

EAPM - Ambassador programme - BWBh015

ECTS	3
Study language	German
Module type	Optional module (countable)
Module level additive	Advanced level
Lecturer(s)	Branscheidt Natascha, Schwarzenbach Carole
Module responsibility	Natascha Branscheidt, Carole Schwarzenbach
Short description of the module	Driving reputation management forward: you help to improve the reputation of the BFH Business School in Bern and the surrounding area. In doing so, you be integral to the success of the BFH Business School. Moreover, you will gain practical experience in the fundamentals of public relations and communication. At the beginning of the module, it is necessary to sign a consent form giving permission to use photos and video on social media.
Requirements	<p>Problem Solving / Design Thinking</p> <ul style="list-style-type: none"> - Willingness to acquire basic, theoretical and practical skills in reputation management and communication - Willingness to employ digital communication tools <p>Collaboration</p> <ul style="list-style-type: none"> - Willingness to collaborate with various stakeholders at the Business School. - Willingness to represent the Business School <p>Self Management</p> <ul style="list-style-type: none"> - Perseverance even in the face of difficulties - Curiosity and willingness to learn <p>Dealing with complexity</p> <ul style="list-style-type: none"> - Ability to handle multiple simultaneous tasks esp. relating to PR and promotional activities (information events, trade fairs, social media) <p>Creativity</p> <ul style="list-style-type: none"> - Willingness to develop improved and professional communication content esp. in Instagram
Competencies upon completion	<p>Professional competence</p> <p>You are able to:</p> <ul style="list-style-type: none"> - present the Business School as a top-class education institution - represent the Business School and its strategy in a structured and persuasive way <p>Problem Solving / Design Thinking</p> <p>You can use digital tools appropriately and efficiently</p> <p>Collaboration</p> <p>You take responsibility (esp. for content and dates)</p> <p>Self-management</p> <p>You are able to:</p> <ul style="list-style-type: none"> - shape your job and tasks that you are responsible for. <p>Dealing with complexity</p> <p>You are able to:</p> <ul style="list-style-type: none"> - react with agility to a changing environment - implement changes while communicating them with colleagues and other stakeholders

EAPM - Ambassador programme - BWBh015

Content	<p>Kick off</p> <ul style="list-style-type: none">- Agreement on module assessment objectives- Define your own ambassador profile- Formulate and compile ideas for various info events, trade fairs- In consultation with the Communications Department and lecturers, the promotion of social media activities, especially Instagram.- Active role in film projects- Introduction of new Ambassadors
Teaching and Learning method	<p>Didactic concept of the module Coaching, extensive self-organisation</p> <p>Attendance: lessons, coaching, self-study (per semester)</p> <ul style="list-style-type: none">- Events approx. 8h- Coaching: approx. 8h- Independent work; individual: approx. 14h <p>Institution-wide regular communication and cooperation with module coordinator and communication</p>
Literature	<p>https://www.wissenschaftsmanagement.de/dateien/dateien/schwerpunkt/download/dateien/wim_2011_05_patrick_honecker_image_and_reputation_management_as_strategic_process.pdf</p> <p>(only available in German)</p>
Workload	<p>Approx. 90h over two consecutive semesters</p>
Contact lessons	<p>Approx. 48h</p>
Attendance requirement	<p>Kick-off Event date will be announced after the enrolment period, Events according to individual agreement</p>
Proof of competence	<ul style="list-style-type: none">- Fulfilment of 80% of the targets set out in the target agreement set targets- Successful participation in presentations, fairs, etc.- Final reflection including activity report <p>Date Running, final reflection SS24</p> <p>Evaluation grid The criteria are derived from the targets agreed; this is jointly developed at the kick off. Typical targets may relate to</p> <ul style="list-style-type: none">- number of events attended (trade fairs, open days, information evenings, etc.)- number of posts on social media
Aids for written examination	<p>-</p>
Continuative, in depth modules	<p>-</p>
Comment	<p>When you register, you commit yourself for two consecutive semesters. Start AS23/24 - End SS24</p>

EAPM - Ambassador programme - BWBh015

Degree programme, semester

BSc Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc Business Information Technology, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc Business Information Technology, 2023-2024, 7 HS, TZ, Bern
BSc Business Administration, 2023-2024, 3 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc Business Information Technology, 2023-2024, 3 HS, TZ, Bern
BSc Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, TZ, Bern
BSc Business Information Technology, 2023-2024, 3 HS, VZ, Bern
BSc Business Information Technology, 2023-2024, 5 HS, VZ, Bern
BSc Business Administration, 2023-2024, 7 HS, TZ, Bern

EAWB - Academic Writing in English - BWBh007

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

EAWE - Academic Writing in English - BWBh007

Literature	There is no specific literature required for this class. Weekly readings will be provided to generate an academic discourse.
Workload	90 hours
Contact lessons	28 lessons
Attendance requirement	There is no mandatory attendance for this module.
Proof of competence	<p>Although attendance is not mandatory, it is required that all assignments reflect the content that is presented in the weekly input and scripts.</p> <p>Individual Written Project</p>
Degree programme, semester	<p>BSc Business Administration, 2023-2024, 3 HS, TZ, Bern BSc Business Administration, 2023-2024, 5 HS, VZ, Bern BSc Business Administration, 2023-2024, 5 HS, TZ, Bern BSc Business Information Technology, 2023-2024, 5 HS, TZ, Bern BSc Business Administration, 2023-2024, 7 HS, TZ, Bern BSc Business Information Technology, 2023-2024, 3 HS, TZ, Bern BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern BSc Business Information Technology, 2023-2024, 5 HS, VZ, Bern BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern BSc Business Information Technology, 2023-2024, 7 HS, TZ, Bern BSc Business Administration, 2023-2024, 3 HS, VZ, Bern BSc International Business Administration, 2023-2024, 3 HS, TZ, Bern BSc Business Information Technology, 2023-2024, 3 HS, VZ, Bern</p>

EBIP - Business & International Policymaking - BWIh018

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

EBIP - Business & International Policymaking - BWIh018

Competencies upon completion Learning Goals

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

Problem Solving

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

Collaboration

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

Self-Management

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

Complexity

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

EBIP - Business & International Policymaking - BWIh018

Content	<ul style="list-style-type: none">- Block 1: Green Deal: action plan and theoretical framework- Block 2: Stakeholders impact in the creation of the <u>Green Deal</u>- Week 1 period 2 : Visit of European institutions and stakeholders involved in the <u>Green Deal</u>- Block 3: Interview businesses on the way they implement Green Deal in their company- Block 4: Comparison of both countries' implementation of the Green Deal in Business
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Teaching and Learning method	<ul style="list-style-type: none">• Presentations• Teamwork• Research and analysis• Visiting international institutions• Stakeholder Map
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Literature	<p>Kenealy, Daniel; Peterson, John; Corbett, Richard (Eds.) (2018): The European Union. How does it work? Fifth edition. Oxford, New York: Oxford University Press (The new European Union series).</p> <p>(The lecturers will provide a list during the module)</p>
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Workload	<p>The 6 ECTS 180h effort is divided into:</p> <ul style="list-style-type: none">• approx. Input sessions / study trip 55 h• approx. Coaching self Study 55h• individual preparations of assignments 70 h
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Contact lessons	<p>Detailed: - Presence: 9 x 4 / Study Trip = 55 h (30%)</p>
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Attendance requirement	<p>Study Trip Antwerp (15-17 november 2023) Please note you have to travel already the day before (14.11.2023).</p> <p>Travel and accommodation costs on your own.</p> <p>This year the School is offering scholarships for the trip. For more information or to apply (with a motivation letter) please contact Prof. Dr. Vogel claudia.vogel@bfh.ch</p> <p>This module counts for the international exposure experience (please note that taking part in the study trip in that case is mandatory).</p>
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EBIP - Business & International Policymaking - BWIh018

Proof of competence

4 Presentations Group work, group grade (80%)

1 Personal reflection paper (20%)

The group work is a specific learning method - the only individual assignment will be the personal reflection paper

Comment

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

Degree programme, semester

BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern

ECAD - Career Day - BWBh014

ECTS	3
Unterrichtssprache	Deutsch
Modultyp	Wahlmodul (anrechenbar)
Modulniveau Zusatz	Hauptstudium
Dozierende	Marti Mathias
Modulverantwortung	Mathias Marti

Kurzbeschreibung des Moduls	<p>Die Career Services des Departements Wirtschaft sind als Bindeglied an der Schnittstelle zwischen Hochschule und Arbeitswelt zu verstehen. Die Career Services bieten Studierenden Informationen zum Berufseinstieg und zur Praktikumssuche. Die Studierenden können sich außerdem persönlich beraten lassen. Als Abschluss des Zyklus 'Career Services organisieren die Studierenden einen Career Day für ihre Mitstudierenden. So können die Studierenden des Departements W mit attraktiven Unternehmen ins Gespräch kommen, die sich an Informationsständen vorstellen. Mindestens eine gehaltvolle, themenbezogene Präsentation und andere Aktivitäten wie z.B. CV-Checks usw. bilden das Rahmenprogramm. Beim Rahmenprogramm können Dozierende aus den Career Services einbezogen werden. Unternehmen bietet der Career Day die Möglichkeit, sich bei Studierenden sowie Absolventinnen und Absolventen bekannt zu machen. Nicht zuletzt ergeben sich so auch interessante Kontakte für beide Seiten.</p> <p>Eine Gruppe von 4-7 Studierenden organisiert den Career Day weitgehend selbständig. Die Rollen werden im Organisationskomitee (OK) näher definiert, die Themen auf die einzelnen Projektmitglieder ausgewogen aufgeteilt und dem Modulverantwortlichen kommuniziert.</p> <p>Damit die geknüpften Kontakte zu Firmen von einer zur nächsten Durchführung des Karrieretags nicht verloren gehen und auch Erfahrungswerte weitergegeben werden können, ist erwünscht, dass sich mind. ein Mitglied des OKs an zwei Durchführungen beteiligt. Die Funktion/Rolle darf jedoch nicht dieselbe sein, wie im vorangegangenen Jahr. Es können ECTS für höchstens zwei Durchführungen ausgerichtet werden.</p> <p>Da der Career Day im Frühling stattfindet, werden die 3 ECTS für das Modul erst Ende FS gutgeschrieben. Das Modul kann an das Certificate of Engagement mit 80 Stunden angerechnet werden.</p>
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Eingangskompetenz	-
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Kompetenz	<p>Fachkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - können ein komplexes Projekt selbstständig planen und durchführen - Können die theoretisch erworbenen Projektmanagementkenntnisse in der Praxis anwenden - können angemessene Schlussfolgerungen aus mündlichen und schriftlichen Rückmeldungen ziehen und daraus Verbesserungsmaßnahmen ergreifen <p>Methodenkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - sammeln Projektleitungs-Erfahrungen - eignen sich grundlegende praktische Kompetenzen der Projektorganisation, des Marketings und des Sales und Customer Service an und setzen um, was sie im Laufe des Studiums diesbezüglich gelernt haben <p>Sozialkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - sammeln Erfahrung darin wie man ein (kleineres) Team führt - lernen Kompromisse und individuelle Lösungen zu finden - lernen Voraussetzungen für erfolgreiche, effiziente und befriedigende Zusammenarbeit kennen - lernen auf Arbeitgeber und Projektpartner zuzugehen und mit ihnen die Modalitäten für den Verkauf der Ausstellungsstände und weiteren Messeprodukten auszuhandeln <p>Selbstkompetenzen: Die Studierenden</p> <ul style="list-style-type: none"> - erwerben erste Führungskompetenzen - lernen sich selbstbewusst einzubringen und gegenüber Mitstudierenden, Partnern sowie Arbeitgebern angemessen aufzutreten - lernen Aufgaben und Arbeitspakete fair aufzuteilen - lernen eine Idee beharrlich zu verfolgen - übernehmen bei der Durchführung Verantwortung gegenüber den Projektmitarbeitenden, dem Modulverantwortlichen, den Projektpartnern und den Ausstellern
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ECAD - Career Day - BWBh014

