

## EAWB - Academic Writing in English - BWBh007

<b>ECTS</b>	3
<b>Study language</b>	English
<b>Module type</b>	Optional module (countable)
<b>Module level additive</b>	Advanced level
<b>Lecturer(s)</b>	Sichtmann Christina
<b>Module responsibility</b>	Sichtmann Christina
<b>Short description of the module</b>	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.
<b>Requirements</b>	This optional module is targeted at and designed for students with a minimum C1 level.  There are only a limited number of places available.
<b>Competencies upon completion</b>	<p><b>Subject:</b> Students</p> <ul style="list-style-type: none"> <li>- can use their own research to write academic papers in English at a C1 level of competence and above</li> </ul> <p><b>Method:</b> Students</p> <ul style="list-style-type: none"> <li>- can plan and execute an academic writing project to a fixed deadline</li> <li>- can transform raw data and the research of others into standard academic prose</li> <li>- can apply formal and stylistic conventions to their own written texts</li> <li>- can reflect critically on their own writing and the writing of others</li> <li>- can apply creative writing techniques such as freewriting and clustering</li> </ul> <p><b>Social:</b> Students</p> <ul style="list-style-type: none"> <li>- can give and receive feedback in an appropriate manner</li> <li>- can participate in the discourse community of English-language study programmes</li> </ul> <p><b>Self:</b> Students</p> <ul style="list-style-type: none"> <li>- can manage the temporal and intellectual demands of an academic writing project</li> <li>- can apply their own critical reflection and that of others towards improving their English-language competence</li> <li>- can perform confidently and successfully in English-language academic context</li> </ul>
<b>Content</b>	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
<b>Teaching and Learning method</b>	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

<b>Literature</b>	There is no specific literature required for this class. Weekly readings will be provided to generate an academic discourse.
<b>Workload</b>	90 hours
<b>Contact lessons</b>	28 lessons
<b>Attendance requirement</b>	There is no mandatory attendance for this module.
<b>Proof of competence</b>	<p>Although attendance is not mandatory, it is required that all assignments reflect the content that is presented in the weekly input and scripts.</p> <p>Individual Written Project</p>
<b>Degree programme, semester</b>	<p>BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern          BSc Business Administration, 2023-2024, 6 FS, VZ, Bern          BSc Business Administration, 2023-2024, 6 FS, TZ, Bern          BSc Business Information Technology, 2023-2024, 6 FS, VZ, Bern          BSc International Business Administration, 2023-2024, 2 FS, VZ, Bern          BSc Business Information Technology, 2023-2024, 6 FS, TZ, Bern          BSc International Business Administration, 2023-2024, 8 FS, TZ, Bern          BSc Business Administration, 2023-2024, 8 FS, TZ, Bern          BSc Business Administration, 2023-2024, 2 FS, TZ, Bern          BSc Business Information Technology, 2023-2024, 2 FS, TZ, Bern          BSc Business Administration, 2023-2024, 4 FS, VZ, Bern          BSc Business Administration, 2023-2024, 4 FS, TZ, Bern          BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern          BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern          BSc International Business Administration, 2023-2024, 2 FS, TZ, Bern          BSc Business Administration, 2023-2024, 2 FS, VZ, Bern          BSc Business Information Technology, 2023-2024, 4 FS, VZ, Bern          BSc Business Information Technology, 2023-2024, 4 FS, TZ, Bern          BSc Business Information Technology, 2023-2024, 8 FS, TZ, Bern          BSc Business Information Technology, 2023-2024, 2 FS, VZ, Bern          BSc International Business Administration, 2023-2024, 6 FS, VZ, Bern</p>

## EBDS - Basic Digital Skills - BWBh019

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

## EBDS - Basic Digital Skills - BWBh019

**Attendance requirement** 45 minutes each for the start event and for the presentations of the project topic and the project result.

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**Proof of competence** The proof of competence includes the following three partial proofs:

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

The presentation dates and the deadline are during the attendance period (contact study).  
Deadline for submission of work/documentation: Friday of the attendance period (contact study) 12:00 hrs on Moodle.

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**Aids for written examination** No written exam

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**Mode of repetition** An unsatisfactory work can be reworked at most once.

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**Degree programme, semester** BSc Business Administration, 2023-2024, 6 FS, VZ, Bern  
BSc Business Administration, 2023-2024, 8 FS, TZ, Bern  
BSc Business Administration, 2023-2024, 6 FS, TZ, Bern  
BSc Business Administration, 2023-2024, 4 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern  
BSc Business Administration, 2023-2024, 4 FS, VZ, Bern  
BSc International Business Administration, 2023-2024, 8 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 6 FS, VZ, Bern  
BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern

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## EBMA - Brand Management - BWIh012

<b>ECTS</b>	3
<b>Study language</b>	English
<b>Module type</b>	Elective module
<b>Module level additive</b>	Advanced level
<b>Lecturer(s)</b>	von Däniken Tina
<b>Module responsibility</b>	Tina von Däniken
<b>Short description of the module</b>	<p>Managing a brand successfully is a key competitive factor for any company. This is why brand management is such an important topic. The goal of successful branding is to anchor the entire company as a brand in the minds of employees, shareholders, customers and the general public and thus to establish a successful brand. A consistent image of the company should be communicated to all these stakeholder groups.</p> <p>This module offers an overview of all the tasks and contents of brand management with a main focus on the practical use of the gained knowledge and exciting insights from branding professionals.</p> <p>You will be able to apply the knowledge from the lecture by analyzing a brand of choice in depth and by making specific brand recommendations.</p>
<b>Requirements</b>	Attendance and successful completion of the IMAR / BMAR lectures.
<b>Competencies upon completion</b>	<p><b>Professional skills:</b> Students will be able to</p> <ul style="list-style-type: none"><li>- apply the knowledge from the lecture to brands</li><li>- analyze a brand in depth</li><li>- make concrete recommendations for a brand</li></ul> <p><b>Methodological skills:</b> Students will</p> <ul style="list-style-type: none"><li>- know the sources for information collection to use them for the brand inventory and draw conclusions for brand recommendations</li></ul> <p><b>Social skills:</b> Students are able to</p> <ul style="list-style-type: none"><li>- work successfully in a team and to present their results as a group</li></ul> <p><b>Self-competence:</b></p> <ul style="list-style-type: none"><li>- Students are aware of the influence of brands on consumers and consumer behavior</li></ul>

## EBMA - Brand Management - BWIh012

<b>Content</b>	<p>Introduction, definition and meaning of brands, brand functions</p> <p>Strategic Brand Management: brand equity, brand architecture, brand identity</p> <p>Core values of brands, brand positioning</p> <p>Brand stretching, brand partnerships</p> <p>Operational brand management: implementation in the marketing mix</p> <p>Situation analysis (Brand Inventory) - market development, trends, brand, competition, etc.</p> <p>Brand recommendations</p>
<b>Teaching and Learning method</b>	<p>Lectures</p> <p>Guest lectures by branding experts</p> <p>practical work in groups</p> <p>group coachings</p>
<b>Literature</b>	<p>Kevin Lane Keller, Vanitha Swaminathan: Strategic Brand Management - fifth edition - 2020, Pearson, Harlow, England.</p> <p>Philip Kotler, Gary Armstrong: Principles of Marketing - eighteenth edition - 2021, Pearson, Harlow, England.</p> <p>Philip Kotler, Kevin Lane Keller, Malcolm Goodman, Mairead Brady, Torben Hansen: Marketing Management - fourth European Edition - 2019, Pearson, Harlow, England.</p> <p>Gorden C. Bruner II, Marketing Scales Handbook, Multi-Item Measures for Consumer Insight Research, Volumes 5-11, Fort Worth, Texas.</p>
<b>Workload</b>	<p>90 hours</p>
<b>Contact lessons</b>	<p>7x4 lessons</p>
<b>Attendance requirement</b>	<p>during the lectures, especially during guest lectures</p>
<b>Proof of competence</b>	<p>- Group project: written assignment - 60% (group grade) - Presentation of results: oral assignment (graded individually) - 40%</p>
<b>Aids for written examination</b>	<p>For details see the current "Guidelines for compiling written assignments"</p>

## EBMA - Brand Management - BWIh012

### Comment

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

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### Degree programme, semester

BSc International Business Administration, 2023-2024, 6 FS, VZ, Bern  
BSc International Business Administration, 2023-2024, 8 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern  
BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern

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## ECFA - Business Valuation and M&A - BWIh015

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



## ECFA - Business Valuation and M&A - BWiH015

**Competencies upon completion**      Subject: Students

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

**Method: Students**

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

**Social: Students**

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

**Self: Students**

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

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### Content

1. Introduction to Valuation
  2. Introduction to M&A
  3. DCF Model / CAPM
  4. Ratio Analysis
  5. EGS Analysis
  6. Forecasting Techniques
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## ECFA - Business Valuation and M&A - BWIh015

### Teaching and Learning method

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

It will be posted on Moodle.

Guide Book

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

ISBN-10 1119610885;

ISBN-13 978-1119610885

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### Workload

90hr.

