporate Sustainability Pitfalls of Sustainable Resource Management Functional Corporate Values and Corporate Sustainability Circular Economy and Sustainability Social Innovation Sustainability in the Digital Realm

WSBU - Sustainable Business - BWWh005

Teaching and learning methods	Methods: <ul style="list-style-type: none">• Theoretical input• Case-based practical work (alone and in groups)• Group presentation
Literature	Reader "Sustainable Business": https://link.springer.com/book/10.1007/978-3-031-25397-3
Workload	90 hours in total per week: <ul style="list-style-type: none">• 1.5h of presence time (total: 21)• 4.9h of self-learning, presentation group work
Contact lessons	14x2 lectures - 1.5 hours per week
Attendance requirement	<ul style="list-style-type: none">• Presence in the first week of the module• Presence at test 1 (semester week 6) and test 2 (semester week 13)• Presence at the final presentation (official oral exam week)
Competency assessment	<ul style="list-style-type: none">• 40% - Group presentation (individual marking)• 30% - Individual, written, electronic test 1 via safe exam stick, closed book (except reader)• 30% - Individual, written, electronic test 2 via safe exam stick, closed book (except reader)
Aids for written examination	Dictionary, BFH-provided reader
Mode of repetition	In the event of an unsatisfactory overall grade (<4), students have the opportunity to repeat the unsatisfactory sub grade(s) (<4) in order to improve the overall grade to 4.0.
Degree programme, semester	BSc Business Information Technology, 2024-2025, 3 HS, VZ, Bern BSc Business Information Technology, 2024-2025, 5 HS, VZ, Bern BSc Business Information Technology, 2024-2025, 5 HS, TZ, Bern BSc Business Information Technology, 2024-2025, 7 HS, TZ, Bern

WWWL - Economics - BWWh027

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	Advanced level
Lecturer(s)	Foord Daniel
Module responsibility	Daniel Foord
Short description of the module	<p>This module will introduce you to some of the key concepts in economics. We will explore a few of the main models in economic thinking and give you an analytical basis with which you can apply to the economy, society and politics. We will look at the micro economic foundations of "the market", market failures, international trade etc. as well as macro economic topics including economic growth, unemployment and how they are measured. Underpinning all of this, is an examination of fiscal and monetary policy and the tools available to governments and central banks when intervening in the economy. Moreover this module will constantly touch upon many other current topics.</p>
Entry requirements	Berufsmatura - Federal Vocational Baccalaureate

WWWL - Economics - BWWh027

Competencies upon completion

Subject specific
Students should be able to

understand and explain the basis of standard economic models and thought
depict how a simple market is formed and functions using basic economic models
apply economic thought and models to current affairs
understand the logic behind government interventions in markets
identify market failure and the need for intervention
explain the implications of various government policies (price floors, ceilings, subsidies, taxes etc.)
name the macro economic objectives of a state
explain what each of these objectives are
interpret the indicators measuring these objectives
manipulate some of the real world data that Switzerland publishes
critique some of the weaknesses of these objective and indicators
postulate on the implications of digital change for the economy
identify and explain the key structural changes for the Swiss and global economy

Problem solving/critical thinking
You

are able to apply basic economic models to news and current affairs
understand the data and data collection that has gone on behind the statistics in the news.
critique some of the basic assumptions of standard economic models
identify weakness in certain economic data
interpret data in the news and start to determine its validity/veracity

Collaboration (social competences): You

can contribute to objective discussions with colleagues
can assist colleagues in understanding economic news
can evaluate and weigh up various lines of argument

self-management (self-competences): You

learn to deal with autonomy and self-organisation
learn and work independently, recognise gaps in knowledge at an early stage and fill them independently
can critically question their own and others' judgements, can discuss them and develop them further in the pursuit of knowledge

Dealing with complexity: You

learn how to deal with complexity in the context of the interconnected subject matter of economics
learn about interdependencies between different economic variables
are able to estimate the complexity of so-called spillover effects between economic sub-markets such as the goods, labour, capital, money and foreign exchange markets.

WWWL - Economics - BWWh027

Content

The module is essentially divided into two:

Microeconomics
Macroeconomics

Subject content taught:

Price and market mechanisms
Market failure and government intervention
Behavioural economics
Measurement of economic activity and economic well being (GDP)
Equality/Poverty
Unemployment
Inflation
Monetary policy
Fiscal policy

Teaching and learning methods

The course will be taught in essentially in a standard lecture style.
It incorporates classroom simulation/games/experiments.
Moreover it explores real economic data that can be downloaded from the BFS,SECO and the SNB.

We will make considerable use of podcasts and short videos

Students are expected to contribute, ask questions and pose questions which may take the lecture in unexpected directions.

Literature

Literature

Mankiw, Gregory N: Volkswirtschaftslehre, 7. Auflage 2017, Schäffer-Poeschel Verlag Stuttgart, ISBN 978-3-7910-4142-1
Mankiw, Gregory N: Economics, 5th Edition 2020, Cengage, ISBN: 9781473768543 (Used for lecture slides)
Mankiw, Gregory N: Economics, 6th Edition 2023, Cengage, ISBN: 9781473786981

I also publish a list of reading, watching & listening which covers the same content of the book - however it is a little harder to keep track of these but they are "free". It is up to you.

Workload

90 Hours

Contact lessons

14 lectures @ 90 minutes

Attendance requirement

Attendance for tests on test day is obligatory.
For normal lectures there is no attendance requirement - although it's highly recommended

WWL - Economics - BWWh027

Competency assessment

Short tests and a final exam

Short tests (30%)

3 short 15 minute tests on basic terms in economics and topics that we have covered in class and in self-study in the preceding weeks. (10% each, total 30%)
The short tests must be done on-site and may not be done remotely.

Unexplained absences will receive 0 points.

Final exam (70%)

A final exam of 90 minutes in the official exam weeks. Consisting of a mix of multiple choice and short answer questions covering the whole semester. (70%)
Both assessments are online using Moodle and safe exam browser

Aids for written examination

Dictionary (mother tongue <-> English)

BFH pocket calculator

For details, see the current directive on proof of competence in the Campus App

Mode of repetition

Short tests during the semester

Students who miss the in class tests will be required to submit a doctor's certificate.
It may be possible to catch-up the test within the same week as the test.

Final exam: Moodle exam in the standard exam window.

Repetition of the module:

Students may carry over their results from the assessments that they passed from the previous semester.
The failed assessments must be resat.
Passed assessments cannot be resat.
Please inform your lecturer before the class tests.
The newest class test always counts.

The final grade is the calculated using the most recent grades.

Follow-up modules

Elective modules:
Real world economics
Social innovation

Degree programme, semester

BSc Business Information Technology, 2024-2025, 3 HS, VZ, Bern
BSc Business Information Technology, 2024-2025, 5 HS, VZ, Bern
BSc Business Information Technology, 2024-2025, 5 HS, TZ, Bern
BSc Business Information Technology, 2024-2025, 7 HS, TZ, Bern

EDRS - Digital Responsibility & Sustainability - BWWh030

ECTS	3
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Bieser Jan, Obwegeser Nikolaus, Stürmer Matthias
Module responsibility	Coordinator: Prof. Dr. Jan Bieser Lecturers: Prof. Dr. Jan Bieser, Prof. Dr. Nikolaus Obwegeser, Prof. Dr. Matthias Stürmer
Short description of the module	The use of digital products and services has accelerated rapidly in both work and personal life in the last ten years. The digital transformation presents new opportunities and risks for creating green, socially-just, and economically prosperous societies and businesses. Students of this course will acquire the competencies required to critically assess societal and environmental opportunities and risks of digitalization to derive measures to align digitization with sustainable development.
Entry requirements	<p>Technical competences</p> <ul style="list-style-type: none"> Basic knowledge in the areas of digitalization, information technology, and business IT <p>Social competences</p> <ul style="list-style-type: none"> Ability to collaborate and work as a team Communication skills, both written and oral <p>Method competence</p> <ul style="list-style-type: none"> Ability to critically analyze and evaluate information Problem-solving skills and creative thinking
Competencies upon completion	<p>After completing the module, students will be able to:</p> <ul style="list-style-type: none"> explain the positive and negative impacts of digitalization on sustainable development and the Sustainable Development Goals (SDGs) and know current research and initiatives from the industry. comprehend the theoretical background and know practical examples of how innovative digital applications pose opportunities and threats for environmentally friendly and socially just societies. explain the challenges of the privatization of the digital space, know how to promote digital sovereignty, provide access to digital knowledge through open-source software, open data, and open content. comprehend the concept of digital responsibility and apply frameworks for the ethical management of digital technologies. Critically reflect and engage in meaningful group discussions about the broader implications of digital technologies on society and the environment.

EDRS - Digital Responsibility & Sustainability - BWWh030

Content

The use of digital products and services offers unique opportunities to create greener and more just societies. For example, streaming platforms replace the production and transport of physical media, and working from home reduces CO₂-intensive commuting. However, digital technologies are no silver bullet for achieving the Sustainable Development Goals. Their potential to contribute to greener and more just societies must be systematically exploited.