Inhalt	<ul style="list-style-type: none"> - Erstellen eines Tagesprogramms für den Career Day - Planung und Koordination der folgenden Aufgaben - Selbständige Suche und Akquisition von Unternehmen (z.B. KMUs) aus verschiedenen Branchen; Bestimmung Standkosten - Organisation und Bestätigung der Anmeldungen - Organisation Briefing der Unternehmen bezüglich Möglichkeiten, Erwartungen und Einschränkungen - Organisation eines Rahmenprogramms (Möglicher Einbezug Dozierende Career Services) - Organisation Briefing der Referenten und anderen am Rahmenprogramm Beteiligten (Inhalte, Erwartungen, Rahmen) - Organisation eines Lunchs - Raumorganisation und Einrichtung - Mitarbeit am Standaufbau- und am Career Day selber (Präsenz) - Eventuell Beziehung Alumni BFH Wirtschaft - Koordination Marketing und Werbung bei Mitstudierenden aus dem Departement Wirtschaft - Durchführen von regelmässigen Statusmeetings / Projektteammeetings - Überwachung Finanzen (Budget CHF 5000.- plus Einnahmen Standplätze) - Zusammenarbeit mit den Student Services (D. Minnig), dem Modulverantwortlichen (M. Halter); Bestimmung einer Ansprechperson seitens des OK
Lehr- und Lernmethode	Weitgehend autonome Gruppenarbeit mit gelegentlicher Unterstützung durch die Student Services und dem Modulverantwortlichen
Fachliteratur	<p>Empfohlene Literatur:</p> <p>Unterlagen zu Projektmanagement und Marketing aus dem bisherigen Studium</p>
Workload	90 Stunden / 3 ECTS
Kontaktstudium	<p>Koordinationsmeetings/ -telefonate mit Modulverantwortlichem und allenfalls weiteren Involvierten: ca. 18 h (ca. 20 %)</p> <p>Selbststudium individuell: ca. 72 h (ca. 80%)</p> <p>Der gesamte Aufwand (ca. 90 h) entspricht 3 ECTS</p>
Präsenzpflicht	Career Day, Sitzungen im Projektteam
Kompetenznachweis	Evaluation mit dem Modulverantwortlichen
Studiengang, Semester	<p>BSc International Business Administration, 2023-2024, 3 HS, TZ, Bern BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern BSc Betriebsökonomie, 2023-2024, 3 HS, VZ, Bern BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern BSc Wirtschaftsinformatik, 2023-2024, 3 HS, VZ, Bern BSc Betriebsökonomie, 2023-2024, 5 HS, VZ, Bern BSc Betriebsökonomie, 2023-2024, 3 HS, TZ, Bern BSc Wirtschaftsinformatik, 2023-2024, 3 HS, TZ, Bern BSc Wirtschaftsinformatik, 2023-2024, 5 HS, TZ, Bern BSc Wirtschaftsinformatik, 2023-2024, 5 HS, VZ, Bern BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern BSc Betriebsökonomie, 2023-2024, 5 HS, TZ, Bern BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern BSc Betriebsökonomie, 2023-2024, 7 HS, TZ, Bern BSc Wirtschaftsinformatik, 2023-2024, 7 HS, TZ, Bern</p>

ECOT - Computational Thinking & Artificial Intelligence - BWBh035

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

ECOT - Computational Thinking & Artificial Intelligence - BWBh035

Content	<p>CT involves the following aspects:</p> <p>Decomposition: Break down Data and problems into smaller parts</p> <p>Pattern Recognition: Observe Patterns and Trends in Data</p> <p>Algorithms: Determine what steps are needed solve a problem</p> <p>Abstraction: Remove details and extract relevant information</p> <p>AI involves the following:</p> <p>Understanding AI</p> <p>Applications of AI</p> <p>Ethics of AI</p> <p>Generative AI</p> <p>Economic impact of AI</p>
Teaching and Learning method	Weekly classes with interactive sessions, group tasks and theoretical input
Literature	<p>Maeda, John. How to speak machine: Computational thinking for the rest of us. Penguin, 2019.</p> <p>Different AI related articles will be made available</p>
Workload	180h
Proof of competence	<p>60% Individual exercises during the lecture</p> <p>40% Final Individual Task Paper to be handed in at the end of the semester</p>
Degree programme, semester	<p>BSc Business Administration, 2023-2024, 5 HS, VZ, Bern</p> <p>BSc Business Administration, 2023-2024, 5 HS, TZ, Bern</p> <p>BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern</p> <p>BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern</p> <p>BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern</p> <p>BSc Business Administration, 2023-2024, 3 HS, VZ, Bern</p> <p>BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern</p> <p>BSc Business Administration, 2023-2024, 7 HS, TZ, Bern</p>

EG4B - German for Beginners - BWBh011

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

EG4B - German for Beginners - BWBh011

Teaching and Learning method Input explanations, conversations in groups and pairs, role play, exercises also with online tools

In classroom or/and online (virtual classroom)

Literature

Indispensable literature:

- will be discussed in the first session

Recommended literature:

- Dictionary (online)

Workload

60 hours

Contact lessons

20 lessons

Attendance requirement

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Proof of competence

Test (listening, speaking, reading, writing, vocabulary, grammar) in CW48, 100%

Comment

This course is exclusively for exchange students (Incoming-Students) and students of the BSc International Business Administration whose native language is not German.
If language competences are too high, participants may be excluded from the course.

Degree programme, semester

BSc International Business Administration, 2023-2024, 1 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 1 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern

EPR3 - Supervised Professional Experience - BWIh994

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

EPR3 - Supervised Professional Experience - BWIh994

Proof of competence

The extent of the transfer work is measured by the ECTS credits that are credited for the practical activity. These are approximately 18 hours for 3 ECTS credits or 36 hours for 6 ECTS credits.

Aids for written examination

no written exam

Mode of repetition

Transfer performance that is rejected for rework must be reworked and resubmitted within 30 days of receipt of the notice.

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

Continuative, in depth modules

none

Degree programme, semester

, 2023-2024, 1 HS, ,

EPR6 - Supervised Professional Experience - BWIh999

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

EPR6 - Supervised Professional Experience - BWIh999

Aids for written examination no written exam

Mode of repetition

Transfer performance that is rejected for rework must be reworked and resubmitted within 30 days of receipt of the notice.

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

Continuative, in depth modules none

Degree programme, semester , 2023-2024, 1 HS, ,

ETAX - International Taxation - BWIh008

ECTS	3
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Fankhauser Daniel, Rascón Alberto
Module responsibility	Rascón Alberto

Short description of the module Introduction to general concepts of taxation (Personal, Corporate and Value Added Tax) based on Swiss Law. Introduction to International Taxation problems like Double Taxation and Transfer Pricing.

The module introduces the basic concepts of taxation:

- What is a tax?
- Who can tax?
- Why do we tax people?
- Introduction to Income Tax
- Introduction to Corporate Tax in Switzerland
- Introduction to Value Added Tax
- OECD double taxation Treaties
- Rules for Transfer Pricing.

While the module is oriented to international taxation most examples and rules will be based on Swiss Law.

Requirements

- BBA: Rechnungswesen / Economics
- IBA: Accounting / Environment of the International Firm

ETAX - International Taxation - BWIh008

Competencies upon completion

Specialised skills:

Students

- will understand the Swiss and international tax frameworks
- will understand the International tax framework
- will analyse and evaluate Taxation Risks of their firms
- are able to execute a tax optimization
- are able to judge management activities related to international Taxation

Problem solving/design thinking:

Students

- are able to criticise tax structures
- will foster their problem-solving skills.
- will relate their other business problems (topics) to tax decisions.
- will formulate propositions to reconcile stakeholders' positions when taking a tax decision.

Collaboration skills:

Students

- will foster the collaboration skills by working in multidisciplinary groups
- will develop their multicultural skills by working in an international framework
- will increase their leaderships' skills.

Self-management: Students

- will develop their reasoning's on law concepts
- will identify practical application of tax issues
- will learn to deliver work group under stress situations

Dealing with complexity:

Students

- will be confronted with a case where no "correct" solution exists.
- will be confronted with different and diverse stakeholders
- will be confronted with multicultural groups of different backgrounds and mentalities

Content

Week 1) Introduction to Tax. Traditional lecture with debate about the role of the state

Week 2) Characteristics of a Tax Traditional Lecture

Week 3) Personal Income Tax. Basic Concepts. Traditional Lecture, complemented with a simple case of a Taxation optional for the students.

Week 4) Principles of Corporate Taxation. Traditional Lecture. Focus on Tax Planning. (Exercises)

Week 5) Principles of Corporate Taxation. Traditional Lecture. Focus on requalification of taxable dividends into tax-free capital gains, (Exercises)

Week 6) VAT 1 (Structure of the tax). Traditional Lecture

Week 7) VAT 2 (Special rulings and practical issues)

Week 8) VAT 3 (Practical Exercises)

Week 9) OECD double treaty. Analysis of the Model Tax Convention on Income and on Capital from the OECD. Debate.