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### Contact lessons

4x7 lessons = 28 (Including final presentation)

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### Attendance requirement

Last Session the whole morning, in principle Thursday 6th June 2024

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## ECFA - Business Valuation and M&A - BWIh015

### Proof of competence

Each student will make a valuation of a firm.

There will be 6 task to be performed :

(Details of delivering method will be provided in class)

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

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

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

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

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

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

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

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

Each task will be graded from 0 to 10

Rounding will only be applied to the final grade

### Aids for written examination

Non-Applicable

### Mode of repetition

Non-Applicable

### Continuative, in depth modules

Specialisation in Banking in Finance

Specialisation in Accounting

Specialisation in International Management

### Comment

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

### Degree programme, semester

BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern  
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 BSc International Business Administration, 2023-2024, 8 FS, TZ, Bern  
 BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern

**ECFA - Business Valuation and M&A - BWIh015**

## EDAC - Digital Accounting - BWIh011

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

## EDAC - Digital Accounting - BWIh011

<b>Teaching and Learning method</b>	Lectures, exercises, simulations and case studies.
<b>Literature</b>	The documents provided by the lecturers on Moodle.
<b>Workload</b>	180 hours (6 ECTS x 30 hours)
<b>Contact lessons</b>	56 lessons (4 lessons x 14 weeks/semester)
<b>Attendance requirement</b>	none
<b>Proof of competence</b>	(1) SAP Exam at the end of the SAP part, duration 60 minutes, counts 50%.  (2) Written exam on Moodle at the end of the semester (calendar weeks 26/27), duration 60 minutes, counts 50%.
<b>Aids for written examination</b>	Open books.
<b>Mode of repetition</b>	(1) SAP Exam at the end of the SAP part, duration 60 minutes, counts 50%.  (2) Written exam on Moodle at the end of the semester, duration 60 minutes, counts 50%.
<b>Continuative, in depth modules</b>	Elective module Management-Information Systems (MIS) (in German); Portfolio module Auditing (in German); and Specialization modules: <ul style="list-style-type: none"><li>• Höhere Rechnungslegung (SAC1) (in German);</li><li>• Life-Cycle Accounting &amp; Tax (SAC2) (in German); and</li><li>• Controlling &amp; Digitalization (SAC3) (in German).</li></ul>
<b>Degree programme, semester</b>	BSc International Business Administration, 2023-2024, 6 FS, VZ, Bern BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern BSc International Business Administration, 2023-2024, 8 FS, TZ, Bern

## EENF - Entrepreneurial Finance - BWBh022

<b>ECTS</b>	3
<b>Study language</b>	English
<b>Module type</b>	Elective module
<b>Module level additive</b>	Advanced level
<b>Lecturer(s)</b>	Hopp Christian, Thies Ferdinand
<b>Module responsibility</b>	Christian Hopp, Ferdinand Thies
<b>Short description of the module</b>	The primary objective of this course is to provide students with a general understanding of the concepts and institutions involved in entrepreneurial financing. We address the challenges of fundraising, due diligence, financing strategies and the importance of the analyzing business plans for deal selection. The course will deal with common organizational issues encountered in the formation of an external-backed start-up, including matters relating to initial capitalization and early-stage equity incentives. The course will also address the financing sources and arrangements, the dynamics of negotiation between the entrepreneur and the financier, as well as corporate governance in the context of an external-backed start-up and the typical dynamics that play out in the post-financing phase.
<b>Requirements</b>	While it might facilitate the understanding of some issues at hand, a background in finance is not mandatory for participating in this course. All concepts will be explained thoroughly in class, to allow students with all sorts of backgrounds to acquire the skills and knowledge to evaluate business ideas, value proposed transactions and deal with the organizational issues of entrepreneurial financing. The course will be case intensive. Preparation of cases and class interaction is therefore the building block of this course to bring the various topics across.
<b>Competencies upon completion</b>	Students will be able to analyze business plans, understand financing strategies for new ventures, and be able to understand advantages and problems associated with different financing sources.
<b>Content</b>	<ol style="list-style-type: none"> <li>1) Introduction</li> <li>2) Business Planning</li> <li>3) Incubators, Business Angels</li> <li>4) Crowdfunding</li> <li>5) Venture Capital and Private Equity</li> <li>6) ICOs</li> <li>7) Case Analyses/Presentations</li> </ol>
<b>Teaching and Learning method</b>	The course will comprise lectures, case studies, and case presentations
<b>Workload</b>	90 hours
<b>Contact lessons</b>	<ul style="list-style-type: none"> <li>- 14/28 lessons</li> <li>- plus Coaching and group work</li> </ul>
<b>Attendance requirement</b>	- 75% for lectures and coaching

## EENF - Entrepreneurial Finance - BWBh022

### Proof of competence

Individual assignments & group assignments:

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

2/3 assignments will be graded individually (individual assignment + group project & presentation), 1/3 as a group (case study with written group assignment)

Detailed requirements will be communicated by the teacher in class.

### Continuative, in depth modules

Business Valuation and M&A  
Digital Finance & Banking

### Degree programme, semester

BSc Business Administration, 2023-2024, 4 FS, TZ, Bern  
BSc Business Administration, 2023-2024, 8 FS, TZ, Bern  
BSc Business Administration, 2023-2024, 4 FS, VZ, Bern  
BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern  
BSc Business Administration, 2023-2024, 6 FS, VZ, Bern  
BSc International Business Administration, 2023-2024, 6 FS, VZ, Bern  
BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern  
BSc Business Administration, 2023-2024, 6 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 8 FS, TZ, Bern



## EFRE - Frontiers of Economics - BWIh014

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

## EFRE - Frontiers of Economics - BWIh014

### Competencies upon completion

#### **Subject:** Students will...

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

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

... argue about the rationality of economic agents.

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

... conjecture about market structures.

#### **Method:** Students will...

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

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

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

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

#### **Social:** Students...

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

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

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

#### **Self:** Students...

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

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

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

### Content

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

### Teaching and Learning method

Traditional Lectures, Cases, Discussions

## EFRE - Frontiers of Economics - BWIh014

### Literature

#### Indispensable literature:

- Several Papers and cases will be given in class.

#### Recommended literature:

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

### Workload

180 hrs.

### Contact lessons

56 lessons (42 hrs.)

### Attendance requirement

None requirement

### Proof of competence

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

a = Average of 3 small tests during the semester and

b = 90 minutes written essay in Moodle under Safe Exam Browser during the regular exam weeks at the end of the semester (CW26/27), on site

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

### Aids for written examination

For part a: the tests in class are closed book.

For part b: the written essay is closed book, however, students can bring:

- A English - Mother Language dictionary
- 2x A4 pages with annotations in both sides

### Mode of repetition

New component "b" + The points of the small tests will be kept.

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

Before the enrollement in the repetition attempt, the student will be informed of the minimum grade required in the componen "b" to obtain a passing grade.

### Continuative, in depth modules

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

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

## EFRE - Frontiers of Economics - BWIh014

Degree programme, semester	
	BSc International Business Administration, 2023-2024, 6 FS, VZ, Bern
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	BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern
	BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern
	BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern

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## EG4B - German for Beginners - BWBh011

<b>ECTS</b>	2
<b>Study language</b>	German
<b>Module type</b>	Optional module (countable)
<b>Module level additive</b>	Advanced level
<b>Lecturer(s)</b>	Brohy Claudine Henriette
<b>Module responsibility</b>	Andrea Wehrl  In spring semester 2024 this module will be lectured by Claudine Brohy.
<b>Short description of the module</b>	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.
<b>Requirements</b>	-
<b>Competencies upon completion</b>	<p><b>Subject:</b> Students At the end of the course students will be able to</p> <ul style="list-style-type: none"> <li>- 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</li> <li>- use sentences and expressions to satisfy specific needs of daily life at university and at work</li> <li>- be able to describe themselves, their preferences and the area in which they work</li> <li>- ask others about themselves and answer questions on where they live, their hobbies, tastes and interests</li> </ul> <p><b>Method:</b> Students</p> <ul style="list-style-type: none"> <li>- Develop personal learning methods</li> </ul> <p><b>Social:</b> Students</p> <ul style="list-style-type: none"> <li>- Command active oral communication in everyday situations</li> <li>- Ask and answer open and closed questions</li> <li>- Actively initiate and engage in small-talk</li> </ul> <p><b>Self:</b> Students</p> <ul style="list-style-type: none"> <li>- Learn grammar, pronunciation and conversation situations on their own</li> <li>- Implement and expand on what they have learned outside the classroom</li> </ul>
<b>Content</b>	<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

<b>Teaching and Learning method</b>	Input explanations, conversations in groups and pairs, role play, exercises also with online tools  In classroom or/and online (virtual classroom)
<b>Literature</b>	<b>Indispensable literature:</b> - will be discussed in the first session  <b>Recommended literature:</b> - Dictionary (online)
<b>Workload</b>	60 hours
<b>Contact lessons</b>	20 lessons
<b>Attendance requirement</b>	-
<b>Proof of competence</b>	Test at the end of term (CW20), in reading, listening, speaking (pair discussion), writing, vocabulary and grammar.
<b>Comment</b>	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.
<b>Degree programme, semester</b>	BSc International Business Administration, 2023-2024, 2 FS, TZ, Bern BSc International Business Administration, 2023-2024, 2 FS, VZ, Bern BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern

## EHEB - Heuristics and Biases - BWBh023

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

## EHEB - Heuristics and Biases - BWBh023

<b>Proof of competence</b>	- design, implementation, documentation and presentation of two experiments in group work (50% group grade) - online written exam at the end of the semester in CW 26/27, 45 min. (50% individual grade)
<b>Aids for written examination</b>	-
<b>Mode of repetition</b>	-
<b>Continuative, in depth modules</b>	decision making
<b>Degree programme, semester</b>	BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern BSc Business Administration, 2023-2024, 6 FS, TZ, Bern BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern BSc International Business Administration, 2023-2024, 8 FS, TZ, Bern BSc Business Administration, 2023-2024, 4 FS, TZ, Bern BSc International Business Administration, 2023-2024, 6 FS, VZ, Bern BSc Business Administration, 2023-2024, 8 FS, TZ, Bern BSc Business Administration, 2023-2024, 4 FS, VZ, Bern BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern BSc Business Administration, 2023-2024, 6 FS, VZ, Bern



## EMPG - Managing People Globally - BWiH013

<b>ECTS</b>	6
<b>Study language</b>	English
<b>Module type</b>	Elective module
<b>Module level additive</b>	Advanced level
<b>Lecturer(s)</b>	Gaibrois Claudine, Sonderegger Andreas
<b>Module responsibility</b>	Sonderegger Andreas, Gabrois Claudine
<b>Short description of the module</b>	<p>In this course, students get introduced to Global People Management with a focus on current economic and technological developments and challenges. Students will understand how factors such as automation, digitalisation and AI, migration, ageing societies, general workforce diversity and workload- as well as job insecurity-related stress affect work in international contexts. By familiarizing themselves with management strategies such as team building processes, inclusive meeting behaviors, or occupational health management, students will learn how to navigate these challenges and act as responsible leaders. A short COIL (Collaborative Online International Learning, partner still to be defined) will train students' ability to work online in mixed teams. The course thus contributes to Sustainable Development Goal # 8 (Decent Work and Economic Growth).</p>
<b>Requirements</b>	<p>Problem-solving competences: Students</p> <ul style="list-style-type: none"><li>• have basic problem-solving skills</li><li>• can carry out a literature analysis</li></ul> <p>Social skills: Students</p> <ul style="list-style-type: none"><li>• possess basic teamwork and communication skills</li></ul> <p>Self-management: Students</p> <ul style="list-style-type: none"><li>• have basic time management skills</li></ul> <p>Dealing with complexity: Students</p> <ul style="list-style-type: none"><li>• possess basic skills to work on interdisciplinary topics</li></ul>

## EMPG - Managing People Globally - BWiH013

### Competencies upon completion      Technical competences: Students

- understand human resource management in an international context with respect to policies and practices or multinational organisations
- know how to analyse cultural dimensions of international business from different perspectives, acknowledging the relevance of others factors than culture
- understand the different forms of global work and apply this knowledge to strategic international human resource management and personal career development
- apply effective communication techniques and strategies for managing a global workforce
- are able to conduct a case study on international human resource management

### Methodical competences: Students

- possess a set of skills in critical thinking and analysis through elaboration of a case study
- master various digital tools (e.g. remote collaboration, video production and editing tools etc.)

### Social competences : Students

- are able to work on questions and exercises in teams and integrate various perspectives to come to a solution
- use individual and group resources in a productive way
- are able to adopt perspectives of members of other social or cultural groups, and reflect on how this could influence their behavior

### Self competences: Students

- are able to critically reflect on their own behavior and attitudes
- know how to discuss constructive solutions in the group
- successfully work in a cross-cultural team

### Self-management competences: Students

- are able to plan their knowledge development independently
- possess personal judgment, analysis and decision-making skills

### Content

Automation, digitalisation and AI, migration, ageing societies, general workforce diversity or workload- as well as job insecurity-related stress massively affect work on a global scale. This poses various challenges to human resource management, with implications for many stakeholders in today's global businesses, including employees, managers, human resource professionals, trade unions, policy makers and academic researchers. This course introduces students to the complexity of international human resource management in today's changing world of work through theories and practical examples. By familiarizing themselves with management strategies such as team building processes, inclusive meeting behaviors, or occupational health management, students will learn how to navigate these challenges and act as responsible leaders. A short COIL (Collaborative Online International Learning, partner still to be defined) will train students' ability to work online in mixed teams. The course thus contributes to Sustainable Development Goal # 8 (Decent Work and Economic Growth).

Specific topics that will be addressed in this course include:

- Various perspectives on culture
- International migration and global work
- Intersectionality of diversity dimensions
- Diversity and inclusion in intercultural teams
- Language diversity and power
- Teams and group processes (team building, in-group out-group)
- Organisational development internationally, from vision to organisational form
- Dark side of organisational behaviour (stress, burnout and mobbing) and global occupational health management
- Socio-technical systems approach and human factors

## EMPG - Managing People Globally - BWIh013

<b>Teaching and Learning method</b>	<ul style="list-style-type: none"> <li>• Contact lectures: Input from lecturers and practitioners, mini cases, videos, group work, discussion</li> <li>• Self-study &amp; reflexion (extensive reading and reflection on content)</li> <li>• Group work (case study)</li> <li>• Collaborative Online International Learning (COIL) - to be confirmed</li> <li>• Online lessons</li> </ul>
<b>Literature</b>	Required readings will be communicated on Moodle for each session.
<b>Workload</b>	6 ECTS correspond to about 180 working hours.
<b>Contact lessons</b>	Majority contact lectures + self-organised COIL
<b>Attendance requirement</b>	Participating in the COIL is mandatory for the successful completion of the module
<b>Proof of competence</b>	<ul style="list-style-type: none"> <li>• Group work (case study), which has to be accomplished within a national or international team cooperation (50% of the grade, all group members given the same grade) during the semester</li> <li>• Individual reflexive essay on key insights of the course (50% of the grade) - which has to be submitted at the end of the semester</li> </ul>
<b>Aids for written examination</b>	N/A
<b>Mode of repetition</b>	An average of the two grades of the proofs of performance is calculated. If this average is below a 4, the failing grades (grades < 4) must be repeated in the next semester/semester. 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.
<b>Continuative, in depth modules</b>	<ul style="list-style-type: none"> <li>• Leadership</li> <li>• Diversity, Equity, Inclusion and data sensitive HRM</li> </ul>
<b>Degree programme, semester</b>	<p>BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern          BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern          BSc International Business Administration, 2023-2024, 6 FS, VZ, Bern          BSc International Business Administration, 2023-2024, 8 FS, TZ, Bern          BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern</p>

## IACC - Accounting - BWlg001

<b>ECTS</b>	6
<b>Study language</b>	English
<b>Module type</b>	Compulsory module
<b>Module level additive</b>	Foundation level
<b>Lecturer(s)</b>	Zihlmann Christian
<b>Module responsibility</b>	Christian Zihlmann
<b>Short description of the module</b>	<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>
<b>Requirements</b>	Basic knowledge of financial mathematics and English
<b>Competencies upon completion</b>	<p><b>Subject: Students</b></p> <ul style="list-style-type: none"> <li>- understand accounting rules</li> <li>- understand the financial statements structure and goals</li> <li>- know, how organizations benefit from cost accounting</li> <li>- know, how costs behave</li> <li>- are able to establish and interpret cost-volume-profit analyses</li> <li>- know the characteristics of job costing and are able to apply this concept.</li> </ul> <p><b>Method: Students</b></p> <ul style="list-style-type: none"> <li>- are able to apply accounting rules for specific problems/cases</li> <li>- are able to establish financial statements</li> <li>- are able to select, compute and interpret the relevant key data needed for specific management decisions based on the content of this module</li> </ul> <p><b>Social: Students</b></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><b>Self: Students</b></p> <ul style="list-style-type: none"> <li>- are able to transfer the learned content to real business situations and able to critically reflect on models, tools and action patterns</li> <li>- develop their personal ability to analyze and assess situations and take decisions</li> <li>- 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</li> </ul>