Students of this course will acquire the competencies required to critically assess the impact of innovative digital technologies (e.g. Generative AI tools, Internet of Things) on the environment and society and derive measures to align digitization with sustainable development. In particular, we will address three topics:

- *Sustainable digitalization*: The environmental and social impacts of digitalization.
- *Digital sustainability*: The long-term oriented development of digital artifacts to maximize its benefits for society.
- *Digital responsibility*: The ethical, legal, and societal obligations associated with the use and management of digital technologies.

Throughout the course, students work in teams on an applied problem in the field. Students can develop the applied problem themselves (e.g., based on their own work experience) in consultation with the lecturers or select a problem from a provided list.

Exemplary topics could be:

Sustainable digitalization:

- How much electricity is required to develop and train ChatGPT or other Generative AI models?
- Is online shopping more or less sustainable than conventional shopping?
- Will self-driving vehicles reduce or increase car travel and CO₂ emissions?

Digital sustainability:

- How can we design software tools to maximize their benefits for society?
- What are the dangers of digital platforms monopolies and how can they be remedied?
- How can open-source projects be financed?

Digital responsibility

- What are the ethical challenges in the use of AI in different domains (e.g., healthcare)?
- How can companies govern ethical practices with digital technologies?
- How can different frameworks be integrated with common software engineering practices (e.g., Scrum)?

At two lecture dates, the students present their intermediate results to each other in the form of so-called ConverStations. During ConverStations, students learn about the work of other groups and receive feedback on their work. Students of the course will also have the option to participate in the annual conference DINAcon on digital sustainability (optional).

Teaching and learning methods

The competencies will be acquired through a combination of the following methods:

- Contact teaching (on-site) to learn about the theoretical background and real-life examples
 - Group work and report writing to apply the content to a concrete case example
 - ConverStations to present, share, and discuss the findings among students
-

EDRS - Digital Responsibility & Sustainability - BWWh030

Literature

Required literature

- Hilty, L.M. & Aebischer, B. (2015): ICT for Sustainability: An Emerging Research Field, Advances in Intelligent Systems and Computing. Springer International Publishing. <https://doi.org/10.5167/uzh-110001>
- Stürmer, M., Abu-Tayeh, G. & Myrach, T. (2017): Digital sustainability: basic conditions for sustainable digital artifacts and their ecosystems. Sustainability Science 12, 247â##262. <https://doi.org/10.1007/s11625-016-0412-2>
- Lobschat, L., Mueller, B., Eggers, F., Brandimarte, L., Diefenbach, S., Kroschke, M., & Wirtz, J. (2021): Corporate digital responsibility. Journal of Business Research, 122, 875-888. <https://doi.org/10.1016/j.jbusres.2019.10.006>

Recommended literature

- Hilty, L. & Bieser, J. (2017): Opportunities and risks of digitalization for climate protection in Switzerland. University of Zurich, Swisscom, WWF. <https://doi.org/10.5167/uzh-141128>
- Freitag, C., Berners-Lee, M., Widdicks, K., Knowles, B., Blair, G. S. & Friday, A. (2021): The real climate and transformative impact of ICT: A critique of estimates, trends, and regulations. Patterns, 2(9), 100340. <https://doi.org/10.1016/j.patter.100340>
- Stürmer, M., Tiede, M., Nussbaumer, J., & WÄ€spi, F. (2023): On digital sustainability and digital public goods. In: Shaping digital transformation for a sustainable society. Contributions from Bits & BÄ€ume. Technische UniversitÄ€t Berlin. <https://arxiv.org/abs/2306.09204v1>
- Digitale Gesellschaft (2021): Digitale Nachhaltigkeit - Nachhaltige Digitalisierung. <https://www.digitale-gesellschaft.ch/nachhaltigkeit/>

Workload

90 hours

- 15 hours contact teaching (weekly during the semester, 5 lectures of 4 lessons each, on-site)
- 6 hours ConverStations (2 lectures of 4 lessons each, on-site)
- 10 hours ConverStation preparation (in groups)
- 54 hours group work and report writing (in groups and individually)
- 5 hours reading (individually)

Contact lessons

Contact teaching (15h) and ConverStations (6h) are on-site. All other activities are location- and time-independent self-study and group work.

Attendance requirement

The attendance at ConverStations is mandatory for successful module completion.

Competency assessment

Grading is based on the report. The final grade is based on two components:

- Coherence and content of the whole group report: one grade per group (70%)
- Individual report sections: one grade per student (30%)

Mode of repetition

If a student receives a 3.5, the grade can be improved by revising the report according to the module coordinator's feedback. In this case, the maximum grade that can be obtained with the improvement is 4.

Follow-up modules

Practical Project, Bachelor Thesis

EDRS - Digital Responsibility & Sustainability - BWWh030

Degree programme, semester	
	BSc Business Information Technology, 2024-2025, 5 HS, VZ, Bern
	BSc Digital Business & AI, 2026-2027, 5 HS, TZ, Bern
	BSc Business Information Technology, 2024-2025, 7 HS, TZ, Bern
	BSc Digital Business & AI, 2027-2028, 7 HS, TZ, Bern
	BSc Business Information Technology, 2024-2025, 3 HS, VZ, Bern
	BSc Business Information Technology, 2024-2025, 5 HS, TZ, Bern
	BSc Digital Business & AI, 2026-2027, 5 HS, VZ, Bern
	BSc Digital Business & AI, 2025-2026, 5 HS, TZ, Bern
	BSc Business Information Technology, 2025-2026, 5 HS, VZ, Bern
	BSc Digital Business & AI, 2025-2026, 3 HS, VZ, Bern
	BSc Digital Business & AI, 2026-2027, 7 HS, TZ, Bern

EOSS - Open Source Software Management - BWWh022

ECTS	3
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Tiede Markus Andreas
Module responsibility	Markus Tiede
Short description of the module	<p>This module covers the foundation and concepts for building effective open source practices in companies and organizations. The focus is on the following phases:</p> <ul style="list-style-type: none"> - Using open source software - Contribute to existing open source projects - Starting new open source projects and building welcoming communities <p>These three key stages are embedded in strategic considerations, governance processes and implementation.</p>
Entry requirements	<p>Professional skills</p> <ul style="list-style-type: none"> - Basic know how of software engineering principles - Basic business concepts <p>BFH-W competency model:</p> <ul style="list-style-type: none"> - Competencies of vocational baccalaureate «Engineering, Architecture, Life Sciences» or «Business and Services»
Competencies upon completion	<p>Professional skills</p> <p>Establish OSPOs: an open source program office (OSPO) is designed to</p> <ol style="list-style-type: none"> (1) be the center of competency for an organization's open source operations and structure and (2) put a strategy and set of policies on top of an organization's open source efforts. <p>BFH-W competency model</p> <ul style="list-style-type: none"> - Problemsolving / Design Thinking <p>Agile methods</p> <ul style="list-style-type: none"> - Definition of Ready - Definition of Done <p>Collaboration</p> <ul style="list-style-type: none"> - Continuous Integration - Code Review <p>Self Organization</p> <ul style="list-style-type: none"> - Retrospectives - Shared Principles <p>Handling complexity</p> <ul style="list-style-type: none"> - Test Automation - Test Driven Development - Everything-as-Code - Docs As Code - GitOps

EOSS - Open Source Software Management - BWWh022

Content

In the **first section**, you will learn the basic components of open source and open standards. You will also learn about the differences between open source and closed source software, the reasons for the use of each, and how the combination of standards and open source provides increased value to an organization.

The **second section** discusses the various open source business models and how to develop practical strategies and policies for your organization's chosen model. It also explains the value and importance of an Open Source Program Office (OSPO) as well as how the OSPO helps provide assistance in defining ROI and other open source metrics.

In the **third section**, you will learn how to build an effective OSPO and articulate the different types of roles and responsibilities needed to run it successfully.

Section 4 talks about the role of continuous integration and testing in a healthy open source project, and how you can apply open source development principles to internal projects within your organization to take best advantage of the value these principles bring.

In the **fifth section** you will learn about the importance of effective open source license compliance and how to build programs and processes to ensure safe and effective consumption of open source in the enterprise. You will also get familiar with the most common open source license types, and their major characteristics, as well as how to choose the most appropriate license for a given situation.

Section 6 discusses how to work most effectively with upstream open source projects and how to build sound contribution strategies in organizations to get the maximum benefit from working with project communities. It also describes multiple common upstream project governance models, and explains how these governance practices affect an organization's ability to make effective contributions.

Finally, the **last section** discusses the rationale and value for creating new open source projects as well as the required legal, business and development processes needed to launch new projects.