Week 10) Introduction to Transfer Prices. Associated enterprises and the arm's length principle.

International Tax Week.(Week 48) - International Digital Tax Event (IDTE). During this week the students will make a field trip to participate at the International Tax Week (ITW/IDTE).

ETAX - International Taxation - BWIh008

Teaching and Learning method

Didactic concept of module

Direct contact sessions: 20 x 45 min. = 15 hr.

Exercises: 10 hr.

Self Study including exam preparation: 33.5 hr.

Final Exam: 1.5hr.

ITW Lectures: 6 hr.

ITW supervised work: 15hr.

ITW Self-study including preparation: 9hr.

Proportions assigned to self-study/classroom sessions/online study

For example: lectures, exercises, coaching

Literature

Required:

- Federal Tax Administration: "The Swiss Tax System" 2nd edition (<https://www.efd.admin.ch/efd/en/home/steuern/steuern-national/the-swiss-tax-system.html>)
- OECD "Model Tax Convention on Income and on Capital" Condensed VERSION 2017
- OECD "Transfer Pricing Guidelines for Multinational Enterprises and Tax Administrations" 2017
- Pasquale Pistone et al. "Fundamentals of Taxation. An Introduction to Tax Policy, Tax Law and Tax Administration" July 2019 ISBN: 978-90-8722-537-7
- Federal Act on Value Added Tax

Workload

90hr.:

Direct contact sessions: 20 x 45 min. = 15 hr.

Exercises: 10 hr.

Self Study including exam preparation: 33.5 hr.

Final Exam: 1.5hr.

ITW Lectures: 6 hr.

ITW supervised work: 15hr.

ITW Self-study including preparation: 9hr.

Contact lessons

Direct contact sessions: 20 x 45 min. = 15 hr. + ITW Lectures: 6 hr.

ETAX - International Taxation - BWIh008

Attendance requirement

Attendance to the International Tax Week (ITW) is compulsory in week 48. Students may be required to pay accomodation during this week.

This module counts for the international exposure experience which is mandatory for regular IBA students (please note that taking part in the study trip in that case is mandatory).

This year the ITW will be organised by UNIVPM - Università Politecnica delle Marche in Grottammare November 27 - December 1 2023

The cost will be 270.- EUR Including:

- 4x overnight stay
- 4x breakfast
- 3x lunch
- 3x dinner
- Tea/coffee/filtered water + biscuits and cookies refreshed throughout the day
- Recreational facilities access (bicycles, etc.)

(Travel fee is not included)

This year the School is offering scholarships for the trip. For more information or to apply (with a motivation letter) please contact Prof. Dr. Vogel claudia.vogel@bfh.ch

Proof of competence

Written exam; End of semester (CW3 / 4); Duration 90 minutes; 2/3 of GRADE

International Tax Week (or International Digital Tax Event); 1/3 GRADE

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

Aids for written examination

- Other calculator (for example TI-Nspire)
- printed dictionary (mother tongue - examination language)
- Open Book exam.

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

Mode of repetition

• If the weighted average of the ITW (1/3) and the test (2/3) is lower than 3.75 the module will be failed. The student can choose to:

1. retake the exam in the second round of examinations in the following semester, keeping the grade of the ITW or;
2. retake the whole course in the following available session.

Degree programme, semester

BSc Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern

IACC - Accounting - BWlg001

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Longaron Daniel, Zihlmann Christian
Module responsibility	Daniel Longaron Christian Zihlmann

Short description of the module 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. On the other hand, students learn how costs behave, can create cost-volume-profit analyses and apply data analysis tools to analyze cost behavior.

Requirements Basic knowledge of financial mathematics and English

Competencies upon completion

Subject: Students

- understand accounting rules
- understand the financial statements structure and goals
- know, how organizations benefit from cost accounting
- know, how costs behave
- are able to establish and interpret cost-volume-profit analyses
- know the characteristics of job costing and are able to apply this concept.

Method: Students

- are able to apply accounting rules for specific problems/cases
- are able to establish financial statements
- are able to select, compute and interpret the relevant key data needed for specific management decisions based on the content of this module

Social: Students

are able to apply the course content to real business situations by means of collaborative learning and use their personal resources as well as the ones of their group

Self: Students

- are able to transfer the learned content to real business situations and able to critically reflect on models, tools and action patterns
- develop their personal ability to analyze and assess situations and take decisions
- discover gaps in their own knowledge through an autonomous and self-guided learning process and are able to close these gaps through self guided study

IACC - Accounting - BWlg001

Content	<p>Financial Accounting:</p> <ul style="list-style-type: none"> - Introduction conceptual framework IFRS - Basis of accounting - Income accounting, COGS, amortization, end of the year closing procedure - Net income calculation - Articulation among different financial statements <p>Managerial Accounting:</p> <ul style="list-style-type: none"> - Cost terms and purposes - Cost-volume-profit analysis - Determining how costs behave - Data Analytic thinking - Decision-making
Literature	<ul style="list-style-type: none"> - Students receive an access code to the Accounting Lab with all necessary documents - The additional material provided by the lecturer on the moodle platform
Workload	180 hours
Contact lessons	56 lessons (14 weeks x 4 lessons per week)
Attendance requirement	-
Proof of competence	Electronic exam on moodle, 90 minutes, 100%, end of semester (CW3/4)
Aids for written examination	<ul style="list-style-type: none"> - BFH calculator (TI-30 ECO RS) - Summary: Number of A4 pages = 2 (4 pages single-sided or 2 pages double-sided) - printed dictionary (mother tongue - examination language) <p>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</p>
Mode of repetition	Electronic exam on moodle, 90 minutes, 100%
Degree programme, semester	<p>BSc International Business Administration, 2023-2024, 3 HS, TZ, Bern BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern BFH diagonal, 2023-2024, autumn, -, Bern</p>

IACS - Academic Skills - BWI008

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Jarchow Thomas
Module responsibility	Thomas Jarchow & Cyril Imhof
Short description of the module	<p>The module Academic Skills teaches the scientific research and work skills needed for studying at the BFH W. This includes dealing with literature, writing papers and reports, conducting studies, handling data, and presenting results. The aim is to apply and practice the acquired knowledge directly to build the scientific working skills throughout the course.</p>
Requirements	<ul style="list-style-type: none">• Vocational baccalaureate diploma or equivalent knowledge
Competencies upon completion	<p>Professional competencies:</p> <ul style="list-style-type: none">• How to deal with scientific literature and sources (online and offline).• Plan and carry-out a scientific study (face to face, online, etc. as surveys, interviews, experiments).• Create scientific work collaboratively. <p>Problem Solving/Design Thinking:</p> <ul style="list-style-type: none">• Develop research questions, research designs, operationalize variables, etc.• Use an iterative approach to adapt the solution to the needs and problem solving.• Apply different methodological approaches and procedures. <p>Collaboration:</p> <ul style="list-style-type: none">• Implement and conduct a group project.• Coordination within your group and your individual tasks.• Deal with "test subjects" in different contexts. <p>Self-management:</p> <ul style="list-style-type: none">• Independent research and work.• Independent testing of own competences.• Critical questioning and critical thinking. <p>Dealing with complexity:</p> <ul style="list-style-type: none">• Iterative problem solving as a strategy.• Usage and application of (some) digital tools to deal with complexity.

IACS - Academic Skills - BWlg008

Content

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

Literature:

- Search and find sources, document the searches, evaluate quality of sources.
- Use sources to argue with ideas and concepts of other scientists.
- Read papers with different focus, apply criteria-based evaluation, classify sources, etc.

Writing:

- Build and use the structure of a scientific paper.
- Discuss ideas of other scientists and argue pro and cons of different positions. This includes the correct referencing of sources (APA), the correct use of graphical artifacts in the text, and adding of indexes, and tables of contents, etc.

Research:

- Develop, prepare, conduct, and evaluate a scientific study.
- Describe, visualize, and discuss the results, with adequate scientific terminology and vocabulary.

Organize:

- Apply effective strategies for planning, execution and evaluation of your study and literature work.

Created artifacts:

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

Teaching and Learning method

Content in two parallel but interdependent strings:

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

Throughout the semester: from theory to application.

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

IACS - Academic Skills - BWI008

Literature

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

Mandatory books are:

- Bell, J., & Waters, S. (2018). Doing your research project: A guide for first-time researchers (7th). Maidenhead: Open University Press. ISBN: 978-0-335-24338-9.
- Yin, R. K. (2014). Case Study Research: Design and Methods (5th). London: SAGE Publications. ISBN: 978-1452242569.
- Publication Manual of the American Psychological Association (Seventh edition). (2019). American Psychological Association. ISBN: 978-1-433-83217-8.

Yes, mandatory literature can be used for all your future courses at BFH and in many other academic settings as well.

Workload

6 ECTS require 180h effort:

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

Contact lessons

30-40h face-to-face lessons

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

Attendance requirement

-

Proof of competence

All proofs of competence are handed in on moodle.
Exact time and date will be made available on moodle in the first two weeks of semester.

During the term:

- Individual online exams during class, which count for 15% of final grade.

Mid-term:

- You hand in your individual literature work, which counts for 50% of final grade.

End of term:

- Your hand individual self-reflection about your learning and the group work in the course, which counts for 5% of final grade.
- A group research-paper, which counts for 30% of final grade (this includes the research proposal).

Aids for written examination

No aids for written exams.

IACS - Academic Skills - BWIlg008

Mode of repetition

Re-take the course in next semester.

Continuative, in depth modules

All courses @BFH & thesis

Degree programme, semester

BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 1 HS, VZ, Bern

IBIT - Business IT - BWIg007

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Einsele Farshideh
Module responsibility	Prof. Dr. Farshideh Einsele
Short description of the module	<p>The basics of business IT are explained using typical application scenarios in global business. Communication between business and IT specialists is improved by working on tasks that require knowledge and skills from both sides.</p> <p>Get to know a visualization tool (Tableau) to understand and work with data. Visualization tools help to make proper data-driven decisions without having to spend valuable time trying to wrangle raw data into an interpretable format.</p>
Requirements	This module is open to all BScIBA students.
Competencies upon completion	<p>Students can...</p> <ul style="list-style-type: none"> - explain, how information systems transform the global economy, and why they are so essential for running and managing a business today. - explain, why systems for collaboration are so important, and what technologies they use. - describe the role of knowledge management systems in business. - describe, how business intelligence and business analytics support decision making. <p>- use visualization software to create visual representations of large data sets to discern usable information or draw conclusions and make information more understandable for the stakeholders</p>
Content	<ul style="list-style-type: none"> - General computer knowledge - ICT applications in global business - Interacting with technology - Managing knowledge - Enhancing decision making <p>- getting familiar with data analysis & its visualization through Tableau</p>
Teaching and Learning method	Lectures, group discussions, labs, term paper, practical exercises with Tableau
Literature	<p>Laudon K. C. & Laudon, J. P., 2020. Management Information Systems. Managing the Digital Firm. 17th Edition. ISBN 978-1-292-40328-1.</p> <p>Alexander Loth, 2019, Visual Analytics with Tableau, ISBN: 978-1-119-56020-3, ISBN (ebk): 978-1-119-56203-0, 978-1-119-56022-7</p>
Workload	90 hours

IBIT - Business IT - BWIg007

Contact lessons

Block of 2 lessons per week, 14 weeks

Attendance requirement

Every group member must be present at the presentation of his/her group project (Dates are on CW49 or CW50).