## IACC - Accounting - BWlg001

<b>Content</b>	<p>Financial Accounting:</p> <ul style="list-style-type: none"> <li>- Introduction conceptual framework IFRS</li> <li>- Basis of accounting</li> <li>- Income accounting, COGS, amortization, end of the year closing procedure</li> <li>- Net income calculation</li> <li>- Articulation among different financial statements</li> </ul> <p>Managerial Accounting:</p> <ul style="list-style-type: none"> <li>- Cost terms and purposes</li> <li>- Cost-volume-profit analysis</li> <li>- Determining how costs behave</li> <li>- Data Analytic thinking</li> <li>- Decision-making</li> </ul>
<b>Literature</b>	<ul style="list-style-type: none"> <li>- Students receive an access code to the Accounting Lab with all necessary documents</li> <li>- The additional material provided by the lecturer on the moodle platform</li> </ul>
<b>Workload</b>	180 hours
<b>Contact lessons</b>	56 lessons (14 weeks x 4 lessons per week)
<b>Attendance requirement</b>	-
<b>Proof of competence</b>	Electronic exam on moodle, 90 minutes, 100%, end of semester (CW 26/27)
<b>Aids for written examination</b>	<ul style="list-style-type: none"> <li>- BFH calculator (TI-30 ECO RS)</li> <li>- Summary: Number of A4 pages = 2 (4 pages single-sided or 2 pages double-sided)</li> <li>- printed dictionary (mother tongue - examination language)</li> </ul> <p>For details to the aids allowed during written exams see "written examination regulations".</p>
<b>Mode of repetition</b>	Electronic exam on moodle, 90 minutes, 100%
<b>Degree programme, semester</b>	<p>BSc International Business Administration, 2023-2024, 2 FS, VZ, Bern</p> <p>BFH diagonal, 2023-2024, spring, -, Bern</p> <p>BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern</p>

## IBAN - Business Analytics - BWIh003

<b>ECTS</b>	6
<b>Study language</b>	English
<b>Module type</b>	Compulsory module
<b>Module level additive</b>	Advanced level
<b>Lecturer(s)</b>	Krebs Michel, Kwuida Léonard
<b>Module responsibility</b>	Michel Krebs
<b>Short description of the module</b>	The module Business Analytics provides an introduction to statistics, data exploration & visualization and machine learning.
<b>Requirements</b>	Mathematics (IMAT)  Basic knowledge of micro and macro economy
<b>Competencies upon completion</b>	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.
<b>Content</b>	<ul style="list-style-type: none"><li>• Descriptive statistics</li><li>• Probabilites</li><li>• Inductive statistcs</li><li>• Data exploration</li><li>• Data visualization</li><li>• Supervised and unsupervised machine learning</li><li>• Simple and multiple regression</li></ul>
<b>Teaching and Learning method</b>	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.
<b>Literature</b>	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.
<b>Workload</b>	6 ECTS correspond to about 180 working hours.
<b>Contact lessons</b>	4 contact lessons per week

## IBAN - Business Analytics - BWIh003

<b>Attendance requirement</b>	no
<b>Proof of competence</b>	Written exam of 90 min at the end of the semester (CW26/27) (weighting 70%) Mean of Homework/chapter review test during the semester (weighting 25%) Weekly short test on reading assignments (weighting 5%) Rounding to half marks does not take place until the final mark.
<b>Aids for written examination</b>	Open book, Excel, R-Studio The BFH calculator (TI-30 ECO RS) Printed dictionary (mother tongue - examination language) <i>For details to the aids allowed during written exams see "written examination regulations".</i>
<b>Mode of repetition</b>	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.
<b>Continuative, in depth modules</b>	Any quantitative and data driven modules
<b>Degree programme, semester</b>	BSc International Business Administration, 2023-2024, 8 FS, TZ, Bern BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern BSc International Business Administration, 2023-2024, 6 FS, VZ, Bern BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern

## IBLW - International Business Law - BWiH004

<b>ECTS</b>	6
<b>Study language</b>	English
<b>Module type</b>	Compulsory module
<b>Module level additive</b>	Advanced level
<b>Lecturer(s)</b>	Suppa Giovanni
<b>Module responsibility</b>	Giovanni Suppa
<b>Short description of the module</b>	<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>
<b>Requirements</b>	none
<b>Competencies upon completion</b>	<p><b>Subject:</b> 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><b>Method:</b> 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><b>Social:</b> Students will discuss problems and cases in class, work in groups in class, and react properly to the arguments of their fellow students.</p>
<b>Content</b>	-
<b>Teaching and Learning method</b>	<ul style="list-style-type: none"> <li>- Presentations by the lecturer</li> <li>- Discussion of cases in class</li> <li>- Self-study (weekly preparatory reading expected from the students) in preparation of the short tests</li> <li>- Short tests in class</li> </ul>
<b>Literature</b>	<ul style="list-style-type: none"> <li>- Legal codes to be found in the internet</li> <li>- 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)</li> <li>- Cases, model contracts, excerpts from books and articles posted on Moodle</li> </ul>
<b>Workload</b>	180 hours



## IBLW - International Business Law - BWIh004

<b>Contact lessons</b>	56 lessons
<b>Attendance requirement</b>	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
<b>Proof of competence</b>	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
<b>Aids for written examination</b>	none
<b>Mode of repetition</b>	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.
<b>Continuative, in depth modules</b>	-
<b>Degree programme, semester</b>	BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern BSc International Business Administration, 2023-2024, 6 FS, VZ, Bern BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern BSc International Business Administration, 2023-2024, 8 FS, TZ, Bern

## IECO - Economics - BWIh005

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

<b>Short description of the module</b>	<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 &amp; inclusion in the international firm. We will wrap up the microeconomics part of the course by opening a window into the areas of information and behavioural economics, topics which the interested student may pursue in the future.</p> <p>At the macroeconomic level, some core concepts are discussed: How to measure the GDP and what are the shortcomings of GDP. How to measure the inflation rate and what is the resulting inflation bias. How to measure the unemployment rate and what are the possible causes? What is the purpose of monetary policy? What is the aggregate supply and demand and why they play an important role in macroeconomics.</p>
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<b>Requirements</b>	Having taken IEFI preferred but not compulsory
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## IECO - Economics - BWIh005

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

## IECO - Economics - BWIh005

### Proof of competence

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

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### Aids for written examination

Any non-programmable pocket calculator or BFH Calculator (TI-30 ECO RS)  
Printed dictionary (mother tongue - examination language)  
Summary - number of A4 pages: 1 (2 sheets/pages single-sided or 1 sheet/page double-sided)

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

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### Mode of repetition

Written examination

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### Degree programme, semester

BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern  
BSc International Business Administration, 2023-2024, 6 FS, VZ, Bern  
BSc International Business Administration, 2023-2024, 8 FS, TZ, Bern

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## IEN2 - Business English 2 - BWlg003

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

## IE N2 - Business English 2 - BWI g003

### Content

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

- two Moodle tests

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

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

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

### Teaching and Learning method

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

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

A typical learning cycle would be:

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

Time proportions (3 ECTS, 90 hours):

30% contact lessons

30% individual self study: vocabulary

15% writing practice & feedback

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

10% pre-exam review

### Literature

Required ( same as for iEN1 )

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

OR

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

### Workload

90 hours

### Contact lessons

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

## IEN2 - Business English 2 - BWIlg003

### Attendance requirement

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

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

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

### Proof of competence

listening

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

vocabulary

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

writing

- 45-minute midterm writing test during the semester.

reading comprehension

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

final exam (60%)

midterm email writing test (20%)

two vocabulary tests (20%)

All assessment is individual. No group assessment.

### Aids for written examination

None permitted.

### Mode of repetition

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

### Continuative, in depth modules

None.

### Degree programme, semester

BSc International Business Administration, 2023-2024, 2 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 2 FS, VZ, Bern  
BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern

## IFMA - Financial Management - BWIh001

<b>ECTS</b>	6
<b>Study language</b>	English
<b>Module type</b>	Compulsory module
<b>Module level additive</b>	Advanced level
<b>Lecturer(s)</b>	Bächli Sandro, Krebs Michel, Rascón Alberto
<b>Module responsibility</b>	Bächli Sandro, Rascón Alberto, Kwuida Léonard
<b>Short description of the module</b>	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.
<b>Requirements</b>	<ul style="list-style-type: none"><li>• Basic knowledge of accounting and math.</li><li>• Other required skills: Analytical skills, dealing with complexity and self-management.</li></ul>



## 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

<b>Teaching and Learning method</b>	<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"> <li>Weekly meetings with lectures, exercise briefings, coaching, assignments and discussions.</li> <li>The students prepare short content on their own using the provided resources.</li> </ul>
<b>Literature</b>	<ul style="list-style-type: none"> <li>Jonathan Berk, Peter DeMarzo: "Corporate Finance, The Core" E5 (own book or e-book accessible via pearsons MyFinanceLab)</li> <li>The materials (presentations, texts, exercises, etc.) provided by the lecturers on Moodle and Pearsons MyFinanceLab</li> </ul>
<b>Workload</b>	180 hours
<b>Contact lessons</b>	56 lessons
<b>Attendance requirement</b>	None
<b>Proof of competence</b>	<ul style="list-style-type: none"> <li><b>Two graded homework assignments</b> during the semester, midterm and towards the end. (weight each: 17% =&gt; together 34%, no group work &gt; individual grade).</li> <li><b>60-minute written exam</b> during the official exam period (weight: 66%).</li> <li>The two homework assignments and the exam will be done <b>digital via Pearsons MyFinanceLab</b> with your own laptop.</li> <li>Only the overall grade (weighted average grade) is rounded to half grades.</li> </ul>
<b>Aids for written examination</b>	<ul style="list-style-type: none"> <li>Laptop (you have to bring your own laptop to the exam)</li> <li>MyLab Financial Calculator on Pearsons MyFinanceLab</li> <li>Excel (empty i.e. no content)</li> <li>BFH-calculator TI-30 ECO RS</li> <li>Print dictionary (mother tongue - examination language) / the translation tool DeepL is allowed on the exam</li> <li>Two A4-sheet double-sided or four A4-sheet single-sided (formula collection and notes)</li> <li>ChatGPT is <b>not</b> allowed!</li> </ul> <p><i>For details to the aids allowed during written exams see "written examination regulations".</i></p>
<b>Mode of repetition</b>	<ul style="list-style-type: none"> <li>If the exam is taken on the second date (<b>same semester!</b>), the two graded homework assignments will count too.</li> <li>If the exam is repeated <b>in another semester</b>, the entire module with <b>all proofs of competence must be repeated.</b></li> </ul>
<b>Continuative, in depth modules</b>	<ul style="list-style-type: none"> <li>Modules of the elective group "Finance, Accounting, Tax"</li> <li>Modules of the specializations "Banking &amp; Finance" and "Accounting &amp; Controlling"</li> </ul>
<b>Degree programme, semester</b>	<p>BSc International Business Administration, 2023-2024, 6 FS, VZ, Bern          BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern          BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern          BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern          BSc International Business Administration, 2023-2024, 8 FS, TZ, Bern</p>