Teaching and learning methods

On-site, hybrid and remote lectures combined with ~30+ tasks

Self study: literature, videos

Literature

<https://digital-sustainability.github.io/module-eoss-ospo101/>
<https://ospo101.org>
<https://todogroup.org>
<https://opensourcefriday.com>
<https://openpracticelibrary.com>
<https://ossbenchmark.com>

Workload

90h

Competency assessment

Exam (60%) at the end of the module
- PC exam using Safe Exam Browser / Lernstick EXAM
- 90 minutes

Tasks (40%)
- Individual ongoing (~ 6 x 5) tasks during semester
- Teamwork research and presentation

Aids for written examination

- Summary (max 10 single or 5 double pages)
- Dictionary (printed) mother tongue <> english

EOSS - Open Source Software Management - BWWh022

Follow-up modules

- module/wseg - Software Engineering
- CAS - Public Sector Transformation
- SDG1 - Public Sector Trends

Comment

All contents are available here <https://github.com/digital-sustainability/module-eoss> licensed under CC-BY 4.0 as OER.

Degree programme, semester

BSc Business Information Technology, 2024-2025, 5 HS, VZ, Bern
BSc Digital Business & AI, 2026-2027, 5 HS, VZ, Bern
BSc Business Information Technology, 2024-2025, 3 HS, VZ, Bern
BSc Business Information Technology, 2024-2025, 7 HS, TZ, Bern
BSc Business Information Technology, 2024-2025, 5 HS, TZ, Bern
BSc Business Information Technology, 2025-2026, 5 HS, TZ, Bern
BSc Business Information Technology, 2026-2027, 7 HS, TZ, Bern
BSc Digital Business & AI, 2025-2026, 5 HS, TZ, Bern
BSc Digital Business & AI, 2025-2026, 3 HS, VZ, Bern
BSc Business Information Technology, 2025-2026, 5 HS, VZ, Bern
BSc Digital Business & AI, 2026-2027, 7 HS, TZ, Bern
BSc Digital Business & AI, 2027-2028, 7 HS, TZ, Bern
BSc Digital Business & AI, 2026-2027, 5 HS, TZ, Bern
BSc Business Information Technology, 2025-2026, 7 HS, TZ, Bern

EAWE - Academic Writing in English - BWBh007

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

EAWE - Academic Writing in English - BWBh007

Literature There is no specific literature required for this class. Weekly readings will be provided to generate an academic discourse.

Workload 90 hours

Contact lessons 28 lessons

Attendance requirement There is no mandatory attendance for this module.

Competency assessment

- Proposal for written project: 25 %
- In-class presentation: 25 %
- Individual written project: 50 %

Degree programme, semester

BSc International Business Administration, 2024-2025, 3 HS, TZ, Bern
 BSc Business Administration, 2024-2025, 5 HS, VZ, Bern
 BSc International Business Administration, 2024-2025, 7 HS, TZ, Bern
 BSc Business Administration, 2024-2025, 7 HS, TZ, Bern
 BSc Business Information Technology, 2024-2025, 7 HS, TZ, Bern
 BSc Business Information Technology, 2024-2025, 5 HS, TZ, Bern
 BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern
 BSc Business Administration, 2024-2025, 3 HS, VZ, Bern
 BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern
 BSc Business Information Technology, 2024-2025, 5 HS, VZ, Bern
 BSc Business Information Technology, 2024-2025, 3 HS, VZ, Bern
 BSc Business Information Technology, 2024-2025, 3 HS, TZ, Bern
 BSc Business Administration, 2024-2025, 3 HS, TZ, Bern
 BSc International Business Administration, 2024-2025, 5 HS, VZ, Bern
 BSc Business Administration, 2024-2025, 5 HS, TZ, Bern

EBIP - Business & International Policymaking - BWIh018

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Gees Thomas
Module responsibility	Thomas Gees (Institute Public Sector Transformation)
Short description of the module	<p>Economics depend on regulations, societal values and political restrictions. The European Union is creating important frameworks of relevance to the public as well as the business sector. Legislation at the european level is often the product of multistakeholder deliberation processes, in which corporate interests can play an important role. The module is a cooperation with University of Applied Sciences and Arts Karel de Grote (KdG) Antwerp. Teaching together with Students from KdG, virtual and 4 days during the study trip to Antwerp, students are going to develop strategies to shape new business opportunities facing the European Challenge of the Green Deal Program. In order to achieve the ambition set by the European Green Deal, both the private and public sector have to work together.</p>
Entry requirements	Environment of the International Firm

EBIP - Business & International Policymaking - BWIh018

Competencies upon completion Learning Goals

- The students know the theoretical basis of the policymaking process, specifically within the EU. They also understand the functions and influence of key EU institutions and corporate stakeholders.
- Taking the example of the Green Deal, the students know how to map stakeholders and their interests and can evaluate their impact factor.
- The students understand what challenges stakeholders face in the implementation of regulations and how they communicate about it.
- The students can reflect on what they have learned in Blocks 1-3 and can draw comparisons between Switzerland and Belgium.
- The Global Citizen is in touch with worldwide business values and trends. He/she respects ethical and cross-cultural standards and acts accordingly.

Problem Solving

- The Critical Explorer unwaveringly sinks his/her teeth into a topic until his/her curiosity and hunger for accurate and relevant information is satisfied, thereby separating essentials from side-issues. He/she critically analyses this information and uses it as the basis for well-founded recommendations.
- The student autonomously collects, analyses, interprets and evaluates data.

Collaboration

- The student recognizes and values diversity, and functions and performs in a intercultural and international environment

Self-Management

- The Student performs every task in a systematic and accurate way with an eye for detail.
- The Student demonstrates a critical inclusive attitude
- The students work in a team consisting of students from different countries and they continuously and reflect on their personal development in that team

Complexity

- The student follows international business trends and current affairs, and applies these new insights.
- The student acts as a dealmaker using knowledge, experience emotional intelligence and negotiating skills.

EBIP - Business & International Policymaking - BWIh018

Content	<ul style="list-style-type: none">- Block 1: Green Deal: action plan and theoretical framework- Block 2: Stakeholders impact in the creation of the <u>Green Deal</u>- Week 1 period 2 : Visit of European institutions and stakeholders involved in the <u>Green Deal</u>- Block 3: Interview businesses on the way they implement Green Deal in their company- Block 4: Comparison of both countries' implementation of the Green Deal in Business
Teaching and learning methods	<ul style="list-style-type: none">• Presentations• Teamwork• Research and analysis• Visiting international institutions• Stakeholder Map
Literature	<p>Kenealy, Daniel; Peterson, John; Corbett, Richard (Eds.) (2018): The European Union. How does it work? Fifth edition. Oxford, New York: Oxford University Press (The new European Union series).</p> <p>(The lecturers will provide a list during the module)</p>
Workload	<p>The 6 ECTS 180h effort is divided into:</p> <ul style="list-style-type: none">• approx. Input sessions / study trip 55 h• approx. Coaching self Study 55h• individual preparations of assignments 70 h
Contact lessons	<p>Detailed: - Presence: 9 x 4 / Study Trip = 55 h (30%)</p>
Attendance requirement	<p>Study Trip Antwerp (20-22 november 2024) Please note you have to travel already the day before (19.11.2024).</p> <p>Travel and accommodation costs on your own.</p> <p>This module counts for the international exposure experience (please note that taking part in the study trip in that case is mandatory).</p>
Competency assessment	<p>4 Presentations Group work, group grade (80%)</p> <p>1 Personal reflection paper (20%)</p> <p>The group work is a specific learning method - the only individual assignment will be the personal reflection paper</p>

EBIP - Business & International Policymaking - BWIh018

Comment

The module is a cooperation with KDG University Antwerp (COIL)

Degree programme, semester

BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern
BSc Business Administration, 2024-2025, 7 HS, TZ, Bern
BSc Business Administration, 2024-2025, 5 HS, TZ, Bern
BSc Business Administration, 2024-2025, 5 HS, VZ, Bern
BSc Business Administration, 2024-2025, 3 HS, VZ, Bern
BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 7 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 5 HS, VZ, Bern

EG4B - German for Beginners - BWBh011

ECTS	2
Study language	German
Module type	Optional module (countable)
Module level additive	Advanced level
Lecturer(s)	Wehrli Andrea
Module responsibility	Andrea Wehrli In fall semester 2024 this module will be lectured by Claudine Brohy.
Short description of the module	Knowledge of German is not a requirement for this course. The objective is to convey basic abilities that will enable students to feel more comfortable in a new University context and to actively participate in everyday and student life in a German-speaking environment. It addresses topics such as making contact, studies and work, travel and countries, shopping, home living as well as cultural experiences when living in a multilingual environment. The course content focuses on systematically developing the necessary vocabulary and its communicative use for reading, speaking and writing. The development of grammatical structures is integrated into the subject matter and verbal exercises in a manner that fulfils these communicative objectives.
Entry requirements	-
Competencies upon completion	<p>Subject: Students At the end of the course students will be able to</p> <ul style="list-style-type: none"> - take the first steps in interacting with German speakers and communicating on a basic level in German in everyday situations at university, at work, in the supermarket, in a restaurant, at public authority offices, when looking for accommodation and when travelling - use sentences and expressions to satisfy specific needs of daily life at university and at work - be able to describe themselves, their preferences and the area in which they work - ask others about themselves and answer questions on where they live, their hobbies, tastes and interests <p>Method: Students</p> <ul style="list-style-type: none"> - Develop personal learning methods <p>Social: Students</p> <ul style="list-style-type: none"> - Command active oral communication in everyday situations - Ask and answer open and closed questions - Actively initiate and engage in small-talk <p>Self: Students</p> <ul style="list-style-type: none"> - Learn grammar, pronunciation and conversation situations on their own - Implement and expand on what they have learned outside the classroom
Content	<p>Pronunciation Basic grammar Greeting and small-talk Hobbies and sport Studies and work Eating, drinking and shopping Visiting a restaurant Telling the time The weather Home living and household Dealing with public authorities Looking for accommodation Travel as well as aspects of languages and cultures in the lives of incoming students in a multilingual environment</p>