Proof of competence

Assessment

Part 1: Term Paper 30%, (20% group grade, 10% individual grade)

- Report on data analysis and visualization project, presentation of the project, answer of the individual question

Part 2: Written Exam 70%, 60 minutes, end of semester (CW3 or CW4)

- Laudon & Laudon chapters 1,2, 11, 12

- Data analysis & visualization with Tableau, Alexander Loth chapters 1, 3, 4, 5, 6, 7, 8

Aids for written examination

20 single pages (or 10 double pages) summary, written manually or printed

BFH calculator (TI-30 ECO RS)

printed dictionary (mother tongue - examination language)

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

Degree programme, semester

BSc International Business Administration, 2023-2024, 3 HS, TZ, Bern

BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern

BSc International Business Administration, 2023-2024, 1 HS, VZ, Bern

BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern

IBTH - Bachelor-Thesis - BWIh993

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

IBTH - Bachelor-Thesis - BWIh993

Content	<p>Students are to independently work on a personally selected or given topic.</p> <p>They must formulate the problem and situation in a comprehensible manner, conduct an in-depth analysis of the case and derive recommendations from this.</p> <p>In the course of the above, they must demonstrate their ability to use the knowledge acquired during their studies and to independently acquire further, more specialised knowledge.</p> <p>The Bachelor thesis must be correct in terms of comprehensibility, style, form and orthography.</p> <hr/>
Teaching and Learning method	<p>Lectures, Coachings, Presentations, Workshops, Colloquia, Selfstudy</p> <p>Students must be able to restrict a topic from the field of business administration or public sector to its relevant aspects and contribute new theoretical, empirical or practice-relevant input.</p> <p>The Bachelor thesis affords the opportunity to deal at length with a freely selected or sponsor-specified (internal/external) topic, using the professional knowledge acquired, over a period of one semesters.</p> <hr/>
Literature	<p>on moodle</p> <p>Balzer H., Schröder, C., 2016. Wissenschaftliches Arbeiten, Quellen, Artefakte, Organisation, Präsentation 2. Edition., W3L GmbH</p> <hr/>
Workload	<p>450 hours</p> <hr/>
Contact lessons	<p>17 hours (1 Kickoff, 2h / Coachings 2h/ 4 Workshops 2h each / 2 Colloquia 2h each / 1 final Presentation, 1h)</p> <hr/>
Attendance requirement	<p>4 Workshops, 1 Final Presentation, 2 Colloquia (online), Coachings, Kickoff</p> <p>Non-participation in workshops and colloquia may result in a substitute assignment in each case in order to achieve the intended learning objectives. Non-participation or insufficient completion of any work assignments will be taken into account in the module assessment.</p> <hr/>
Proof of competence	<p>Written work: 75 %</p> <p>Oral presentation: 25 % (max 30 min, shared thesis max. 50 min) Details can be found on Moodle in the module Bachelor Thesis, Documents: Study Guide</p> <p>Even if the Bachelor Thesis is written as a group work the assessment will be individual.</p> <p>Written work (75%) : Submission of the Thesis via moodle, by 3 January 2024</p> <p>Oral presentation (25%): Week 5</p> <hr/>
Aids for written examination	<p>none</p> <hr/>

IBTH - Bachelor-Thesis - BWIh993

Mode of repetition

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

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

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

Continuative, in depth modules

none

Comment

none

Degree programme, semester

BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern

ICCO - Intercult. Competence & Communication - BWIg004

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

ICCO - Intercult. Competence & Communication - BWIg004

Competencies upon completion **Specialized skills**

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

Problem solving/design thinking: Students

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

Collaboration: Students

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

Self-management: Students

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

Dealing with complexity

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

ICCO - Intercult. Competence & Communication - BWIg004

Content

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

Teaching and Learning method

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

Contact lessons

- Discussion of theories, both communication psychology and cultural frameworks
- Action-learning and related reflective tasks
- Case studies
- Observation and application exercises
- Group discussions
- Coaching sessions
- Guest lectures
- Excursions
- Online sessions in the form of Discussion Forums

Literature

Slides, articles and selected chapters from various sources provided by lecturers via Moodle.

Workload

180 hours (2x 90 in half classes)

Contact lessons

28 lessons in half classes (x2)

Attendance requirement

There is mandatory attendance for the following:

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

ICCO - Intercult. Competence & Communication - BWIg004

Proof of competence

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

There are two assessment components in this module.

1. **Written individual reflective essay (40%) during formal exam period in CW3/4, 90 minutes (safe exam browser, no access to additional aides such as the internet etc. are permitted)**
In preparation of this final assessment, students will complete a questionnaire (intercultural tool) related to their cultural mindset at the beginning of the semester, it is mandatory to complete this questionnaire as well as take part in the debriefing session. If students do not complete these, they will not pass the module. During the course of the semester, students will complete reflective written and spoken tasks in class which aid in the preparation of the final reflective assessment at the end of the semester.
2. **Research project in groups (60% - all given the same grade)**
During the semester, students will work on developing their research group project, bringing together the culture and the communication aspect of this module. The research process will be supported by input and coaching sessions. They will present their final results at the end of the semester during the lecture contact time.

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

Aids for written examination

none

Mode of repetition

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

Continuative, in depth modules

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

Degree programme, semester

BSc International Business Administration, 2023-2024, 1 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 1 HS, TZ, Bern

IEFI - Environment of the international firm - BWIlg012

ECTS	6
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Fischer Manuel, Foord Daniel, Frecè Jan Thomas, Rascón Alberto
Module responsibility	Manuel Fischer (fhm3)
Short description of the module	<p>Today, more than ever before, the environment of an internationally active company is complex, changing and ambiguous. It is also becoming increasingly clear that the enormous development of the global economy over the last hundred years was only possible at great environmental and social cost.</p> <p>This module gives students a first insight into the global economy and the major environmental and social challenges facing global society. By means of theoretical concepts and models, concrete examples, political agendas and discussions, simulations, the students deal with the basics of the global economy and sustainable development.</p>
Requirements	There are no special requirements for this module
Competencies upon completion	<p>Subject: Students...</p> <ul style="list-style-type: none"> - understand the most relevant basic terms, concepts and models related to international economics and sustainable business. - recognise (current and future) global ecological, social and economic problems and challenges and can assess their significance and their interaction with today's global economy. - understand the basic principles of microeconomy (demand, supply, taxation, market failures and externalities) - get a better understanding of the complex interactions between economy, politics, society (e.g. consumers) and natural environment. - can explain different phases of globalisation and contrast different views about it. - know economic and corporate concepts and approaches linked to sustainable development and can assess these in real examples. - recognize different models for trade. They are able to apply these models to actual business situations and identify trade barriers. - students know different exchange rate regimes and exchange rate theory. <p>Method: Students...</p> <ul style="list-style-type: none"> - learn to build up knowledge by being open-minded and integrating new perspectives. - can gain new insights on an interdisciplinary basic. - learn self-learning and personal problem-solving skills. <p>Social: Students...</p> <ul style="list-style-type: none"> - learn to ask relevant questions and discuss with lecturers and classmates in order to benefit from their experience and enlarge their own knowledge and perspective. <p>Self: Students...</p> <ul style="list-style-type: none"> - learn to reflect about economic, environmental and social impacts of their individual (consumer) behaviour. - are sensitized for the need for sustainable development.
Content	<p>The Module IEFI introduces students to the two topics international economics and sustainable development. Among other things, it covers topics like current global ecological, social and economic challenges (e.g. planetary boundaries, doughnut economics), globalization, concepts of sustainable development, introduction to microeconomics, new economic approaches, trade and barriers to trade and sustainable consumption.</p>

IEFI - Environment of the international firm - BWIg012

Teaching and Learning method

- Individual independent study using conventional or digital learning materials
 - Lectures
 - Seminars
 - Case studies
 - Serious games
- Individual and group tasks

Literature

Reader Sustainable Business (*available on moodle*)

Mankiew, G. (2020) Economics, Cengage (*this book will also be used in the module iECO*)

Additional literature will be announced at semester start

Workload

180 h (6 ECTS)

Contact lessons

56 h (ca. 30%)

Attendance requirement

Introduction lecture (CW 38), For the other lectures attendance is recommended

Proof of competence

4 short (25 min) individual written online exams during the semester in CW 42, 45, 48 and 51 (70% of final grade)

Report (max. 1000 words, end of semester, in pairs, 30% of final grade, individual grading based on the individual contribution to the report)

Aids for written examination

no aids permitted for the written short exams

Mode of repetition

If the module is not passed, it must be repeated the next time it is offered. When retaking the module students can carry over any marks from their previous attempt. The higher of the two grades counts towards the final repeat grade.