## IHRM - Human Resource Management - BWlg011

<b>ECTS</b>	6
<b>Study language</b>	English
<b>Module type</b>	Compulsory module
<b>Module level additive</b>	Foundation level
<b>Lecturer(s)</b>	Sonderegger Andreas, Straub Caroline
<b>Module responsibility</b>	Caroline Straub
<b>Short description of the module</b>	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.
<b>Requirements</b>	<p><b>Problem-solving competences:</b> Students - bring initial problem-solving skills and can carry out a situation analysis.</p> <p><b>Social skills:</b> Students - bring basics of teamwork skills</p> <p><b>Self-management:</b> Students - bring basics of time management skills</p> <p><b>Dealing with complexity:</b> Students - bring the basics to work on cross-topics.</p>
<b>Competencies upon completion</b>	<p><b>Technical competencies:</b> 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><b>Problem solving competencies:</b> 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><b>Collaboration:</b> 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><b>Self-management:</b> Students - plan their knowledge development independently; - develop personal judgment, analysis and decision-making skills.</p> <p><b>Dealing with complexity:</b> Students - know methods in the context of agility</p>

## IHRM - Human Resource Management - BWlg011

<b>Teaching and Learning method</b>	<ul style="list-style-type: none"><li>- 1h video podcast (asynchron) plus 3h contact lectures (synchron) onsite per week.</li><li>- Self-study and case study to prepare for exam over the term</li><li>- Coaching during lectures on topics related to personality / motivation, interviewing etc.</li></ul>
<b>Literature</b>	<p>Required readings will be posted on Moodle for each session.</p> <p>Suggested text book for review in BFH library:</p> <p><u>Work and organizational psychology</u> - Robbins &amp; Judge (2018) Essentials of Organizational Behavior, 14th Edition, global edition. Pearson (can be found in BFH library)</p> <p><u>Human resource management</u> - Jackson &amp; Schuler (2018) Managing human resources, 12 th Edition, New York : Oxford University Press (can be found in BFH library including older versions)</p>
<b>Workload</b>	6 ECTS credits (180 hours)
<b>Contact lessons</b>	Weekly - 14 times, regular semester time (Each week students receive a 45min podcast lecture (asynchron at home) followed by 3h of lessons at school)
<b>Attendance requirement</b>	First lecture, rest of lecture none.
<b>Proof of competence</b>	<ul style="list-style-type: none"><li>- An online multiple-choice exam of 60 minutes during regular exam period (CW 26/27)</li><li>- 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.</li></ul>
<b>Aids for written examination</b>	<ul style="list-style-type: none"><li>- Text Code of Obligations; highlightings and post-its are allowed; but notes of any kind are not permitted</li><li>- printed dictionary mother tongue - English</li></ul> <p>For details to the aids allowed during written exams see "written examination regulations".</p>
<b>Continuative, in depth modules</b>	Leadership Mindfulness & Positive Psychology Managing people globally Sustainable Business
<b>Degree programme, semester</b>	BSc International Business Administration, 2023-2024, 2 FS, VZ, Bern BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern

## IMAR - Marketing - BWIg005

<b>ECTS</b>	6
<b>Study language</b>	English
<b>Module type</b>	Compulsory module
<b>Module level additive</b>	Foundation level
<b>Lecturer(s)</b>	Rose Stefan, Waldenmeyer Zoé
<b>Module responsibility</b>	Stefan Rose & Zoé Waldenmeyer
<b>Short description of the module</b>	<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>
<b>Requirements</b>	Basic business know-how, solid command of English language
<b>Competencies upon completion</b>	<p><u>After successful completion of the module you will:</u></p> <ul style="list-style-type: none"><li>- understand the importance of marketing within the micro-economic business context</li><li>- hold the knowledge required to make substantiated marketing decisions in different contexts</li><li>- be familiar with the participants of a market and how to serve them</li><li>- have acquired the fundamentals relevant to study further marketing modules</li></ul> <p><u>You will acquire the following methodological competencies :</u></p> <ul style="list-style-type: none"><li>- knowing and applying the specific tools needed to carry out a marketing analysis</li><li>- application of decision related marketing-tools</li><li>- application of these methods in diverse marketing contexts.</li></ul> <p><u>Social and personal competencies:</u></p> <ul style="list-style-type: none"><li>- reflecting on marketing related activities and their implications for your business and the consumers</li><li>- Identify and contribute with your individual strengths to develop solutions as an active member of a team</li></ul>

## 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 method

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.

### Proof of competence

written exam, online, multiple choice, 90 minutes, 100% (CW 25-27)

## IMAR - Marketing - BWlg005

### Aids for written examination

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

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

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### Mode of repetition

Retake of the exam

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### Continuative, in depth modules

Digital Marketing Strategy  
Brand Management  
International Marketing  
Consumer Behavior  
Service Marketing

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### Degree programme, semester

BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern  
BSc International Business Administration, 2023-2024, 2 FS, VZ, Bern

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## IMAT - Mathematics - BWlg006

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



## IMAT - Mathematics - BWIg006

### Attendance requirement

attendance is mandatory for all short exams

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### Proof of competence

written exam, 90 Minutes, at the end of the semester (CW26 or 27), weighting 70%

periodic short tests during the semester; exact number, duration and dates of these tests will be communicated at the beginning of the semester on moodle; weighting 30%

only the final mark will be rounded to half points

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### Aids for written examination

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

Business Analysis

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### Degree programme, semester

BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern  
BSc International Business Administration, 2023-2024, 2 FS, VZ, Bern  
BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 2 FS, TZ, Bern

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## IMBE - International Management and Business Ethics - BWIh002

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

## IMBE - International Management and Business Ethics - BWIh002

<b>Workload</b>	6 ECTS
<b>Contact lessons</b>	The module is composed of 28 lessons
<b>Attendance requirement</b>	<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>
<b>Proof of competence</b>	<p>Individual grading:</p> <ul style="list-style-type: none"><li>• Online Midterm test as per schedule on Moodle: 30%</li><li>• Online activities participation during the course: 10%</li></ul> <p>Collective grading:</p> <ul style="list-style-type: none"><li>• Final Group Project as per schedule on Moodle: 60% (s. also under "Attendance requirement" regarding the timely registration for the group work)</li></ul>
<b>Aids for written examination</b>	<p>Print dictionary (English - Student's mother tongue)</p> <p><i>For details to the aids allowed during written exams see "written examination regulations".</i></p>
<b>Mode of repetition</b>	<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"><li>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.</li><li>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.</li></ol>
<b>Degree programme, semester</b>	<p>BSc International Business Administration, 2023-2024, 6 FS, VZ, Bern BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern BSc International Business Administration, 2023-2024, 8 FS, TZ, Bern</p>

## ISTO - Strategy & Organization - BWI010

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

## ISTO - Strategy & Organization - BWlg010

<b>Teaching and Learning method</b>	The module uses a variety of teaching methods. Some sessions are based on intensive case discussion class. The cases are prepared beforehand by the students. Other classes might involve a practitioner's input or the discussion of a film or excises or exploratory research adventures. Videocasts capturing key elements of the corresponding chapters are provided online. The module requires thorough preparation and depends on student interaction in class.
<b>Literature</b>	Mandatory reading:  Johnson, Whittington, Scholes, Angwin, Regné: Exploring Strategy, 12th edition, 2020, Pearson.
<b>Workload</b>	6 ECTS
<b>Contact lessons</b>	Weekly contact lessons.  The content required for the individual lessons will be announced in advance and must be worked through individually using the book before the corresponding lesson. In addition, a corresponding videocast will be made available on Moodle approximately one week before the lesson.  The lessons are then used to consolidate the content from the book, practise its application using practical examples and also address further questions.  The first week of the semester is used to explain the structure, content, learning objectives and examination modalities of the module. In the last week, students receive further information regarding the final examination.
<b>Attendance requirement</b>	Mandatory attendance during the first session of the course. The course is conducted based on voluntary student participation.
<b>Proof of competence</b>	Written exam: the graded final exam at the end of the semester (CW26/27) determines the final grade. The exam will take place as an online exam (bring your own device). It is a multiple choice exam. The lecturers will inform you about the details during the last week (semester week 14).  Duration of the exam: 90 minutes
<b>Aids for written examination</b>	<i>For details to the aids allowed during written exams see "written examination regulations".</i>