EG4B - German for Beginners - BWBh011

Teaching and learning methods	Input explanations, conversations in groups and pairs, role play, exercises also with online tools In classroom or/and online (virtual classroom)
Literature	Indispensable literature: - will be discussed in the first session Recommended literature: - Dictionary (online)
Workload	60 hours
Contact lessons	20 lessons
Attendance requirement	-
Competency assessment	Test at the end of term (CW47), in reading, listening, speaking (pair discussion), writing, vocabulary and grammar.
Comment	This course is exclusively for exchange students (Incoming-Students) and students of the BSc International Business Administration whose native language is not German. If language competences are too high, participants may be excluded from the course.
Degree programme, semester	BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern BSc International Business Administration, 2024-2025, 1 HS, TZ, Bern BSc International Business Administration, 2024-2025, 1 HS, VZ, Bern

EGEC - The Economics of Gender - BWIh017

ECTS	3
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Fernandes Ana
Module responsibility	Fernandes Ana
Short description of the module	<p>Men and women follow very different labor market paths on average: men earn higher wages than women, even though women attain higher levels of education, and they concentrate in different occupations. Further, females are under-represented in the political sphere and high-powered occupations, and they also take on a higher share of household chores and childcare.</p> <p>Why do these differences materialize? Are they a problem? Should families or governments do something to change these outcomes? This course provides an overview of the recent literature in economics documenting gender gaps in a range of domains, as well as the factors driving those gaps, and further evaluating the effectiveness of different policies in mitigating them.</p> <p>The literature followed will have mostly an empirical focus (rather than theoretical), giving the course a very applied understanding of real-world problems. It will nonetheless bring the students in contact with state-of-the-art research on the topics of the course.</p> <p>Although the topics will be presented from an international perspective (i.e. cross-country trends), there will be frequent connections to the Swiss economic reality.</p>
Entry requirements	IEFI (or other introductory economics courses)

EGEC - The Economics of Gender - BWIh017

Competencies upon completion

Subject:

Students:

- Gain a scientific understanding of gender issues from an economics perspective
- Become aware of gender issues in societal discourse
- Are able to critically analyse those issues through a scientific lens
- Gain a deeper understanding of the complexity and multidimensionality of gender problems in an economic context
- Can identify suitable policies to address gender issues as well as the expected results of those policies

Method:

Students

- Learn to systematize events into their main components along the subject lines corresponding to course content
- Acquire problem-solving skills

Social:

Students

- Gain social competences through peer interaction and discussion of course related topics and study cases with colleagues

Self:

Students

- Become aware of one's own biases concerning gender and diversity
- Understand the implications of their own actions as future leaders/decision makers/workers/individuals in the areas of gender and diversity
- Develop their own self-knowledge in terms of how to position themselves personally and socially concerning gender issues

Content

The topics covered include:

- What is the economics of gender and why do we need such a subject?
 - Gender gaps in the labor market (wages, occupational segregation, the "glass ceiling," ...) -- cross-country evidence
 - Economics of the household and trends in labor market participation
 - (Some) explanations for wage variation across individuals and jobs
 - Labor market discrimination
 - Gender differences in psychological traits (such as competitiveness and risk-aversion)
 - The role of children, gender roles and culture
 - Economic policy (family -public - policies and corporate measures)
-

EGEC - The Economics of Gender - BWIh017

Teaching and learning methods Lectures, student presentations, padlets, group discussions and in-class debate.

Literature

Readings:

1. Textbook: Blau, Francine D. and Anne E. Winkler (2022) *The Economics of Women, Men and Work* (Ninth Edition), Oxford University Press.
2. Textbook: Jacobsen, Joyce P. *The Economics of Gender* (Third Edition), Blackwell Publishing
3. Papers for presentations made available in the Moodle course page.

Two copies of each text-book will be available from the library. One copy is a "resident" copy, due to be returned on the same day of consultation. The other copy can be borrowed and taken home. Textbooks complement the class notes in Moodle. This form of book access (through the library), allowing you to photocopy parts or chapters that you believe are important, should be sufficient for the course.

Workload

90 hours

Contact lessons

28 lessons (double weekly lessons during 14 weeks)

Attendance requirement

There will be two in-class tests/essays for which attendance is compulsory. Out of respect for class mates and to enhance comprehension of the topics, attendance of all presentations/classes is highly recommended.

Competency assessment

The proof of competence will be based on a presentation and two essays, the latter taken in the form of in-class tests. The presentation will account for 30% of the grade and the tests for the remainder 70% as follows: the highest essay grade will receive a weight of 40% and the lowest essay grade will receive a weight of 30%.

Final grade = $0.3 \times \text{grade}(\text{presentation}) + 0.4 \times \max(\text{essay 1}, \text{essay 2}) + 0.3 \times \min(\text{essay 1}, \text{essay 2})$

Aids for written examination

None (closed book exams/essays).

Mode of repetition

The two essays can be repeated in a 2 hour exam (= in the form of two essays) which will receive a weight of 70%. The grade for the presentation will be kept. Students will be told ahead of the exam the minimum exam grade required to pass the course (given the presentation grade). The exam grade must always exceed 3.14 for it will otherwise not be possible to obtain a passing grade.

Follow-up modules

HR, Global Management, Sustainable Business

EGEC - The Economics of Gender - BWIh017

Degree programme, semester

BSc International Business Administration, 2024-2025, 7 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern
BSc International Business Administration, 2024-2025, 5 HS, VZ, Bern

EILE - Leadership - BWIh009

ECTS	3
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Straub Caroline
Module responsibility	Prof. Dr. Caroline Straub
Short description of the module	<p>Leadership captures the attention of movie makers, historians, politicians, organizational scholars and practitioners, to name but a few. The crux of our curiosity centers on questions like: What makes an effective leader? What drives leaders? Who becomes a leader? How do we evaluate leadership? How do leaders exercise influence?...among others. For the past 50+ years scholars of organizational behaviour have invested considerable thought and research energy into answering these questions in the form of models, theories and paradigms of leadership. As our world becomes increasingly complex and dynamic, it is difficult for any one theory to truly address our questions and provide the insights we seek. Instead today's leadership theorists are taking a radically different approach to understanding leadership. It is person specific and requires individual ownership for deciding "what works" and "how to do it". The overall objective of this course is to explore various aspects of leadership with the goal of developing a unique leadership model suitable to our times.</p>
Entry requirements	- None
Competencies upon completion	<p>Subject: Students</p> <ul style="list-style-type: none"> - explain tasks, roles, and processes in organizational knowledge management - explain the basics of artificial intelligence - explain the use of decision support systems - explain the major activities und work products in building and managing systems <p>Method: Students</p> <ul style="list-style-type: none"> - analyze and visualize business data <p>Social: Students</p> <ul style="list-style-type: none"> - engage in computer-based collaboration - cooperate effectively in case studies <p>Self: Students</p> <ul style="list-style-type: none"> - reflect their different roles and activities
Content	Theories of leadership, motivation, ethics, bad leadership, culture, exercising influence
Teaching and learning methods	Each week students receive a 45min podcast lecture (asynchron at home) followed by a 45min discussion lecture (via Teams)
Literature	<p>Literature will be provided for each session on moodle.</p> <p>A text book that covers the course content: Peter G., Leadership, Theory and Practice, SAGE Publications Ltd., ISBN 978-1-4833-1753-3</p>
Workload	90 hours

EILE - Leadership - BWIh009

Contact lessons

28 lessons
Start of the course is the first lecture week (CW38).

Competency assessment

The proof of competence takes place during the semester through:

- Group work with presentation during the semester (group assessment)
- Self-reflection exercises in the first half of the semester

The proof of competence checks whether students can apply leadership knowledge in a practice-oriented manner or to a specific case. Since in practice solutions are often not developed alone but in a team, this proof of competence is based on group work. The didactic concept, which is in line with the SDGs, supports the promotion of 21st Century Skills: Communication, Collaboration, Creativity, Critical Thinking. The proof of competence checks these abilities by evaluating exactly these skills.

The weighting of the individual proof of competence parts is still being defined and announced at the beginning of the semester.