Continuative, in depth modules

- Real World Economics,
- Social Innovation
- Economics
- BFHdiagonal Modules: Lernen und Gestalten für eine nachhaltige Zukunft, Nachhaltigkeitsdialog
- all Modules of the specialisation Sustainable Business

Comment

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Degree programme, semester

BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
 BSc International Business Administration, 2023-2024, 3 HS, TZ, Bern
 BSc International Business Administration, 2023-2024, 1 HS, TZ, Bern
 BSc International Business Administration, 2023-2024, 1 HS, VZ, Bern
 BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern

IEN1 - Business English 1 - BWIlg002

ECTS	3
Study language	English
Module type	Compulsory module
Module level additive	Foundation level
Lecturer(s)	Bennie Ross, Faminoff Mangold Valerie
Module responsibility	Ross Bennie, Valerie Faminoff
Short description of the module	<p>The IEN1 course:</p> <ul style="list-style-type: none"> - develops CEFR B2+ level English communication skills in advanced business vocabulary and speaking - uses English as a medium of instruction to develop essential study/life skills in note-taking and reading strategies
Requirements	<ul style="list-style-type: none"> - Vocational baccalaureate diploma or equivalent knowledge - CEFR B2 level of English
Competencies upon completion	<p>The goal of IEN1 (in combination with iEN2 the following semester) is to bring students' proficiency in business English communication to an advanced level. This underpins their studies in the rest of the degree programme and allows them to act more effectively in the business world on completion of their studies.</p> <p>Specialised skills</p> <ul style="list-style-type: none"> - produce accurate and appropriate business English vocabulary employ note-taking techniques, interpret notes, demonstrate understanding <p>Problem solving/design thinking (related: methodological competence)</p> <ul style="list-style-type: none"> - design video presentation (digital) - solve classroom discussion problems <p>Collaboration (related: social skills)</p> <ul style="list-style-type: none"> - group discussion (physical and digital) - create a video (digital) - comparing notes <p>Self-management (related: personal skills)</p> <ul style="list-style-type: none"> - independent self study - manage time and stress effectively <p>Dealing with complexity</p> <ul style="list-style-type: none"> - recognise, understand, choose, and apply appropriate business English vocabulary - identify, understand, analyse, and apply various note-taking methods
Content	<p>14 x 90-minute weekly classes; attendance optional, apart from:</p> <ul style="list-style-type: none"> - two Moodle tests of vocabulary, during class time - one Moodle test of note taking (theory and practice), during class time <p>see Teaching and Learning method below for typical learning cycle in class</p> <ul style="list-style-type: none"> - lecturer input and/or student self-study on reading strategies and note-taking theory - 10-minute videos prepared by pairs of students and played during class time, for teacher assessment and student feedback - vocabulary themes: working environment, quality, intercultural issues, logistics, the internet, sustainability

IEN1 - Business English 1 - BWlg002

Teaching and Learning 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 and create a video on an aspect of business
- evaluate and critique what peers say in informal discussion and prepared video presentation

A **typical learning cycle** would be:

- individual self-study: learn the vocabulary of management styles in the required literature
- guided self study: prepare a three-minute informal presentation on a theorist of your choice, e.g. McGregor Theories X & Y
- in class the following week: activate the prepared vocabulary in group discussion and problem solving
- additional lecturer input or practice of reading strategies, note-taking, critical thinking, etc.
- identify vocabulary to be prepared and topic to research for the next class

Literature

Required:

- [print and ebook version](#) for Android & iOS tablet users: **Bill Mascull (2017) Business Vocabulary in Use Advanced, Third Edition** (with answers & enhanced ebook, including audio) Cambridge University Press, ISBN: 978-1-316-62822-5

OR

- **Bill Mascull (2017) Business Vocabulary in Use Advanced, Third Edition** (with answers) Cambridge University Press, ISBN: 978-1-316-62823-2

Workload

90 hours

Contact lessons

2 x 45 minutes, weekly during semester = 28 x 45-minute lessons

half classes in groups mixing full-time and part-time students

Attendance requirement

There is no obligatory attendance requirement for IEN1 but students are recommended to attend at least 50% of classes to familiarise themselves with the techniques required if they wish to complete the course successfully.

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

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.

IEN1 - Business English 1 - BWlg002

Proof of competence

speaking

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

vocabulary

- Two 15-minute Moodle vocabulary tests (multiple-choice cloze) in class time during the semester, **bring your own device**
- 10-minute group video presentation, prepared for Global Entrepreneurship Week (assessment 15% group / 85% individual)

note taking

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

reading

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

oral exam (50%)

group video (20%)

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

note taking test (10%)

Aids for written examination

No written examination for IEN1.

Continuative, in depth modules

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

Comment

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Degree programme, semester

BSc International Business Administration, 2023-2024, 1 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 1 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern

IHRM - Human Resource Management - BWlg011

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

IHRM - Human Resource Management - BWlg011

Teaching and Learning method	<ul style="list-style-type: none">- 1h video podcast (asynchron) plus 3h contact lectures (synchron) onsite per week.- Self-study and case study to prepare for exam over the term- Coaching during lectures on topics related to personality / motivation, interviewing etc.
Literature	<p>Required readings will be posted on Moodle for each session.</p> <p>Suggested text book for review in BFH library:</p> <p><u>Work and organizational psychology</u> - Robbins & Judge (2018) Essentials of Organizational Behavior, 14th Edition, global edition. Pearson (can be found in BFH library)</p> <p><u>Human resource management</u> - Jackson & Schuler (2018) Managing human resources, 12 th Edition, New York : Oxford University Press (can be found in BFH library including older versions)</p>
Workload	6 ECTS credits (180 hours)
Contact lessons	Weekly - 14 times, regular semester time (Each week students receive a 45min podcast lecture (asynchron at home) followed by 3h of lessons at school)
Attendance requirement	First lecture, rest of lecture none.
Proof of competence	<ul style="list-style-type: none">- An online multiple-choice exam of 60 minutes during regular exam period (CW 3/4).- weighth 100%, individual grade as the module delivers HR, OB and Labor Law knowledge and needs to assess whether students understand the basic concepts at hand.
Aids for written examination	<ul style="list-style-type: none">- Text Code of Obligations; highlightings and post-its are allowed; but notes of any kind are not permitted- printed dictionary mother tongue - English <p>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</p>
Continuative, in depth modules	Leadership Mindfulness & Positive Psychology Managing people globally Sustainable Business
Degree programme, semester	BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern BSc International Business Administration, 2023-2024, 3 HS, TZ, Bern

IIFI - Inside the international firm - BWIg009

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

IIFI - Inside the international firm - BWIg009

Proof of competence

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

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

Aids for written examination

BFH calculator (TI-30 ECO RS)
printed dictionary (mother tongue - examination language)

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

Degree programme, semester

BSc International Business Administration, 2023-2024, 1 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 1 HS, VZ, Bern

IMAR - Marketing - BWlg005

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

IMAR - Marketing - BWIlg005

Content

Shaping Marketing Strategies:

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

The Marketing Mix:

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

Marketing in Specific Contexts:

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

Marketing Implementation:

- Marketing and sales management

Teaching and Learning method

Lectures
Discussions
Self-study
Group work
Guest lectures

Literature

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

Workload

180 hours

Contact lessons

12-13 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% (CW3/4)

Aids for written examination

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

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

IMAR - Marketing - BWlg005

Mode of repetition

Retake of the exam

Continuative, in depth modules

Digital Marketing Strategy
Entrepreneurial Marketing
Brand Management
International Marketing
Consumer Behavior

Degree programme, semester

BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, TZ, Bern

SAC3 - Controlling & Digitalization - BWBh223

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Längin Thomas, Zihlmann Christian
Modulverantwortung	Thomas Längin, Christian Zihlmann
Kurzbeschreibung des Moduls	<ul style="list-style-type: none"> • Controlling Konzeptionen (inkl. Digitalisierung des Controllings); • Three-legged-stool: Anreize, Leistungsmessung mittels Datenanalyse, Allokation von Entscheidungsrechten • Planungsrechnungen mit Unterstützung digitaler Tools; • Behavioral Controlling - wie wirkt Controlling auf den Menschen?;
Eingangskompetenz	Bestandenes Modul BREW oder IACC.
Kompetenz	<p>Die Studierenden:</p> <ul style="list-style-type: none"> • Sind in der Lage, einfache Controllingkonzepte zu erstellen und bestehende Controllingkonzepte zu beurteilen; • erstellen konsistente Finanzpläne (Plan-Bilanzen, Plan-Erfolgsrechnungen und Plan-Geldflussrechnungen) und beurteilen diese im Kontext der finanziellen Unternehmensziele. Sie nutzen zur Erstellung der Pläne digitale Tools. • können Daten mit den entsprechenden Tools analysieren, Resultate interpretieren und quantitativ argumentieren; • kennen die grundlegende Vor- und Nachteile von Anreizsystemen; • kennen die Wirkung von Controlling auf das Verhalten von Mitarbeitenden von Unternehmen.
Inhalt	<ol style="list-style-type: none"> 1. Einführung ins Controlling (1 Woche) 2. Prinzip des three-legged-stool (3 Wochen) 1. Leistungsmessung mittels Datenanalyse 2. Gastvortrag: Prediction mittels Machine Learning von Credit Suisse 3. Anreize und Vergütungssysteme 4. Allokation von Entscheidungsrechten 3. Unternehmensfinanzplanung (6 Wochen) 1. Einführung 2. Plan-Bilanzen und Plan-Erfolgsrechnungen erstellen 3. Unternehmensfinanzpläne 4. Unternehmensbewertung, DCF-Methode 4. Behavioral Controlling (4 Wochen) 1. Wie wirkt Controlling auf die Mitarbeitenden? Diverse (vorgegebene) Themen, erarbeitet und präsentiert durch die Studierenden
Lehr- und Lernmethode	Inputreferate durch die Dozenten, Gastvorträge von Praktikern, durch die Dozenten betreutes Üben an Fallbeispielen, Gruppenarbeit und -präsentation, angeleitetes und autonomes Selbststudium.