## ISTO - Strategy & Organization - BWlg010

**Continuative, in depth modules**      Specialization "Innovation & Entrepreneurship" and "Global Management"

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**Degree programme, semester**      BSc International Business Administration, 2023-2024, 4 FS, VZ, Bern  
BSc International Business Administration, 2023-2024, 2 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 4 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 6 FS, TZ, Bern  
BSc International Business Administration, 2023-2024, 2 FS, VZ, Bern

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## BFMA - Financial Management - BWBH001

<b>ECTS</b>	6
<b>Study language</b>	English
<b>Module type</b>	Compulsory module
<b>Module level additive</b>	Advanced level
<b>Lecturer(s)</b>	Bächli Sandro, Foord Daniel, Krebs Michel, Kwuida Léonard, Rascón Alberto, Zihlmann Christian
<b>Module responsibility</b>	Bächli Sandro, Foord Daniel, Rascón Alberto, Krebs Michel, Zihlmann Christian, Kwuida Léonard
<b>Short description of the module</b>	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.
<b>Requirements</b>	<ul style="list-style-type: none"><li>• Basic knowledge of accounting, math and english.</li><li>• Other required skills: Analytical skills, dealing with complexity and self-management.</li></ul>

## 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

<b>Teaching and Learning method</b>	<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"> <li>Weekly meetings with lectures, exercise briefings, coaching, assignments and discussions.</li> <li>The students prepare short content on their own using the provided resources.</li> </ul>
<b>Literature</b>	<ul style="list-style-type: none"> <li>Jonathan Berk, Peter DeMarzo: "Corporate Finance, The Core" E5 (own book or e-book accessible via pearsons MyFinanceLab)</li> <li>The materials (presentations, texts, exercises, etc.) provided by the lecturers on Moodle and Pearsons MyFinanceLab</li> </ul>
<b>Workload</b>	180 hours
<b>Contact lessons</b>	56 lessons
<b>Attendance requirement</b>	None
<b>Proof of competence</b>	<ul style="list-style-type: none"> <li><b>Two graded homework assignments</b> during the semester, midterm and towards the end. (weight each: 17% =&gt; together 34%).</li> <li><b>60-minute written exam</b> during the official exam period cw 26/27 (weight: 66%).</li> <li>The two homework assignments and the exam will be done <b>digital via Pearsons MyFinanceLab</b> with your own laptop.</li> <li>Only the overall grade (weighted average grade) is rounded to half grades.</li> </ul>
<b>Aids for written examination</b>	<ul style="list-style-type: none"> <li>Laptop (you have to bring your own laptop to the exam)</li> <li>MyLab Financial Calculator on Pearsons MyFinanceLab</li> <li>BFH-calculator TI-30 ECO RS or another pocket calculator according to the written examination regulations</li> <li>Excel (empty i.e. no content)</li> <li>Print dictionary (mother tongue - examination language) / The translation tool DeepL is allowed on the exam</li> <li>Two A4-sheet double-sided or four A4-single pages (formula collection and notes)</li> </ul> <p>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</p>
<b>Mode of repetition</b>	<ul style="list-style-type: none"> <li>If the exam is taken on the second date (<b>same semester!</b>), the two graded homework assignments will count too.</li> <li>If the exam is repeated <b>in another semester</b>, the entire module with <b>all proofs of competence must be repeated</b>.</li> </ul>
<b>Continuative, in depth modules</b>	<ul style="list-style-type: none"> <li>Modules of the elective group "Finance, Accounting, Tax"</li> <li>Modules of the specializations "Banking &amp; Finance" and "Accounting &amp; Controlling"</li> </ul>
<b>Comment</b>	-
<b>Degree programme, semester</b>	<p>BSc Business Administration, 2022-2023, 6 FS, VZ, Bern          BSc Business Administration, 2022-2023, 6 FS, TZ, Bern          BSc Business Administration, 2022-2023, 4 FS, VZ, Bern          BSc Business Administration, 2022-2023, 4 FS, TZ, Bern</p>

## BIBM - International Business Management - BWBh002

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

## 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 method

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 the Buchgenossenschaft or another 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 CW8 and CW9 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

### Proof of competence

- IDI: Intercultural Development Inventory - personal, individual reflective ePortfolio (40 % of final grade)

At the beginning of the semester, each student will complete the IDI 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. If students do not complete these, they 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.

- class work (20 % of final grade), group grade including peer-grading
- International Business individual final exam: 90 minutes (40 % of final grade) 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 26 / CW 27).

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.

### Continuative, in depth modules

BIBM provides a basis for the specialisation Global Management

### Degree programme, semester

BSc Business Administration, 2023-2024, 8 FS, TZ, Bern  
BSc Business Administration, 2023-2024, 6 FS, VZ, Bern  
BSc Business Administration, 2023-2024, 4 FS, TZ, Bern  
BSc Business Administration, 2023-2024, 6 FS, TZ, Bern  
BSc Business Administration, 2023-2024, 4 FS, VZ, Bern

## BSBU - Sustainable Business - BWBg011

<b>ECTS</b>	3
<b>Study language</b>	English
<b>Module type</b>	Compulsory module
<b>Module level additive</b>	Foundation level
<b>Lecturer(s)</b>	Foord Daniel, Kunz Nathan Michael, Schlindwein Eva
<b>Module responsibility</b>	Daniel Foord
<b>Short description of the module</b>	"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.
<b>Requirements</b>	None this is a foundation level module.
<b>Competencies upon completion</b>	<p><b>Subject:</b> Students...</p> <ul style="list-style-type: none"> <li>- understand the most relevant basic terms, concepts and models related to sustainable business.</li> <li>- recognise (current and future) global ecological, social and economic problems and challenges and can assess their significance and their interaction with the economy.</li> <li>- get a better understanding of the complex interactions between the different steering parameters of sustainability (i.e., individuals, policy, society, financial system, companies)</li> <li>- know economic and corporate concepts and approaches linked to sustainable development and can assess these in real examples.</li> </ul> <p><b>Method:</b> Students...</p> <ul style="list-style-type: none"> <li>- learn to build up knowledge by being open-minded and integrating new perspectives.</li> <li>- can gain new insights on an interdisciplinary basic.</li> <li>- learn self-learning and personal problem-solving skills.</li> </ul> <p><b>Social:</b> Students...</p> <ul style="list-style-type: none"> <li>- 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.</li> </ul> <p><b>Self:</b> Students...</p> <ul style="list-style-type: none"> <li>- learn to reflect about economic, environmental and social impacts of their individual (consumer) behaviour.</li> <li>- are sensitized for the need for sustainable development.</li> </ul>
<b>Content</b>	<p>Subject content:</p> <ul style="list-style-type: none"> <li>- The global ecological, social and economic challenges (e.g. planetary boundaries)</li> <li>- Policy instruments: How can policy improve sustainability?</li> <li>- Collective action: What can the society do to improve sustainability?</li> <li>- Corporate sustainability: What can companies do to improve sustainability?</li> <li>- Sustainable Consumption: What can we as individuals do to improve sustainability?</li> </ul>

## BSBU - Sustainable Business - BWBg011

<b>Teaching and Learning method</b>	Flipped classroom:  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.
<b>Literature</b>	Reader Sustainable Business (available online at semester start)
<b>Workload</b>	90 hours
<b>Contact lessons</b>	14 x 2 lectures - 1.5 hours per week
<b>Attendance requirement</b>	Presence in the first week of the module Presence for the class tests Presence at guests lectures (dates will be communicated via Moodle) Presence at final presentation (date will be communicated via Moodle)
<b>Proof of competence</b>	- 2 short written electronic exams during the semester each 30 % of final grade (together 60 %).  - Group presentation (with individual marks) in oral exam week (CW 25), 40 % of final grade
<b>Aids for written examination</b>	BFH calculator (TI-30 ECO RS) printed dictionary (mother tongue - examination language)  <i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i>
<b>Mode of repetition</b>	<b>Short tests during the semester</b> 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.  <b>Repetition of the module</b>  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.
<b>Continuative, in depth modules</b>	This module provides the foundations for the Business School's specialisation in sustainability.
<b>Comment</b>	-
<b>Degree programme, semester</b>	BSc Business Administration, 2023-2024, 2 FS, TZ, Bern BSc Business Administration, 2023-2024, 4 FS, TZ, Bern BSc Business Administration, 2023-2024, 6 FS, TZ, Bern

**BSBU - Sustainable Business - BWBg011**

## EABE - Advanced Business English - BWBh036

<b>ECTS</b>	3
<b>Study language</b>	English
<b>Module type</b>	Optional module (countable)
<b>Module level additive</b>	Advanced level
<b>Lecturer(s)</b>	Al-Azm Ivan
<b>Module responsibility</b>	Al-Azm Ivan
<b>Short description of the module</b>	<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>
<b>Requirements</b>	<p>Suitable for students from all degree programmes, including incoming students as well as students from other departments.</p> <p>You <b>cannot</b> enroll in the EABE module if:</p> <ul style="list-style-type: none"><li>• are exempt from English, for example iEN1 or iEN2</li><li>• a Cambridge B2 First or C1 Advanced, equivalent or higher</li></ul>



## 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, proposals, letters)
- developing and using subject relevant business vocabulary
- reviewing and practicing grammar

### Teaching and Learning method

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

### 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

### Workload

90 hours

## EABE - Advanced Business English - BWBh036

### Contact lessons

28 lessons

### Attendance requirement

Although there is no attendance policy, it is recommended that you attend at least 70 % of all classes if you wish to improve your English, benefit from this module and complete the module successfully.