Degree programme, semester

BSc International Business Administration, 2024-2025, 5 HS, VZ, Bern
BSc International Business Administration, 2024-2025, 7 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern
BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern

IACC - Accounting - BWlg001

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

IACC - Accounting - BWIg001

Content	<p>Financial Accounting:</p> <ul style="list-style-type: none"> - Introduction conceptual framework IFRS - Basis of accounting - Income accounting, COGS, amortization, end of the year closing procedure - Net income calculation - Articulation among different financial statements <p>Managerial Accounting:</p> <ul style="list-style-type: none"> - Cost terms and purposes - Cost-volume-profit analysis - Determining how costs behave - Data Analytic thinking - Decision-making
Literature	<ul style="list-style-type: none"> - Students receive an access code to the Accounting Lab with all necessary documents - The additional material provided by the lecturer on the moodle platform
Workload	180 hours
Contact lessons	56 lessons (14 weeks x 4 lessons per week)
Attendance requirement	-
Competency assessment	Electronic exam on moodle, 90 minutes, 100%, end of semester (CW 3/4)
Aids for written examination	<ul style="list-style-type: none"> - Pocket calculator (only TI-30 models are permitted) - Summary: Number of A4 pages = 2 (4 pages single-sided or 2 pages double-sided) - printed dictionary (mother tongue - examination language) <p>For details to the aids allowed during written exams see "written examination regulations" on BFH Campus App.</p>
Mode of repetition	Electronic exam on moodle, 90 minutes, 100%
Degree programme, semester	<p>BSc International Business Administration, 2024-2025, 3 HS, TZ, Bern Msc Wood Technology, 2024-2025, 1 HS, TZ, Biel Msc Wood Technology, 2024-2025, 1 HS, VZ, Biel Msc Wood Technology, 2024-2025, 3 HS, TZ, Biel BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern BFH diagonal, 2024-2025, autumn, -, Bern</p>

IBAN - Business Analytics - BWIh003

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

IBAN - Business Analytics - BWIh003

Attendance requirement	no
Competency assessment	Written exam of 90 min at the end of the semester (CW3/4) (weighting 70%) Mean of Homework/chapter review test during the semester (weighting 25%) Weekly short test on reading assignments (weighting 5%)
Aids for written examination	Open book, Excel, R-Studio Pocket calculator (only TI-30 models are permitted) Printed dictionary (mother tongue - examination language) For details to the aids allowed during written exams see "written examination regulations" on BFH Campus App.
Mode of repetition	The retake of the exam is compulsory in any case. The homework can be redone again if wished. If the homework is not written a second time, the old mean will qualify for the final grade.
Follow-up modules	Any quantitative and data driven modules
Degree programme, semester	BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern BSc International Business Administration, 2024-2025, 5 HS, VZ, Bern BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern BSc International Business Administration, 2024-2025, 7 HS, TZ, Bern

IBIT - Business IT - BWIg007

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Einsele Farshideh
Module responsibility	Prof. Dr. Farshideh Einsele
Short description of the module	<p>Get to know data modeling fundamentals, Entity-Relationship Diagramms, design steps of Relational Databases.</p> <p>Get to know Structured Query Language to extract information from relational Databases</p> <p>Get to know a visualization tool (Tableau) to understand and work with data. Visualization tools help to make proper data-driven decisions without having to spend valuable time trying to wrangle raw data into an interpretable format.</p>
Entry requirements	This module is open to all BScIBA students.
Competencies upon completion	<p>Students can...</p> <ul style="list-style-type: none"> - explain, what are the principals of data modeling - explain, what are relational databases - design simple relational databases using Entity Relationship Diagramming - apply SQL in order to extract specific information from relational databases - use visualization software to create visual representations of large data sets to discern usable information or draw conclusions and make information more understandable for the stakeholders
Content	<ul style="list-style-type: none"> - Introduction to data modeling - Relational Databases and normalization rules - Entity relationship Diagrams - Design and implement a relational database - Programming SQL - getting familiar with data analysis & its visualization through Tableau
Teaching and learning methods	Lectures, group discussions, labs, term paper, practical exercises with Tableau
Literature	Alexander Loth, 2019, Visual Analytics with Tableau , ISBN: 978-1-119-56020-3, ISBN (ebk): 978-1-119-56203-0, 978-1-119-56022-7

IBIT - Business IT - BWIg007

Workload	90 hours
Contact lessons	Block of 2 lessons per week, 14 weeks
Attendance requirement	Every group member must be present at the presentation of his/her group project (Dates are on CW49 or CW50).
Competency assessment	<p>Assessment</p> <p>Part 1: Term Paper 30%, (20% group grade, 10% individual grade)</p> <p>- Report on data analysis and visualization project, presentation of the project, answer of the individual question</p> <p>Part 2: Written Exam 70%, 60 minutes, end of semester (CW3 or CW4)</p> <p>- Laudon & Laudon chapters 1,2, 11, 12</p> <p>- Data analysis & visualization with Tableau, Alexander Loth chapters 1, 3, 4, 5, 6, 7, 8</p>
Aids for written examination	<p>20 single pages (or 10 double pages) summary, written manually or printed</p> <p>Pocket calculator (only TI-30 models are permitted)</p> <p>printed dictionary (mother tongue - examination language)</p> <p>For details to the aids allowed during written exams see "written examination regulations" on BFH Campus App.</p>
Degree programme, semester	<p>BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern</p> <p>BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern</p> <p>BSc International Business Administration, 2024-2025, 1 HS, VZ, Bern</p> <p>BSc International Business Administration, 2024-2025, 3 HS, TZ, Bern</p>

IBLW - International Business Law - BWiH004

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

IBLW - International Business Law - BWIh004

Contact lessons	56 lessons
Attendance requirement	Students have to attend 12 out of 14 classes Free choice of the skipped classes (without any excuse) See on moodle, where at 3-4 dates there is self-study
Competency assessment	6 Short tests (weekly, starting after an introduction phase), written in class (100%). Poor scores in individual short tests can be compensated for with better scores in the other short tests
Aids for written examination	none
Mode of repetition	If a student fails the modul, he/she may retake four short tests at once. The two-best results of the initial 6 tests will be kept in favor of the student.
Follow-up modules	-
Degree programme, semester	BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern BSc International Business Administration, 2024-2025, 7 HS, TZ, Bern BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern BSc International Business Administration, 2024-2025, 5 HS, VZ, Bern

ICCO - Intercult. Competence & Communication - BWIg004

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Bürki Jacqueline, Gaibrois Claudine
Module responsibility	Jacqueline Bürki
Short description of the module	<p>This module allows students to develop an understanding of how to work with people from different cultural backgrounds, thus developing an increased awareness of their own cultural background and of other cultural backgrounds.</p> <p>An intercultural online tool in the form of a questionnaire forms part of this intercultural development and allows for students to grow in and reflect on their intercultural competence. It, furthermore trains students' business communications skills and provides an introduction to communication and a variety of communication tools and strategies required to communicate effectively in organizations and across cultures.</p> <p>By familiarizing themselves with the foundations of communication and practicing intercultural competence, students will develop a greater tolerance and understanding of cross-cultural differences in personal and professional interactions. Developing independent and critical thinking is a key element of this module.</p>
Entry requirements	Vocational baccalaureate diploma or equivalent knowledge

ICCO - Intercult. Competence & Communication - BWIg004

Competencies upon completion **Specialized skills**

- cultural competences
- behavioral strategies
- reflective skills
- critical thinking
- general and cross-cultural communication skills
- social competence in multi cultural teams

Problem solving/design thinking: Students

- learn to apply theoretical frameworks when analyzing their own intercultural exchanges and case studies.
- develop strategies for successfully communicating in professional contexts.
- recognize the effects of various communication behaviors on others.
- acknowledge the role of language and language diversity in intercultural communication.
- acknowledge the impact of organizational and societal factors on communication.
- further develop their digital skills (key to global and communication competence development) through the online activities, self-study and assessments.

Collaboration: Students

- develop a higher degree of self-awareness, through activities which allow them to reflect on their perceptions, reactions and interpretations of unfamiliar intercultural situations when communicating and interacting with members of other cultural backgrounds.
- discover and recognize the importance that communication and social competence has in business environments and settings.
- raise their awareness of cultural values and unstated cultural assumptions, counter-productive stereotypes and prejudices toward people of other cultural backgrounds, so helping them to improve their collaboration skills in an international/multi-cultural setting.
- will develop their team building and collaboration skills through a group project related to Culture and Communication.

Self-management: Students

- develop a better understanding of why cross-cultural exchanges can lead to conflict and improve their social competence in inter-cultural exchanges.
- train their capacity to communicate with people from various cultural and language backgrounds.
- develop their competence for creating common ground in intercultural communication.
- become aware of the role of time and deadlines and how to manage this effectively in the group project.

Dealing with complexity

- Students develop their global competences by understanding their culture and the culture of others.
- The intercultural learning situation (international classroom) establishes a more complex learning environment, where students learn to accept and respect differences and work and collaborate with classmates from different cultural backgrounds.
- The group assignment further develops these competences by providing the students with the opportunity to conduct a case study in a diverse team.