SAC3 - Controlling & Digitalization - BWBh223

Fachliteratur	Die von den Dozenten zur Verfügung gestellten Unterlagen.
Workload	ca. 180 Stunden
Kontaktstudium	Wöchentlich 4 Lektionen, d.h. 14 Wochen zu 4 Unterrichtslektionen = 56 Lektionen
Präsenzpflicht	Keine (Behavioral Controlling ohne Präsentation / Anwesenheit: Note 1)
Kompetenznachweis	Schriftliche Prüfung mit Moodle, Dauer 90 Minuten, zählt 75 %, alle Inhalte ausser Behavioral Controlling. Durchführung am Ende des Semesters (KW3 / KW4). Mündliche Gruppenpräsentation zum Thema Behavioral Controlling begleitet von einem Kurzpapier, zählt 25%. Durchführung in den letzten Unterrichtswochen.
Hilfsmittel bei schriftlicher Prüfung	Open Book (nur Unterlagen auf Papier sind gestattet). Ein gedrucktes Wörterbuch Muttersprache - Sprache Kompetenznachweis BFH-Taschenrechner
Wiederholungsmodalitäten	Schriftliche Prüfung mit Moodle, Dauer 90 Minuten, zählt 75 %, Alle Inhalte ausser Behavioral Controlling.
Weiterführende, vertiefende Module	SAC1 Höhere Rechnungslegung, SAC2 Life-Cycle-Accounting & Tax, EMIS Management-Informationssysteme und Portfolio-Modul Auditing (SP01)
Studiengang, Semester	BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern BSc Betriebsökonomie, 2023-2024, 3 HS, VZ, Bern BSc Betriebsökonomie, 2023-2024, 5 HS, VZ, Bern BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern BSc Betriebsökonomie, 2023-2024, 7 HS, TZ, Bern BSc Betriebsökonomie, 2023-2024, 5 HS, TZ, Bern BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern

SBF1 - Security Markets & Behavioral Finance - BWBh241

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Bächli Sandro, Osterrieder Jörg Robert, Rascón Alberto
Module responsibility	Sandro Bächli, Alberto Rascon, Jörg Osterrieder
Short description of the module	<p>Students will work in investment teams and simulate the investment process of a bank:</p> <ul style="list-style-type: none">• Finding suitable financial data• Write investment research papers• Implement the investment decision (TAA)• Measure the performance of the portfolio (Excel)• Presenting the investment decision and performance to the client (coach) <p>The module is a mix between traditional- and flipped classroom teaching: The course consists of lectures, tasks and coaching/client meetings.</p>
Requirements	BFMA or IFMA

SBF1 - Security Markets & Behavioral Finance - BWBh241

Competencies upon completion

Subject: Students

- are familiar with the most important financial markets (currency, bond and equity markets)
- are familiar with the investment process, strategic asset allocation and tactical asset allocation.
- are familiar with the difference between standard finance and behavioral finance.

Method: Students

- are able to explain changes in financial markets based on the expertise they have acquired.
- are able to manage a portfolio (SAA/TAA) and are able to measure its performance.
- will understand how people take financial (and everyday) decisions through **heuristics** and the impact of **biases** on those decisions.

Social: Students

- apply their personal and individual resources in teams.
- analyze and discuss problems, in teams, by considering, evaluating, substantiating and refuting a variety of different arguments.
- critically and appreciatively evaluate working results of peers.
- argue in a constructive and factual way.
- analyze the source of potential conflicts, perceive conflicts and solve them in a constructive way.

Self: Students

- learn and work independently, recognize gaps in their knowledge and fill these gaps independently.
- critically reflect work and thought processes and develop possible courses of action.
- reflect and challenge personal and external judgments and develop these with regard to the assignment and in debate with the client.
- draw conclusions from their experiences for their further studies and professional life and document these in their individual portfolio.
- evidence stamina when confronted with problems during their studies and in their professions.

Content

The module "Security Markets & Behavioral Finance" covers the following topics:

- Overview Financial Markets
- Investment policy
- Strategic and Tactical Asset Allocation
- Efficient Market Hypothesis vs. Behavioral Finance
- Behavioral Finance I and II
- Machine Learning for Finance
- Sustainable Finance

Teaching and Learning method

- Lectures
- Coaching
- Private study
- Group work / tasks
- Client Meetings / Presentations

Literature

-

Workload

180h

Contact lessons

- 7 x 4 Lessons: lectures & coaching (on site)
- 7 x 4 Lessons: tasks & coaching (group work and/or via MS-Teams)

SBF1 - Security Markets & Behavioral Finance - BWBh241

Attendance requirement

- The two lectures with the **client meetings** and the lecture with the **quiz**.

Proof of competence

- The client meetings (presentations), the entire investment documentation and the performance calculation (during the semester): weight = 70% (group proof of competence => collectively evaluated)
- Quiz: 30 minutes, on site, via Moodle (during the semester: towards the end of the lecture weeks): weight = 30% (individual proof of competence => Individually evaluated)

Mode of repetition

- An unsatisfactory written exam (= quiz) can be repeated at the next official exam date.
- An unsatisfactory presentation, investment documentation and/or performance calculation can be repeated in a next module realization
- The grade for the individual assessment 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

Degree programme, semester

BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
 BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern
 BSc Business Administration, 2023-2024, 3 HS, VZ, Bern
 BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
 BSc Business Administration, 2023-2024, 5 HS, TZ, Bern
 BSc Business Administration, 2023-2024, 5 HS, VZ, Bern
 BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern
 BSc Business Administration, 2023-2024, 7 HS, TZ, Bern

SBF2 - Financial Instruments - BWBh242

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Gimeno Raúl Diego, Osterrieder Jörg Robert, Rascón Alberto
Module responsibility	Gimeno Raúl Diego, Rascón Alberto
Short description of the module	<p>This module gives a sound introduction to fixed income and derivative instruments. Security analysis gives you a sound introduction to the different fixed income instruments. You'll learn the pricing of these instruments and the methodology of how to analyse those instruments. Pricing and strategies of financial derivatives: SWAPs, Options and other Derivatives.</p>
Requirements	Knowledge in Statistics, Maths, Excel, English

SBF2 - Financial Instruments - BWBh242

Competencies upon completion

Subject: Students know

- the different fixed income instruments
- how to price fixed income instruments
- how to assess risk for fixed income instruments
- how to interpret the yield curve and how to use it for pricing purposes
- will be able to price financial instruments such as options and SWAPs
- will be able to create/use models in Excel to price derivatives
- will understand the basic institutional framework of the principal derivatives markets

Method: Students

- will be able to analyse and price a wide range of fixed income instruments
- will make use of Excel to price financial assets
- will be able to analyse derivative instruments
- will work out strategies to hedge financial risks

Social: Students

- apply your personal and individual resources in teams
- analyze and discuss problems, in teams, by considering, evaluating, substantiating and refuting a variety of different arguments
- argue in a constructive and factual way
- analyze the source of potential conflicts, perceive conflicts and solve them in a constructive way
- will foster their critical competences
- will be able to provide creative and innovative solutions in finance
- will be able to identify common misconceptions about financial derivatives
- will foster their team competences
- will be able to analyze and discuss problems, in teams, by considering, evaluating, substantiating and refuting variety of different arguments

Self: Students

- learn and work independently, recognize gaps in your knowledge and fill these gaps independently
- critically reflect work and thought processes and develop possible courses of action
- reflect and challenge personal and external judgments and develop these with regard to the assignment
- draw conclusions from your experiences for your further studies and professional life and document these in your individual portfolio
- evidence stamina when confronted with problems during your studies and in your profession
- will learn to better exploit one of the most common IT tools (Excel)
- will learn and work independently, recognize gaps in their knowledge and fill these gaps independently
- will learn to critically reflect work and thought processes and develop possible courses of action
- will learn to structure and give effective solutions to complex problems
- will learn to abstract a concrete situation to a mathematical model

Content

Fixed Income Analysis

- Bond pricing
- Measuring yield
- The yield term structure
- Convertibles bonds

Derivatives

- Options and option strategies
- SWAPs

Special attention will be put in the use of Excel for the derivative part

SBF2 - Financial Instruments - BWBh242

Teaching and Learning method	<ul style="list-style-type: none">- guided self-study with multiple choice questions and videos- A combination of guided self-study, contact lessons and multiple choice exercises will ensure an optimal learning mix.- homework- class exercises
Literature	<p>Recommended literature:</p> <p>Fixed Income: Bond Markets, Analysis, and Strategies, Frank Fabozzi, Pearson, eight Edition, ISBN: 0-273-76613-1</p> <p>Derivatives: Hull, John C, "Options, Futures and Other Derivatives", 9th Edition, Global Edition (5. September 2017), Prentice Hall International; ISBN-Nr.: 978-0273759072</p>
Workload	180 hours
Contact lessons	14x4 lessons Please notice that 8 lessons will be given in the special week on 8th September 2023 (whole day).
Attendance requirement	No compulsory attendance.
Proof of competence	End of semester (CW3 or 4) Digital examination on Moodle with quizzes and possible Excel questions for the derivatives, Weight: 100% Duration: 90 minutes Laptop: bring your own device The professor keeps the right to award points to specific homework or written work during the semester.
Aids for written examination	<ul style="list-style-type: none">- other calculator- Print dictionary (mother tongue - examination language)- A formulary will be provided at the examination date <p><i>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</i></p>
Continuative, in depth modules	SBF3

SBF2 - Financial Instruments - BWBh242

Degree programme, semester

BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern

SDB1 - Digital Technology Management - BWBh261

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Raff Stefan
Module responsibility	Stefan Raff
Short description of the module	<p>The module "Digital Technology Management" introduces participants amongst others to the fundamentals of smart products, digital servitization, smart services, self-service technologies, AI-driven business models, digital ecosystems, and augmented reality. This module aims to show how the design and management of such technologies works by covering (a) the peculiarities of business models based on smart products, digital services, and AI as compared to traditional products, (b) the resulting challenges for both manufacturing and service companies, (c) strategies and techniques for the improvement/successful design, implementation, and commercialization of digital age businesses.</p>
Requirements	-
Competencies upon completion	<p>The course aims to train students' digitalization competencies, applied methodological skills as well as communication, presentation and self-management skills.</p>
Content	<p>The module "Digital Technology Management" introduces participants amongst others to the fundamentals of smart products, digital servitization, smart services, self-service technologies, AI-driven business models, digital ecosystems, and augmented reality. This module has two major aims:</p> <ol style="list-style-type: none">1) The main objective of the course is to familiarize students with the underlying potentials and challenges of technology-based business models of the digital age (smart products, digital and smart services, AI, platforms & ecosystems, augmented reality, and more). At the core of the course are the various strategic and operational, but also the social and ethical challenges of companies in managing these technologies.2) Another key objective of the course is to enable students to critically reflect on the theoretical foundations they have learned and apply them to real-world problems in practice. To this end, students conduct their own research-based consulting projects with relevant companies in small groups. Students will evaluate companies with digitally driven service business models using proven analytical tools (e.g., SERVQUAL, E-SERVQUAL, AICSQ, and more) and make evidence-based recommendations for improvement. The results are presented in plenary sessions (pitches).
Teaching and Learning method	<p>Weekly classes and a with interactive sessions, group tasks, theoretical input and online sessions.</p>

SDB1 - Digital Technology Management - BWBh261

Literature

Selected Literature:

- Allmendinger, G., & Lombreglia, R. (2005). Four strategies for the age of smart services. *Harvard Business Review*, 83(10), 131.
- Beverungen, D., Müller, O., Matzner, M., Mendling, J., & Vom Brocke, J. (2019). Conceptualizing smart service systems. *Electronic Markets*, 29(1), 7-18.
- Chen, Q., Gong, Y., Lu, Y., & Tang, J. (2022). Classifying and measuring the service quality of AI chatbot in frontline service. *Journal of Business Research*, 145, 552-568.
- Huang, M.-H., & Rust, R. T. (2018). Artificial Intelligence in Service. *Journal of Service Research*, 21(2), 155-172.
- Meuter, M. L., Ostrom, A. L., Roundtree, R. I., & Bitner, M. J. (2000). Self-Service Technologies: Understanding Customer Satisfaction with Technology-Based Service Encounters. *Journal of Marketing*, 64(3), 50-64.
- Mori, M., MacDorman, K., & Kageki, N. (2012). The Uncanny Valley [From the Field]. *IEEE Robotics & Automation Magazine*, 19(2), 98-100.
- Raff, S., & Wentzel, D. (2018). A Cognitive Perspective on Consumers Resistances to Smart Products. In: Elbanna A., Dwivedi Y., Bunker D., Wastell D. (eds) *Smart Working, Living and Organising*. TDIT 2018. IFIP Advances in Information and Communication Technology, 533, 30-44.
- Raff, S., Wentzel, D., & Obwegeser, N. (2020). Smart Products: Conceptual Review, Synthesis, and Research Directions. *Journal of Product Innovation Management*, 37(5), 379-404
- Raff, S., von Walter, B., & Wentzel, D. (2021). KI-basierte Beratungsleistungen, Ausgestaltungsformen, Herausforderungen und Implikationen. In *Künstliche Intelligenz im Dienstleistungsmanagement* (pp. 341-362). Springer Gabler, Wiesbaden.