### Proof of competence

- Progress tests (25 %) on Moodle
- Final exam (75 %):
  - an oral exam (25 %) at the end of the semester
  - a written exam (50 %) (90 minutes - reading, vocabulary, listening and writing) 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

You **cannot** enroll in this module

- if you have been exempt from English, for example iEN1 or iEN2
- a Cambridge B2 First or C1 Advanced, equivalent or higher

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.

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.

Please note that this letter does not replace an official B2 or C1 certification such as Cambridge B2 First or Cambridge C1 Advanced.

### Degree programme, semester

BSc Business Administration, 2023-2024, 4 FS, VZ, Bern  
 BSc Business Administration, 2023-2024, 6 FS, VZ, Bern  
 BSc Business Information Technology, 2023-2024, 6 FS, TZ, Bern  
 BSc Business Administration, 2023-2024, 8 FS, TZ, Bern  
 BSc Business Administration, 2023-2024, 2 FS, TZ, Bern  
 BSc Business Information Technology, 2023-2024, 2 FS, VZ, Bern  
 BSc Business Information Technology, 2023-2024, 4 FS, TZ, Bern  
 BSc Business Information Technology, 2023-2024, 6 FS, VZ, Bern  
 BSc Business Information Technology, 2023-2024, 8 FS, TZ, Bern  
 BSc Business Information Technology, 2023-2024, 2 FS, TZ, Bern  
 BSc Business Administration, 2023-2024, 4 FS, TZ, Bern  
 BSc Business Administration, 2023-2024, 6 FS, TZ, Bern  
 BSc Business Information Technology, 2023-2024, 4 FS, VZ, Bern  
 BSc Business Administration, 2023-2024, 2 FS, VZ, Bern

## EENA - Enterprise Architecture - BWWH014

<b>ECTS</b>	3
<b>Study language</b>	English
<b>Module type</b>	Elective module
<b>Module level additive</b>	Advanced level
<b>Lecturer(s)</b>	Thies Ferdinand
<b>Module responsibility</b>	Tumbas Sanja
<b>Short description of the module</b>	<p>Introduction to Enterprise Architecture</p> <p>Modelling of different Enterprise Architectures</p> <p>Management of Business Architecture</p> <p>IT and Technologiemanagement</p> <p>Platform Architecture</p>
<b>Competencies upon completion</b>	<p>Introduction to enterprise architecture modeling and management.</p> <p>Introduction to the analysis, optimization and evaluation of enterprise architectures</p> <p>Linking the topics with exciting use cases from practice</p> <p>Learning how to learn, developing your own learning style</p>
<b>Teaching and Learning method</b>	Combination of lectures and exercises
<b>Literature</b>	<p>Hanschke, I. (2016): Enterprise Architecture Management: Einfach und effektiv Ein praktischer Leitfaden für die Einführung von EAM, Hanser Verlag (2. Auflage)</p> <p>Hanschke, I. (2014): Lean IT Management: Einfach und effektiv Der Erfolgsfaktor für ein wirksames IT-Management, Hanser Verlag</p> <p>Tiwana, A. (2013): Platform Ecosystems: Aligning Architecture, Governance, and Strategy</p>
<b>Workload</b>	90h
<b>Contact lessons</b>	Bi-Weekly course with a combined session of input and tutorial
<b>Proof of competence</b>	Written examination (paper form, duration: 60 minutes), weighting: 100%, date: official examination weeks

## EENA - Enterprise Architecture - BWWH014

### Aids for written examination

Dictionary (mother tongue <-> English)

BFH pocket calculator

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

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### Degree programme, semester

BSc Business Information Technology, 2023-2024, 4 FS, TZ, Bern  
BSc Business Information Technology, 2023-2024, 4 FS, VZ, Bern  
BSc Business Information Technology, 2024-2025, 4 FS, TZ, Bern  
BSc Business Information Technology, 2024-2025, 4 FS, VZ, Bern  
BSc Business Information Technology, 2024-2025, 6 FS, TZ, Bern  
BSc Business Information Technology, 2024-2025, 8 FS, TZ, Bern  
BSc Business Information Technology, 2025-2026, 8 FS, TZ, Bern  
BSc Business Information Technology, 2025-2026, 6 FS, VZ, Bern  
BSc Business Information Technology, 2026-2027, 8 FS, TZ, Bern  
BSc Business Information Technology, 2023-2024, 8 FS, TZ, Bern  
BSc Business Information Technology, 2023-2024, 6 FS, VZ, Bern  
BSc Business Information Technology, 2023-2024, 6 FS, TZ, Bern  
BSc Business Information Technology, 2024-2025, 6 FS, VZ, Bern  
BSc Business Information Technology, 2025-2026, 6 FS, TZ, Bern

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## WBIS - Business Information Systems - BWG005

<b>ECTS</b>	6
<b>Study language</b>	English
<b>Module type</b>	Compulsory module
<b>Module level additive</b>	Foundation level
<b>Lecturer(s)</b>	Bennie Ross, Einsele Farshideh, Hofstetter Matthias
<b>Module responsibility</b>	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** 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.

English - critical reading skills and writing a summary based on a technical article (may include a short poster presentation).

Collaboration (related: social skills)

- Participate in group discussions (physical and digital)
- Listen and provide constructive feedback

Self-management (related: personal skills)

- Manage time and stress effectively
- Work independently and efficiently doing self-study
- Deal with complexity

## WBIS - Business Information Systems - BWWg005

### Content

- 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

### Teaching and Learning method

For the course we shall combine classroom-study and self-study.

4 Semester Weeks will be taught by Prof. Einsele.

English will be presented by Prof. Bennie. (4 x 90').

Prof. Hofstetter will teach 6 x 180' and 4 x 90' (co-teaching with Prof. Bennie)

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.

### Literature

There will be no textbook for use in the course.

A selected set of research papers and articles will be offered to the students for discussion in the class and for self-study.

Case studies and discussion papers are used in group work by Prof. Hofstetter.

### Workload

6 ECTS / 180 Stunden

### Contact lessons

Weekly 4 x 45 minutes

### Attendance requirement

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## WBIS - Business Information Systems - BWWg005

### Proof of competence

Assessment will be as follows:

- 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:
  - 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)

Final grade = 20% Project HCI + 20% Assignment Papers + 30% Final Exam + 30% English = 100%

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### Aids for written examination

Self-authored summary - Number of A4 sheets/pages: 10 (20 sheets/pages single-sided or 10 sheets/pages double-sided, printed or handwritten)

Dictionary

BFH calculator

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### Degree programme, semester

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BSc Business Information Technology, 2024-2025, 4 FS, TZ, Bern  
BSc Business Information Technology, 2023-2024, 2 FS, TZ, Bern  
BSc Business Information Technology, 2024-2025, 6 FS, TZ, Bern  
BSc Business Information Technology, 2023-2024, 4 FS, TZ, Bern

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## WDEN - Digital Enterprise - BWG006

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

<b>Short description of the module</b>	<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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<b>Requirements</b>	Knowledge of the fundamental principles of business administration and business informatics (as they are taught in "Grundlagen BWL" and "Grundlagen WI")
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<b>Competencies upon completion</b>	<p><b>Insight into Digitalization and Organizational Impact:</b> 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><b>Proficiency in Digital Enterprise Frameworks:</b> 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><b>Expertise in User-Centric Design and Value Propositions:</b> 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><b>Analysis and Modeling of Evolving Value Chains:</b> 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><b>Understanding of Digital Core and Digitized Services:</b> 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><b>Foundations in Business Process Modeling:</b> Students will acquire essential skills in business process modeling, understanding its critical importance in today's business world.</p> <p><b>Critical Evaluation of Modern Work Methodologies:</b> 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><b>Knowledge of Enterprise Architecture and Change Management:</b> 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 - BWG006