ICCO - Intercult. Competence & Communication - BWIg004

Content

- Students will be introduced to cultural, communication and reflective skills topics. These topics will enable students to reflect on their level of intercultural competence, behaviour and intercultural sensitivity.
- In order to develop their competences for communicating in intercultural contexts, students will be familiarized with various communication frameworks. They will also discuss the role of language and language diversity as well as organizational and societal factors on communication. This will enable them to develop their capacities for successfully communicating in culturally and linguistically diverse contexts.

Teaching and learning methods

The pedagogy for this module will be student applied learning. There will be lectures and project coaching sessions, but the emphasis will be on student responsibility for learning through active application of course content in case studies, exercises, and through active participation in class discussions. Active participation and preparation for class are requirements for this module. The coaching sessions require that students are well prepared to benefit from the learning experience.

Contact lessons

- Discussion of theories, both communication and cultural frameworks
- Action-learning and related reflective tasks
- Case studies
- Observation and application exercises
- Group discussions
- Coaching sessions
- Guest lectures

Literature

Slides and the Intercultural Reflective Reader, supported by articles and selected chapters from various sources provided by lecturers via Moodle.

Workload

180 hours (2x 90 in half classes)

Contact lessons

28 lessons in half classes (x2)

Attendance requirement

There is mandatory attendance for the following:

- CW38: Introduction to the module, assessment, deadlines and team building
- Guest speaker(s): dates will be communicated in the first week of semester
- Group project coaching: dates will be communicated in the first week of semester
- CW 49 to 51 final presentations
- Overall, it is highly recommended to attend all lessons as these address individual and group assessments.

ICCO - Intercult. Competence & Communication - BWI004

Competency assessment

We acknowledge the use of AI tools in our lessons as well as in the final assessment components in accordance with the BFH Business School AI Policy. This policy stipulates the use and declaration of AI-supported tools in studies. Students will receive a copy of the policy on commencement of studies.

These are the assessment components in this module.

1. **Research project in groups (60% - all given the same grade) during the semester**
During the semester, students will work on developing their research group project, bringing together the culture and the communication aspect of this module. The research process will be supported by input and coaching sessions. They will present their final results at the end of the semester during the lecture contact time. It is mandatory to complete this project in groups so that students experience intercultural group work.
2. **Two mandatory individual reflective assignments (non-graded) as a pre-requisite to complete the final exam**
Students will complete two individual reflective assignments during the semester. Deadlines will be provided in the first week of semester. These reflective assignments serve as exam preparation and are mandatory for students to be eligible for the final exam. No grades will be given, however students will receive both peer feedback as well as lecturer feedback.
3. **Written individual reflective essay (40%) during formal exam period in CW3/4, 90 minutes (safe exam browser, no access to additional aides such as the internet etc. are permitted)**
In preparation of this final assessment, students will complete a questionnaire (intercultural tool) related to their cultural mindset at the beginning of the semester, it is mandatory to complete this questionnaire as well as take part in the debriefing session. If students do not complete these, they will not pass the module. During the course of the semester, students will complete reflective written and spoken tasks in class which aid in the preparation of the final reflective assessment at the end of the semester.

Completing these assessments is mandatory in order to pass the module. Grades for the individual assessments may be carried over to the next semester if a student fails this module. This is only possible if there is no change to the module description and the assessment format. Only failed components may be repeated where the format remains unchanged.

Aids for written examination

none

Mode of repetition

Grades for the individual assessments may be carried over to the next semester if a student fails this module. This is only possible if there is no change to the module description and the assessment format. Students may only carry over the assessments they passed if the module description and assessment formats remain unchanged. Only failed components are repeated where the format remains unchanged.

Follow-up modules

International Management & Business Ethics, Global Management specialization modules, but in general all the modules in the IBA program such as HR, management etc. as well as elective modules such as YEPP or modules taken during their exchange semesters or double-degree programs.

Degree programme, semester

BSc International Business Administration, 2024-2025, 1 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern
BSc International Business Administration, 2024-2025, 1 HS, VZ, Bern
BSc International Business Administration, 2024-2025, 3 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern

IECO - Economics - BWIh005

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Advanced level
Lecturer(s)	Fernandes Ana, Foord Daniel, Gimeno Raúl Diego
Module responsibility	Prof. Dr. Ana Fernandes, Raul Gimeno, Daniel Foord
Short description of the module	<p>This course builds on The Environment of the International Firm and provides an overview of basic and intermediate economic concepts, market instruments for regulatory intervention, problems as well as solutions, both at the micro and macroeconomic levels.</p> <p>At the microeconomic level, we will first study the foundations of the familiar "laws" of demand and supply and learn about firm costs and profit-maximizing behaviour in a competitive environment. We will then learn how firms modify their strategic positioning in response to the competitiveness of the market in which they operate. Through the economics of labor markets, we will gain an understanding of reasons why wages vary across individuals. We will get an introduction to the economics of gender and, more generally, to the topic of diversity & inclusion in the international firm. We will wrap up the microeconomics part of the course by opening a window into the areas of information and behavioural economics, topics which the interested student may pursue in the future.</p> <p>At the macroeconomic level, some core concepts are discussed: How to measure the GDP and what are the shortcomings of GDP. How to measure the inflation rate and what is the resulting inflation bias. How to measure the unemployment rate and what are the possible causes? What is the purpose of monetary policy? What is the aggregate supply and demand and why they play an important role in macroeconomics.</p>
Entry requirements	Having taken IEFI preferred but not compulsory

IECO - Economics - BWIh005

Competencies upon completion	<p>Students:</p> <ul style="list-style-type: none"> - Are exposed to and understand important concepts anchored around real-world problems and trends relevant to the international firm - Are able to frame current economic issues -- such as global warming, diversity and inclusion -- using an appropriate economic framework and vocabulary - Understand the main trade-offs in sustaining collusive behaviour in a cartel using the tools of game theory - Can identify problems and propose methods and solutions to address real-life challenges faced by the international firm in relation to the topics covered in the course - Understand core concepts in macroeconomics and can make associations to real world problems - Understand the usefulness and limitations of some macroeconomic indicators like GDP, inflation and, unemployment <p>Method: Students</p> <ul style="list-style-type: none"> - Learn to systematize events into their main components along the subject lines corresponding to course content - Acquire problem-solving skills <p>Social: Students</p> <ul style="list-style-type: none"> - Gain social competences through peer interaction and discussion of course related topics and study cases with colleagues <p>Self: Students</p> <ul style="list-style-type: none"> - Advance in their critical understanding of socio-economic phenomena shaping the environment of the international firm - Further their understanding of topics affecting the global economy - Become better able to assess the challenges faced by leaders of international organizations and their social responsibilities - Learn about their future preferred positioning and career type in the context of the international firm
Content	<p>Individual, independent study using conventional or digital learning materials</p> <p>Lectures Seminars Guest lectures Case studies Regular assignments for self-study and in-class discussion</p>
Teaching and learning methods	<p>Learning materials (book, case studies, videos, websites, ...)</p> <p>Digital platforms such as Moodle, MS Teams,</p>
Literature	<p>Gregory N. Mankiw and Mark P. Taylor Economics (6th edition), Cengage Learning EMEA, ISBN-13: 978-1473786981</p> <p>Other tools used:</p> <ul style="list-style-type: none"> - Learning materials (book, case studies, videos, websites) - Digital platforms such as Moodle, MS Teams
Workload	180 hours
Contact lessons	Weekly, 180 minutes
Attendance requirement	Attendance is generally optional; when there are guest speakers, it is compulsory.

IECO - Economics - BWIh005

Competency assessment	Final exam on Moodle (CW 3/4), 90 minutes, is weighted 100%
Aids for written examination	Any non-programmable pocket calculator (only TI-30 models are permitted) Printed dictionary (mother tongue - examination language) Summary - number of A4 pages: 1 (2 sheets/pages single-sided or 1 sheet/page double-sided) For details to the aids allowed during written exams see "written examination regulations" on BFH Campus App.
Mode of repetition	Written examination
Degree programme, semester	BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern BSc International Business Administration, 2024-2025, 5 HS, VZ, Bern BSc International Business Administration, 2024-2025, 7 HS, TZ, Bern BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern

IEFI - Environment of the international firm - BWI012

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Foord Daniel, Frecè Jan Thomas, Rascón Alberto
Module responsibility	Daniel Foord (fod1)
Short description of the module	<p>Today, more than ever before, the environment of an internationally active company is complex, changing and ambiguous. It is also becoming increasingly clear that the enormous development of the global economy over the last hundred years was only possible at great environmental and social cost.</p> <p>This module gives students a first insight into the global economy and the major environmental and social challenges facing global society.</p> <p>The module will also examine the idea of corporate sustainability through both theory using the bfh sustainability reader, carbon consumption tracking examination of international companies' sustainability reports.</p> <p>The class will involve both standard lectures, reading, groupwork, discussions and one or two "serious games".</p>
Entry requirements	There are no special requirements for this module
Competencies upon completion	<p>Subject: Students...</p> <ul style="list-style-type: none"> - understand the most relevant basic terms, concepts and models related to international economics and sustainable business. - recognise (current and future) global ecological, social and economic problems and challenges and can assess their significance and their interaction with today's global economy. <p>- understand the basic principles of microeconomy (demand, supply, taxation, market failures and externalities)</p> <p>- get a better understanding of the complex interactions between economy, politics, society (e.g. consumers) and natural environment.</p> <ul style="list-style-type: none"> - can explain different phases of globalisation and contrast different views about it. - know economic and corporate concepts and approaches linked to sustainable development and can assess these in real examples. - recognize different models for trade. They are able to apply these models to actual business situations and identify trade barriers. - students know different exchange rate regimes and exchange rate theory. <p>Method: Students...</p> <ul style="list-style-type: none"> - learn to build up knowledge by being open-minded and integrating new perspectives. - can gain new insights into sustainability. - learn self-learning and personal problem-solving skills. <p>Social: Students...</p> <ul style="list-style-type: none"> - learn to ask relevant questions and discuss with lecturers and classmates in order to benefit from their experience and enlarge their own knowledge and perspective. <p>Self: Students...</p> <ul style="list-style-type: none"> - learn to reflect about economic, environmental and social impacts of their individual (consumer) behaviour. - are sensitized for the need for sustainable development.