Workload

180 h

Contact lessons

14 Sessions

Attendance requirement

Compulsory attendance at the kick-off event, methods and coaching sessions for group work, guest lectures and final presentation of group work.

Proof of competence

40 % - Group project presentation in class (collectively graded)

60 % - Individual written assignment, Cw3 / Cw4 (60 min, PC exam without Safe Exam Browser)

Aids for written examination

- Open Book PC Exam (PC exam without Safe Exam Browser)
- Printed dictionary (native language - language of the proof of competence)
- BFH calculator (TI-30 ECO RS) or other calculator

For details on auxiliary aids, see the current "Instruction on Proof of Competency" on Moodle

Mode of repetition

The written examination can be repeated on the second examination date or the next time it is held.

The group work can be repeated at the next performance.

SDB1 - Digital Technology Management - BWBh261

Degree programme, semester

BSc Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern

SDG1 - Public Sector Trends - BWBh281

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Fivaz Jan, Gees Thomas, Geiger Christian, Haller Stephan, Koch Rika, Schwarz Badertscher Daniel, Tiede Markus Andreas
Modulverantwortung	Christian Geiger
Kurzbeschreibung des Moduls	<p>Der öffentliche Sektor ist im Umbruch, spätestens mit der Pandemiebewältigung haben Ansprüche an die Qualität von Behördendiensten, die Nachvollziehbarkeit, das Tempo sowie die Transparenz bei Behördenentscheiden und der politischen Willensbildung zugenommen. Was kann ein guter öffentlicher Sektor leisten? Welche Dienstleistungen gehören zu einem Service Public von morgen? Wie ist der föderale Staat in Zukunft organisiert? Welche Auswirkungen hat die Digitale Transformation? Welche zukunftsfähigen Alternativen gibt es? Anwendungsorientierte und forschungsnahe Dienstleistungen aus dem Institut Public Sector Transformation geben Insights in aktuelle Transformationsprojekte. Das Modul bietet die Chance, sich in 1-2 Themen zu vertiefen und Ideen für die bevorstehende Bachelorarbeiten zu entwickeln. Vorgesehene Themen und Trends werden je nach Verfügbarkeit der Expert*innen und der Aktualität bestimmt.</p>
Eingangskompetenz	Die Studierenden verfügen über Basiskenntnisse aus den Pflichtmodulen BPGS und Academic Skills

SDG1 - Public Sector Trends - BWBh281

Kompetenz

Fachkompetenzen

Die Studierenden

- kennen aktuelle Herausforderungen der Transformation des öffentlichen Sektors
- können den Nutzen digitaler Techniken für den öffentlichen Sektor erkennen
- verfügen über Basiskenntnisse auf den Gebieten der Bürgerinnenpartizipation, Smart City, E-Government, kollaborativer Führung, moderne Verwaltungsführung nach den Tallin-Prinzipien sowie rechtliche Herausforderungen bei der öffentlichen Beschaffung
- kennen die Verbindung zwischen zwischen Forschung und Praxis erkennen

Problem Solving

Die Studierenden

- beschaffen sich selbständig zusätzliche Informationen und Literatur, um ihr Wissen zu erweitern.
- bekommen Einblick, wie Problemstellungen und Lösungsansätze methodisch aufbereitet werden,

Kollaboration

Die Studierenden

- lernen in kleinen Gruppen den Austausch zu aktuellen Themen und Problemstellungen
- Arbeiten mit den jeweiligen Spezialisten zusammen und entwickeln gemeinsam eine forschungsrelevante Fragestellung

Selbstmanagement

Die Studierenden

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

Umgang mit Komplexität

Die Studierenden

- lernen den Staat als komplexes System in der Transformation zu begreifen
 - werden mit ungelösten und offenen Herausforderungen konfrontiert
 - sehen in den einzelnen Themen die Bezüge zu weiteren Fragestellungen
 - werden angeleitet, die Themen abzugrenzen und die Komplexität zu reduzieren
-

SDG1 - Public Sector Trends - BWBh281

Inhalt	<ol style="list-style-type: none"> 1. Einführung 2. Innovationsspielraum in der digitalen Transformation 3. Kollaborative und inklusive Führung (sektorübergreifendes Arbeiten) 4. Smart City 5. Digitale Demokratie 6. Partizipationsformen im öffentlichen Sektor 7 Öffentliche Beschaffung 8. Public IT / Open Source
Lehr- und Lernmethode	<p>9 x Präsenzveranstaltungen</p> <p>2 x Coaching</p> <p>Forschungsorientiertes Lernen , Proposal verfassen, Präsentatoin</p>
Fachliteratur	Abhängig von den einzelnen Inputs
Workload	6 ECTS
Kontaktstudium	<p>10x4 Lektionen</p> <p>2 x Coaching (2h)</p>
Präsenzpflicht	<p>5 x 4 Lektionen (Inputs)</p> <p>1 x 4 Lektionen Präsentationen</p>
Kompetenznachweis	<ul style="list-style-type: none"> • Präsentation (mündlich 40%) individuell oder zu zweit (individuelle Benotung) • Paper schriftlich (60%) (individuell)
Weiterführende, vertiefende Module	SDG 2 , SDG 3
Studiengang, Semester	<p>BSc Betriebsökonomie, 2023-2024, 7 HS, TZ, Bern</p> <p>BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern</p> <p>BSc Betriebsökonomie, 2023-2024, 5 HS, TZ, Bern</p> <p>BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern</p> <p>BSc Betriebsökonomie, 2023-2024, 5 HS, VZ, Bern</p> <p>BSc Betriebsökonomie, 2023-2024, 3 HS, VZ, Bern</p> <p>BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern</p> <p>BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern</p>

SDG1 - Public Sector Trends - BWBh281

SDG2 - Digital Government - Grundlagen - BWBh282

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Gees Thomas, Neumann Oliver
Modulverantwortung	Dr. Oliver Neumann, Assistant Professor IDHEAP Institut de hautes études en administration publique Swiss Graduate School of Public Administration Université de Lausanne
Kurzbeschreibung des Moduls	<p>Wie verändert die Digitalisierung den Arbeitsplatz, die Aufgaben, das Zusammenarbeiten in der Verwaltung? Digital Government stellt öffentliche Organisationen vor grosse Herausforderungen, bietet aber auch Chancen, dass der Staat seine Aufgaben für das Wohl der Gesellschaft und der Wirtschaft effektiver und effizienter erbringen kann. Allerdings erfordert die Digitalisierung von der Verwaltung neue (digitale) Skills, neue Formen der Zusammenarbeit (über Abteilungen hinaus), und stärker agile Ansätze. Neben den strategischen, organisatorischen und kulturellen Herausforderungen bilden neue Technologien einen Schwerpunkt. Das Potenzial einer digitalen Verwaltung ist noch wenig genutzt, aber schon heute ist z.B. erkennbar, dass die Verfügbarkeit staatlicher Daten (Open Government Data) zu mehr Transparenz führen und auch die Partizipation zwischen Gesellschaft und Staat fördern kann. In diesem Modul werden wir entsprechend die Grundlagen des öffentlichen Sektors im Lichte der Digitalisierung kennenlernen.</p>
Eingangskompetenz	<p>Die Studierenden verfügen aus dem Modul BGPS die grundlegenden Kenntnisse, wozu es den Staat braucht, welche Leistungen er für Gesellschaft und Wirtschaft erbringt. Es werden keine weiteren spezifischen Kenntnisse vorausgesetzt.</p>

SDG2 - Digital Government - Grundlagen - BWBh282

Kompetenz

Fachkompetenzen

Die Studierenden

- erlernen die Grundlagen staatlichen Handelns in der Schweiz und international, insbesondere die Grundlagen des Managements öffentlicher Organisationen (Public Management) im Kontext der Digitalisierung;
- verstehen die Vielschichtigkeit und Grösse des öffentlichen Sektors (besonders in Bern sowie im Vergleich mit dem Privatsektor), welcher weit über Politik und Verwaltung hinausgeht und auch Unternehmen wie die SBB, Post oder Swisscom umfasst;
- verstehen das Zusammenspiel zwischen Politik und Verwaltung sowie die Bedeutung öffentlicher Politiken und deren Umsetzung;
- erkennen die Rolle öffentlicher Organisationen in der Bereitstellung digitaler und nicht-digitaler öffentlicher Dienstleistungen sowie in der Generierung von Public Value;
- erlernen wichtige Entwicklungen und Transformationen des öffentlichen Sektors und verstehen die Funktion und Rolle von Innovationen in diesem Kontext;
- verstehen das veränderte Zusammenspiel zwischen Staat und Bürgerinnen und Bürgern im Kontext der Digitalisierung;
- entwickeln Fähigkeiten zur Diskussion und Analyse aktueller politischer Ereignisse im Kontext der Digitalisierung sowie komplexer gesellschaftlicher Herausforderungen wie dem Klimawandel im Kontext der Digitalisierung und können komplexe gesellschaftliche Herausforderung analysieren und Lösungsvorschläge formulieren.