<b>Content</b>	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 Business Processes LU08 New Ways of Working & Agility LU09 Embedding in Enterprise Architecture LU10 Presentation skills training and storytelling LU11-12 Proposals and reports LU13 Coaching Final Presentation
<b>Teaching and Learning method</b>	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.
<b>Literature</b>	1.Optional:  Brenner et (2014). "User, Use & Utility Research", Wirtschaftsinformatik (56:1): pp. 65-71. Fließ & Kleinaltenkamp (2004). "Blueprinting the service company: Managing service processes " Journal of Business Research (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). Methoden Kern des Business Engineering.
<b>Workload</b>	180 hours (6 ECTS)
<b>Contact lessons</b>	8 learning units with each 4*45-minute lecture.  4 learning units include presentation skills training, writing business messages and coaching  Final presentation at the end of the semester.
<b>Attendance requirement</b>	Mandatory attendance for guest talks, presentation skills training, presentations, and discussion of term projects.
<b>Proof of competence</b>	The module includes two integrated assessments:  30% IT-based peer feedback:  3 Cycles each 10 points  70% Final Presentation:  Presentation: 30 points Documentation: 20 points Feedback & Discussion: 20 points  Overall 100 points

## WDEN - Digital Enterprise - BWWg006

**Aids for written examination**

No written exam

**Degree programme, semester**

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## WENG - English - BWWg002

<b>ECTS</b>	6
<b>Study language</b>	English
<b>Module type</b>	Compulsory module
<b>Module level additive</b>	Foundation level
<b>Lecturer(s)</b>	Bennie Ross, Bürki Jacqueline, Faminoff Mangold Valerie
<b>Module responsibility</b>	Ross Bennie
<b>Short description of the module</b>	<p>This module aims to:</p> <ul style="list-style-type: none"> <li>to develop your oral Business English language skills as well as your research skills</li> <li>to expand on your business vocabulary</li> <li>to develop an understanding of how to work with people from different cultural backgrounds</li> </ul>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>- Vocational baccalaureate diploma</li> <li>- CEFR B2+ level of English</li> </ul>
<b>Competencies upon completion</b>	<p>Students</p> <ul style="list-style-type: none"> <li>can reflect on and develop their intercultural competence development</li> <li>can discuss and present theoretical foundations and practical applications from the field of culture and business topics applicable in a corporate environment.</li> <li>can conduct academic research and develop an annotated bibliography</li> <li>can give effective mini and longer presentations in English (structure, business vocabulary, signposts, etc)</li> <li>can work efficiently and effectively in groups.</li> </ul>
<b>Content</b>	<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"> <li>preparing and developing an annotated bibliography</li> <li>preparing and participating in a longer presentation</li> <li>undertaking reflective writing tasks</li> <li>reading and understanding business case studies</li> </ul> <p>Vocabulary building, grammar revision, presentations skills. R reflective writing skills will be introduced and practised.</p>

## WENG - English - BWWg002

### Teaching and Learning method

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

- identify and recall business English vocabulary
- rewrite and paraphrase vocabulary in required course literature exercises
- activate and apply learned vocabulary in discussion, 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

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### Literature

Course material will be found on Moodle.

Mandatory Coursebook:

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

OR

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

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### Workload

180 hours (6 ECTS points)

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### 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.

### Proof of competence

1. Final cultural-competence exam (30% 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.

### Continuative, in depth 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.

## WENG - English - BWWg002

Degree programme, semester	
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	BSc Business Information Technology, 2023-2024, 4 FS, TZ, Bern
	BSc Business Information Technology, 2023-2024, 2 FS, TZ, Bern
	BSc Business Information Technology, 2024-2025, 6 FS, TZ, Bern
	BSc Business Information Technology, 2023-2024, 6 FS, TZ, Bern

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## WSBU - Sustainable Business - BWWh005

<b>ECTS</b>	3
<b>Study language</b>	English
<b>Module type</b>	Compulsory module
<b>Module level additive</b>	Advanced level
<b>Lecturer(s)</b>	Frecè Jan Thomas, Meili Rahel
<b>Module responsibility</b>	Frecè Jan Thomas
<b>Short description of the module</b>	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.
<b>Requirements</b>	None this is a foundation level module

## WSBU - Sustainable Business - BWWh005

### Competencies upon completion

#### Subject:

Students

- will develop their sustainability perspective and a familiarity with the methods and instruments how to implement it in a corporation of the digital age
- will learn to multidimensionally analyse strategic corporate elements, such as: business models, corporate value constructions and corporate sustainability strategies
- will make use of practical case work to apply their existing BA knowledge alongside the new insights
- will develop the ability to recognize the methodology and approach of a corporate sustainability strategy

#### Method:

Students

- will get to know and apply the theoretical basics of sustainability, not only in the corporate context but also in the digital realm
- will be required to actively participate and prepare for class and get familiar with tools and methods introduced as part of the course
- will be challenged to integrate knowledge they have gained from other business core modules and apply their accumulated knowledge

#### Social:

Students

- understand the effects and consequences of technological, organizational and social developments on corporate sustainability in a digital environment
- get the opportunity to experience the unpredictability of group collaboration in the interactions with other groups and group members
- recognize preconditions for the sustainability strategies applied and consequently identify situations where these have to be adjusted

#### Self:

Students

- learn practical approaches, views and tools for their future business careers in a world depending on sustainability increasing.
- develop critical thinking ability and problem-solving skills through experiential learning activities and case studies

### Content

- 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

### Teaching and Learning method

#### Methods:

- Theoretical input
- Case-based practical work (alone and in groups)
- Group presentation at the end of the semester

### Literature

Literature: To be communicated via Moodle. Readings will be provided via moodle.



## WSBU - Sustainable Business - BWWh005

<b>Workload</b>	90 hours in total  per week: <ul style="list-style-type: none"> <li>• 1.5h of presence time (total: 21)</li> <li>• 4.9h of self-learning, presentation group work</li> </ul>
<b>Contact lessons</b>	14x2 lectures - 1.5 hours per week
<b>Attendance requirement</b>	<ul style="list-style-type: none"> <li>• Presence in the first week of the module</li> <li>• Presence at final presentation (date will be communicated via Moodle)</li> </ul>
<b>Proof of competence</b>	<ul style="list-style-type: none"> <li>• Group presentation during the semester 50% (individual marking)</li> <li>• Individual, written, electronic exam, 60 minutes, safe exam browser, open book 50% in the official exam weeks</li> </ul>
<b>Aids for written examination</b>	Open Book  BFH Calculator  Dictionary
<b>Degree programme, semester</b>	BSc Business Information Technology, 2024-2025, 3 HS, VZ, Bern BSc Business Information Technology, 2023-2024, 6 FS, TZ, Bern BSc Business Information Technology, 2024-2025, 5 HS, VZ, Bern BSc Business Information Technology, 2024-2025, 6 FS, VZ, Bern BSc Business Information Technology, 2026-2027, 7 HS, TZ, Bern BSc Business Information Technology, 2023-2024, 4 FS, TZ, Bern BSc Business Information Technology, 2024-2025, 4 FS, VZ, Bern BSc Business Information Technology, 2024-2025, 4 FS, TZ, Bern BSc Business Information Technology, 2024-2025, 6 FS, TZ, Bern BSc Business Information Technology, 2025-2026, 7 HS, TZ, Bern BSc Business Information Technology, 2024-2025, 8 FS, TZ, Bern BSc Business Information Technology, 2025-2026, 8 FS, TZ, Bern BSc Business Information Technology, 2025-2026, 5 HS, VZ, Bern BSc Business Information Technology, 2025-2026, 6 FS, TZ, Bern BSc Business Information Technology, 2023-2024, 8 FS, TZ, Bern BSc Business Information Technology, 2026-2027, 8 FS, TZ, Bern BSc Business Information Technology, 2023-2024, 4 FS, VZ, Bern BSc Business Information Technology, 2025-2026, 5 HS, TZ, Bern BSc Business Information Technology, 2023-2024, 6 FS, VZ, Bern BSc Business Information Technology, 2025-2026, 6 FS, 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

<b>ECTS</b>	3
<b>Study language</b>	English
<b>Module type</b>	Compulsory module
<b>Module level additive</b>	Advanced level
<b>Lecturer(s)</b>	Foord Daniel
<b>Module responsibility</b>	Daniel Foord
<b>Short description of the module</b>	<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>
<b>Requirements</b>	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 objectives 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

<b>Content</b>	<p>The module is essentially divided into two:</p> <p>Microeconomics Macroeconomics</p> <p>Subject content taught:</p> <p>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</p> <hr/>
<b>Teaching and Learning method</b>	<p>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.</p> <p>We will make considerable use of podcasts and short videos</p> <p>Students are expected to contribute, ask questions and pose questions which may take the lecture in unexpected directions.</p> <hr/>
<b>Literature</b>	<p>Literature</p> <p>Mankiw, Gregory N: Volkswirtschaftslehre, 7. Auflage 2017, Schäffer-Poeschel Verlag Suttgart, 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</p> <p>I also publish a list of reading, watching &amp; 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's up to you.</p> <hr/>
<b>Workload</b>	<p>90 Hours</p> <hr/>
<b>Contact lessons</b>	<p>14 lectures @ 90 minutes</p> <hr/>
<b>Attendance requirement</b>	<p>Attendance for tests on test day is obligatory. For normal lectures there is no attendance requirement - although it's highly recommended</p> <hr/>

## WWWL - Economics - BWWh027

### Proof of competence

#### 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 Moodle

### 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.

### Continuative, in depth modules

Elective modules:  
Real world economics  
Social innovation

## WWWL - Economics - BWWh027

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