IEFI - Environment of the international firm - BWIlg012

Content	The Module IEFI introduces students to the two topics international economics and sustainable development. Among other things, it covers topics like current global ecological, social and economic challenges (e.g. planetary boundaries, doughnut economics), globalization, concepts of sustainable development, introduction to microeconomics, new economic approaches, trade and barriers to trade and sustainable consumption.
Teaching and learning methods	<ul style="list-style-type: none">• Individual independent study using conventional or digital learning materials• Lectures• Seminars• Case studies• Serious games Individual and group tasks
Literature	Reader Sustainable Business (<i>available on moodle</i>) Mankiw, G. (2020) Economics, Cengage (<i>this book will also be used in the module iECO</i>) Additional literature will be announced at semester start
Workload	180 h (6 ECTS)
Contact lessons	56 h (ca. 30%)
Attendance requirement	Introduction lecture (CW 38), For the other lectures attendance is highly recommended
Competency assessment	4 short (35 min) individual written online exams during the semester in CW (calendar weeks) 42, 45, 48 and 51 (70% of final grade) A group presentation and following up discussion (30%) It will take place during the official BFH exam weeks CW 3, 4 and 5. The presentation the content of the presentation will be assessed as a group. The student's individual presentation craft will be individually. Appointments will be published during the semester.
Aids for written examination	No aids permitted for the written short exams
Mode of repetition	If the module is not passed, it must be repeated the next time it is offered. When retaking the module students can carry over any passed marks from their previous attempt. If a student has to retake the presentation, they will need to join a group the following semester.
Follow-up modules	<ul style="list-style-type: none">• Real World Economics,• Social Innovation• Economics• BFHdiagonal Modules: Lernen und Gestalten für eine nachhaltige Zukunft, Nachhaltigkeitsdialog• all Modules of the specialisation Sustainable Business

IEFI - Environment of the international firm - BWIg012

Comment

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Degree programme, semester

BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern
BSc International Business Administration, 2024-2025, 1 HS, VZ, Bern
BSc International Business Administration, 2024-2025, 3 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 1 HS, TZ, Bern

IEN1 - Business English 1 - BWI002

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Bennie Ross, Faminoff Mangold Valerie
Short description of the module	<p>The IEN1 course:</p> <ul style="list-style-type: none"> - develops CEFR B2+ level English communication skills in advanced business vocabulary and speaking - uses English as a medium of instruction to develop essential study skills
Entry requirements	<ul style="list-style-type: none"> - Vocational baccalaureate diploma or equivalent knowledge - CEFR B2 level of English
Competencies upon completion	<p>The goal of IEN1 (in combination with IEN2 the following semester) is to bring students' proficiency in business English communication to an advanced level. This underpins their studies in the rest of the degree programme and allows them to act more effectively in the business world on completion of their studies.</p> <p>Specialised skills</p> <ul style="list-style-type: none"> - produce accurate and appropriate business English vocabulary employ note-taking techniques, interpret notes, demonstrate understanding <p>Problem solving/design thinking (related: methodological competence)</p> <ul style="list-style-type: none"> - design video presentation (digital) - solve classroom discussion problems <p>Collaboration (related: social skills)</p> <ul style="list-style-type: none"> - group discussion (physical and digital) - create a video (digital) - comparing notes <p>Self-management (related: personal skills)</p> <ul style="list-style-type: none"> - independent self study - manage time and stress effectively <p>Dealing with complexity</p> <ul style="list-style-type: none"> - recognise, understand, choose, and apply appropriate business English vocabulary - identify, understand, analyse, and apply various note-taking methods
Content	<p>14 x 90-minute weekly classes; attendance optional, apart from:</p> <ul style="list-style-type: none"> - two Moodle tests of vocabulary, during class time - one Moodle test of note taking (theory and practice), during class time <p>see Teaching and Learning method below for typical learning cycle in class</p> <ul style="list-style-type: none"> - lecturer input and/or student self-study on reading strategies and note-taking theory - 10-minute videos prepared by pairs of students and played during class time, for teacher assessment and student feedback - vocabulary themes: working environment, quality, intercultural issues, logistics, the internet, sustainability

IEN1 - Business English 1 - BWlg002

Teaching and learning methods	<p>The course exercises all six levels of Bloom's taxonomy; for example:</p> <ul style="list-style-type: none">- identify and recall business English vocabulary- rewrite and paraphrase vocabulary in required course literature exercises- activate and apply learned vocabulary in discussion and use it to solve problems- compare and contrast different business approaches- set up talking points for informal presentations and create a video on an aspect of business- evaluate and critique what peers say in informal discussion and prepared video presentation <p>A typical learning cycle would be:</p> <ul style="list-style-type: none">- individual self-study: learn the vocabulary of management styles in the required literature- guided self study: prepare a three-minute informal presentation on a theorist of your choice, e.g. McGregor Theories X & Y- in class the following week: activate the prepared vocabulary in group discussion and problem solving- additional lecturer input or practice of reading strategies, note-taking, critical thinking, etc.- identify vocabulary to be prepared and topic to research for the next class
Literature	<p>Required:</p> <ul style="list-style-type: none">- Bill Mascull (2017) Business Vocabulary in Use Advanced, Third Edition (with answers) Cambridge University Press, ISBN: 978-1-316-62823-2 <p>OR</p> <ul style="list-style-type: none">- print and ebook version for Android & iOS tablet users: Bill Mascull (2017) Business Vocabulary in Use Advanced, Third Edition (with answers & enhanced ebook, including audio) Cambridge University Press, ISBN: 978-1-316-62822-5
Workload	90 hours
Contact lessons	<p>2 x 45 minutes, weekly during semester = 28 x 45-minute lessons</p> <p>half classes in groups mixing full-time and part-time students</p>
Attendance requirement	<p>There is no obligatory attendance requirement for IEN1 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.</p> <p>While there is no obligatory attendance requirement, the two vocabulary tests and student presentations take place during class time, so no student should plan not to attend any classes.</p> <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.</p>

IEN1 - Business English 1 - BWIlg002

Competency assessment

speaking

- 15-minute individual oral exam in evaluation period at end of semester (CW5), **remotely on own device**

vocabulary

- Two 15-minute Moodle vocabulary tests (multiple-choice cloze) in class time during the semester, **bring your own device**
- short group video presentation, prepared for Global Entrepreneurship Week

note taking

- 12-minute Moodle test (multiple choice) in class time near the end of the semester; **bring your own device.** Students watch a short video one week before the test, during which they take notes. Between the video and the test they review their notes; collaboration with other students is recommended. Students may use their notes during the test, which evaluates knowledge of both note-taking theory and practical ability with comprehension questions on the video seen previously.
- Students will also be asked questions based on their in-class notes during the oral exam.

reading

- Not assessed until written exam at the end of IEN2, but practised by students continually as they read course materials across the entire degree programme.

oral exam (50%)

group video (20%)

vocabulary tests (10% + 10% = 20%)

note taking test (10%)

Aids for written examination

No written examination for IEN1.

Follow-up modules

IEN2 - BUSINESS ENGLISH 2, in spring semester immediately following IEN1

Comment

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Degree programme, semester

BSc International Business Administration, 2024-2025, 1 HS, VZ, Bern
BSc International Business Administration, 2024-2025, 3 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 1 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern

IFMA - Financial Management - BWIh001

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

IFMA - Financial Management - BWIh001

Competencies upon completion **Specialist skills:**

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

Methodological skills:

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

Social skills:

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

Self-competence:

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

Digital skills:

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

Content

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

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

IFMA - Financial Management - BWIh001

Teaching and learning methods	<p>Input by the lecturers, practice on examples/cases. Guided and autonomous self-study via pearsons MyFinanceLab. Thus, it will be a combination between lectures and flipped classroom:</p> <ul style="list-style-type: none"> Weekly meetings with lectures, exercise briefings, coaching, assignments and discussions. The students prepare short content on their own using the provided resources.
Literature	<ul style="list-style-type: none"> Jonathan Berk, Peter DeMarzo: "Corporate Finance, The Core" E5 (own book or e-book accessible via pearsons MyFinanceLab) The materials (presentations, texts, exercises, etc.) provided by the lecturers on Moodle and Pearsons MyFinanceLab
Workload	180 hours
Contact lessons	56 lessons
Attendance requirement	None
Competency assessment	<ul style="list-style-type: none"> Partial proof of competence 1 (weight: 34%): Two graded homework assignments during the semester, midterm and towards the end. Partial proof of competence 2 (weight: 66%): 60-minute written exam during the official exam period. The two homework assignments and the exam will be done digital via Pearsons MyFinanceLab with your own laptop.
Aids for written examination	<ul style="list-style-type: none"> Laptop (you have to bring your own laptop to the exam) Excel (empty i.e. no content) MyLab Financial Calculator on Pearsons MyFinanceLab Pocket calculator (only TI-30 models are permitted) Print dictionary (mother tongue - examination language) / the translation tool DeepL is allowed on the exam Two A4-sheet double-sided or four A4-sheet single-sided (formula collection and notes) ChatGPT is not allowed! <p>For details to the aids allowed during written exams see "written examination regulations" on BFH Campus App.</p>
Mode of repetition	<ul style="list-style-type: none"> If the exam is taken on the second date (same semester!), the two graded homework assignments will count too. If the exam is repeated in another semester, the entire module with all proofs of competence must be repeated.
Follow-up modules	<ul style="list-style-type: none"> Modules of the elective group "Finance, Accounting, Tax" Modules of the specializations "Banking & Finance" and "Accounting & Controlling"
Degree programme, semester	<p>BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern BSc International Business Administration, 2024-2025, 5 HS, VZ, Bern BSc International Business Administration, 2024-2025, 7 HS, TZ, Bern BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern</p>

IHRM - Human Resource Management - BWlg011

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

IHRM - Human Resource Management - BWIg011

Teaching and learning methods - 1h video podcast (asynchron) plus 3h contact lectures (synchron) onsite per week.

- Self-study and case study to prepare for exam over the term

- Coaching during lectures on topics related to personality / motivation, interviewing etc.

Literature

Required readings will be posted on Moodle for each session.

Suggested text book for review in BFH library:

Work and organizational psychology

- Robbins & Judge (2018) Essentials of Organizational Behavior, 14th Edition, global edition. Pearson (can be found in BFH library)

Human resource management

- Jackson & Schuler (2018) Managing human resources, 12 th Edition, New York : Oxford University Press (can be found in BFH library including older versions)

Workload

6 ECTS credits (180 hours)

Contact lessons

Weekly - 14 times, regular semester time (Each week students receive a 45min podcast lecture (asynchron at home) followed by 3h of lessons at school)

Attendance requirement

First lecture, rest of lecture none.

Competency assessment

- An online multiple-choice exam of 60 minutes during regular exam period (CW 3/4)

- weighth 100%, individual grade as the module delivers HR, OB and Labor Law knowledge and needs to assess whether students understand the basic concepts at hand.

Aids for written examination

- the English texts "The Employment Contract, Code of Obligations Art. 319 - 362" and "Federal Act on Gender Equality"; highlightings and post-its are allowed; but notes of any kind are not permitted

- Printed dictionary mother tongue - English

- A summary of 5 (five) single pages (or 2.5 pages double sided printing) - hand written or printed

For details to the aids allowed during written exams see "written examination regulations" on BFH Campus App.

Follow-up modules

Leadership
Mindfulness & Positive Psychology
Managing people globally
Sustainable Business

IHRM - Human Resource Management - BWlg011

Degree programme, semester

BSc International Business Administration, 2024-2025, 3 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern

IIFI - Inside the international firm - BWIg009

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Vogel Claudia
Module responsibility	Claudia Vogel
Short description of the module	The module "Inside the International Firm" allows students to gain a basic overview of relevant topics in business administration. Guided by the St. Gallen Management Model, students will learn basic principles, goals and types of companies, the company in the context of its environment, corporate strategy and structure, entrepreneurship and innovation, management concepts and the diverse business and support processes.
Entry requirements	none
Competencies upon completion	<p>Professional competence: Students are able to define the most important technical terms, explain concepts, describe connections and apply them to concrete case studies.</p> <p>Entrepreneurship: Students are able to describe and explain the most important aspects of entrepreneurship.</p> <p>Reflection and critical thinking: Students are able to analyse practical situations, apply theoretical knowledge to concrete cases and critically question theoretical knowledge.</p>
Content	<p>Guided by the St. Gallen Management Model, the following topics are covered:</p> <ul style="list-style-type: none"> - Fundamentals - Business Environment - Strategy, Structure, Culture - International Business - Entrepreneurship - Management - Business and Support Processes
Teaching and learning methods	The module consists of 50% input (asynchron online) and 50% class-room discussion of practical cases and exercises.
Literature	Capaul, Roman & Steingruber Daniel (2014): Business Studies - An Introduction to the St. Gallen Management Model, Berlin: Cornelsen
Workload	6 ECTS
Contact lessons	per week 90 minutes lecture (asynchron online) and 90 minutes practice and exercise (in class)
Attendance requirement	none, attendance in the first week is strongly recommended

IIFI - Inside the international firm - BWIg009

Competency assessment

Written exam, online (bring your own device), 90min, at the end of the semester (CW3 or 4), 100%

20% of the written examination can be replaced by participation in the Entrepreneurship Week (group project with collective grading). More details follow in the first lecture.

Aids for written examination

Pocket calculator (only TI-30 models are permitted)
printed dictionary (mother tongue - examination language)

For details to the aids allowed during written exams see "written examination regulations" on BFH Campus App.

Degree programme, semester

BSc International Business Administration, 2024-2025, 3 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 1 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern
BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern
BSc International Business Administration, 2024-2025, 1 HS, VZ, Bern

IMAR - Marketing - BWlg005

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

IMAR - Marketing - BWlg005

Content

Shaping Marketing Strategies:

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

The Marketing Mix:

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

Marketing in Specific Contexts:

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

Marketing Implementation:

- Marketing and sales management

Teaching and learning methods

Video-Lectures
Exercices
Discussions
Self-study
Group work
Guest lectures

Literature

The module is based on:

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

Workload

180 hours

Contact lessons

12-13 Video-lectures discussing the relevant principles and concepts of marketing
12-13 Live sessions to elaborate on the content of the lectures through exercises, discussions and case studies

Attendance requirement

Mandatory attendance for kick-off session and guest lectures.

Competency assessment

written exam, online, multiple choice, 90 minutes, 100% (end of semester > CW 3/4)

IMAR - Marketing - BWlg005

Aids for written examination	Pocket calculator (only TI-30 models are permitted) Dictionary in mother tongue - examination language For details to the aids allowed during written exams see "written examination regulations" on BFH Campus App.
Mode of repetition	Retake of the exam
Follow-up modules	Digital Marketing Strategy Brand Management International Marketing Consumer Behavior Service Marketing
Degree programme, semester	BSc International Business Administration, 2024-2025, 3 HS, TZ, Bern BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern

IMBE - International Management and Business Ethics - BWIh002

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

IMBE - International Management and Business Ethics - BWIh002

Workload	6 ECTS
Contact lessons	The module is composed of 28 lessons
Attendance requirement	<p>Attendance is mandatory in the case of the presentation of the Final Group Project and the Online Midterm test, which both take place on Campus.</p> <p>Attendance at the first meeting of the semester is also mandatory when the group allocation is carried out on-site. It is not possible to register for the group work at a later date.</p>
Competency assessment	<p>Individual grading:</p> <ul style="list-style-type: none">• Online Midterm test as per schedule on Moodle: 30%• Online activities participation during the course: 10% <p>Collective grading:</p> <ul style="list-style-type: none">• Final Group Project as per schedule on Moodle: 60% (s. also under "Attendance requirement" regarding the timely registration for the group work)
Aids for written examination	<p>Print dictionary (English - Student's mother tongue)</p> <p>For details to the aids allowed during written exams see "written examination regulations" on BFH Campus App.</p>
Mode of repetition	<p>The following rules apply to students who repeat the module (on condition that the assessment components remain the same in the semester in which the student is repeating the module):</p> <ol style="list-style-type: none">1. Repeat students have to repeat those assessment component which they failed. The grades they got for the assessment component they passed will be carried over.2. Students have the option to repeat all assessment components if they wish. In this case, the grade they obtain will be the ones taken into account and not a grade obtained in a previous semester.
Degree programme, semester	<p>BSc International Business Administration, 2024-2025, 3 HS, VZ, Bern BSc International Business Administration, 2024-2025, 5 HS, TZ, Bern BSc International Business Administration, 2024-2025, 5 HS, VZ, Bern BSc International Business Administration, 2024-2025, 7 HS, TZ, Bern</p>