Problem Solving

Die Studierenden

- beschaffen sich selbständig zusätzliche Informationen, um ihr Wissen zu erweitern;
- bekommen Einblick, wie internationale Studien das Thema Digital Government betrachten und analysieren;
- erlangen die Kompetenz, eine Studie auf den wesentlichen Inhalt zu reduzieren und vorzutragen;
- lernen mit Problemen und Lösungsansätzen kritisch umzugehen;
- verbessern ihre Kompetenz, kritische Streitgespräche sachlich zu führen.

Kollaboration

Die Studierenden

- erweitern die Fähigkeiten, mit unterschiedlichen Ansichten seitens der Mitstudenten und Mitstudentinnen fruchtbar umzugehen;
- erlernen, wie man die Ansichten oder Analysen anderer kritisch und zugleich konstruktiv bewertet und diskutiert;
- erfahren durch Kommunikation, wie unterschiedlich die einzelnen "Welten" der Mitstudierenden sein können.

Selbstmanagement

Die Studierenden

- bringen sich aktiv in die Diskussionen ein;
- bringen sich generell aktiv und konstruktiv in die Lehrveranstaltungen ein;
- erkennen, dass eine kritische Haltung zugleich als Ausgangspunkt für Erkenntnisgewinn gesehen werden darf;
- eignen sich diverse Fähigkeiten, Fertigkeiten und Kenntnisse, insbesondere betreffend akademisches Arbeiten, selbständig an und übernehmen damit Selbstverantwortung für ihren Lernprozess.

Umgang mit Komplexität

Die Studierenden

- können komplexe gesellschaftliche Herausforderung analysieren;
- verstehen den öffentlichen Sektor und insbesondere öffentliche Organisationen im Kontext

SDG2 - Digital Government - Grundlagen - BWBh282

- der Digitalisierung;
- sind bereit, andere Meinungen, Perspektiven und Werte zu reflektieren und zu respektieren;
- können Theorien hinterfragen und für die Praxis nutzbar machen;
- können den Beitrag und die Grenzen der eigenen Fachrichtung deutlich machen;
- erkennen den Wert von interdisziplinären Zugängen;
- kennen, akzeptieren und nutzen die Kompetenz und den Beitrag anderer Fachrichtungen;
- sind fähig die gelesene Literatur konstruktiv-kritisch zu erörtern.

Inhalt

Inhalt (stichwortartige Auflistung der einzelnen Inhalte)

- Einführung ins Public Management: Kontext, Geschichte und digitale Transformation im öffentlichen Sektor
- Strategische Dimension des Public Managements in der digitalen Transformation
- Organisatorische Dimension des Public Managements und Kulturwandel in der digitalen Transformation
- Innovations- und Technologiemanagement im öffentlichen Sektor
- Motivation und Leadership in einer agilen Verwaltung
- Politik-Implementierung im Schweizer System
- Compliance mit öffentlichen Politiken
- Evaluation von öffentlichen Politiken und Programmen
- Öffentliche Kommunikation im digitalen Zeitalter
- Behavioral Public Administration und Nudging

Lehr- und Lernmethode

Methoden

- 10 Unterrichtseinheiten als Vorlesung
- 10 vertiefende Auseinandersetzungen bzw. Übungen
- 5 Präsentationsblöcke der Studierenden zu ausgewählten Themen
- 2 Gastvorträge und Diskussion mit Studierenden
- 1 Exkursion -

Im Detail:

- Präsenz: 13x4= 52 Std (30%)
- Begleitetes Selbststudium: 50 Std (28%)
- Selbststudium: 80Std Selbststudium (42%)

Fachliteratur

Wird zu Beginn des Kurses digital bereitgestellt. Ein Kauf von Büchern ist nicht notwendig.

Workload

6 ECTS

Kontaktstudium

Präsenz: 13x4= 52 Std (30%)

Präsenzpflicht

Bei Präsentationen

Bei Gastreferaten

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Kompetenznachweis	Kritische Würdigung einer wissenschaftlichen Studie zum Thema digitale Transformation im öffentlichen Sektor (min. 5 - max. 8 Seiten, Einzelarbeit) 60%
	Präsentation (je nach TeilnehmerInnenzahl Einzel- oder Gruppenpräsentationen mit individueller Benotung) 40%
Wiederholungsmodalitäten	Bei einer Note 3.5 kann der Lernbericht von 10 Tagen überarbeitet werden. Bei einem definitiv ungenügendem Projekt sowie bei der mündlichen Prüfung kann der nächste offizielle Prüfungstermin für die Eingabe der Arbeit genutzt werden.
Weiterführende, vertiefende Module	SDG3, SDG1
Bemerkung	Rückfragen an thomas.gees@bfh.ch , Verantwortlicher Dozent für die Vertiefung Digital Government
Studiengang, Semester	BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern BSc Betriebsökonomie, 2023-2024, 7 HS, TZ, Bern BSc Betriebsökonomie, 2023-2024, 5 HS, VZ, Bern BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern BSc Betriebsökonomie, 2023-2024, 5 HS, TZ, Bern BSc Betriebsökonomie, 2023-2024, 3 HS, VZ, Bern

SGM2 - Multicultural Negotiations - BWBh342

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

Short description of the module Individuals, firms and governments must understand and interact with the international economy if they wish to excel in international business, domestic public policy, and economic development.

This module explores current issues of international economic interdependence and the effect of culture on decision making in the international business environment. Students will be introduced to key facts about the nature and impact of globalisation during recent decades and how the understanding of international economics supports in the decision making process during negotiations.

Simulated negotiations will expose students to business issues and problems that inevitably arise in international business negotiations. They will have the opportunity to apply their cross- cultural communication competence and management and negotiation skills to successfully solve problems and capitalise on opportunities in a multicultural environment. Students will be required to apply their knowledge from previous management courses as this forms the foundation of the business cases in multicultural negotiations.

In this module students will apply their knowledge in the following key areas:

- Globalisation and International Economics
- Business relevant issues arising out of the business case, comprising global, economic, sustainable, legal, social opportunities and challenges
- Negotiations and decision-making in international environments.
- Motivation, leadership and decision making across cultures with the business case as a key element.
- Developing analytical and critical thinking skills and use them to judge the appropriateness of business decisions in multicultural negotiation settings.

Requirements This module is open to all students who have had an introduction to Business Management, Economics and or Strategic Management.

SGM2 - Multicultural Negotiations - BWBh342

Competencies upon completion Active participation and preparation for class are requirements. Students will be challenged to integrate knowledge they have gained from other business core modules and apply their accumulated knowledge.

Subject: Students

- apply their knowledge from preceding management and economics courses as well as cultural frameworks and how to interact within a multicultural international business environment
- will make use of case studies as a development tool
- will develop the ability to set up a multicultural negotiation / communication strategy

Method: the focus will be on student applied learning. There will be lectures, but the emphasis will be on student responsibility for learning through active application of course content in:

- case studies,
- exercises & role plays
- live negotiations

Social: the negotiations provide students with the opportunity to

- recognize difficult situations, develop an understanding for viable solutions, and realize them in the business context
- understand the influence and effect of their own behaviour and culture on team performance, organisational performance, negotiations, business deals
- be able to switch between different business and cultural perspectives

Self: Students

- further develop their awareness of their own culture and teamwork to better equip themselves to function in intercultural and multi-cultural business situations flexibly
- learn practical information and tools for their future business careers
- develop critical thinking ability and problem solving skills through experiential learning activities and case studies

Content

In this module students will apply their knowledge in the following key areas:

- Globalisation and International Economics
- Business relevant issues arising out of the business case, comprising global, economic, sustainable, legal, social opportunities and challenges
- Negotiations and decision-making in international environments.
- Motivation, leadership and decision making across cultures with the business case as a key element.
- Developing analytical and critical thinking skills and use them to judge the appropriateness of business decisions in multicultural negotiation settings.

Teaching and Learning method

Lecturers will provide

- theoretical input,
- observation and analysis of negotiations,
- case studies

SGM2 - Multicultural Negotiations - BWBh342

Literature

Economics:

Baldwin Richard, 2016 The Great Convergence, Information Technology and the New Globalization:Â ISBN 9780674660489

Multicultural Negotiations:

Fisher R., Ury W., Patton B. (2011) "Getting to Yes: Negotiating Agreement Without Giving In ISBN: 978-0143118756

plus additional literature supplied by lecturers on Moodle

Workload

6 ECTS (180hours)

Contact lessons

lessons every week (4 x 45 min sessions for 14 weeks)

Attendance requirement

There is mandatory attendance for the following sessions:

- **three assessments in CW39, 40 and 41 (online for the assessment)**
- **negotiations sessions in CW43, 48 and 49**
- **final presentations in CW50**

It is expected that you attend all lessons as this is an applied course where you have the opportunity to practice your negotiation skills in class.

Proof of competence

This course has three assessment components that students need to focus on: Each assessment has to be completed to successfully pass this module.

- Three individual economics assessments (30% of final grade) will take place in CW39, CW40 and CW41.
- Students will work in groups for the negotiation assessment and complete a Business Case (30% of final grade) discussing the salient business issues as preparation for the final negotiation. (The group work is graded collectively).
- These student groups will also present their reflected meta-analysis of the different negotiations during a final 20-minute presentation (40% of final grade) at the end of the semester. (The group work is graded collectively).

It is therefore essential that students take part in the mandatory negotiation sessions in CW43, CW48 and CW49. Failure to do so will result in a failing grade.

Aids for written examination

-

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.

SGM2 - Multicultural Negotiations - BWBh342

Degree programme, semester

BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern

SHR1 - Diversity, Equiti & Inclusion, Datensensibles HRM - BWBh204

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Gurtner Andrea, Lanfranconi Lucia, Sonderegger Andreas
Modulverantwortung	Lanfranconi Lucia, Gurtner Andrea, Sonderegger Andreas
Kurzbeschreibung des Moduls	<p>In menschenzentrierten Organisationen wird die Vielfalt, etwa in Bezug auf Geschlecht, Alter, Herkunft, Sprachen, Beeinträchtigung etc., von Mitarbeitenden als zentraler Wert anerkannt, geschätzt und aktiv gefördert. Entsprechend zentral ist die Gestaltung von inklusiven Arbeitsumfeldern im Rahmen eines Diversity, Equity & Inclusion Managements (DEI). Dem HRM kommt eine Schlüsselrolle beim Management von DEI zu. Diese Themen spielen in allen HRM-Prozessen (Recruiting, Retention, Performance Management etc.) eine Rolle. Das Modul führt die Studierenden in die DEI-Dimensionen auf verschiedenen gesellschaftlichen Ebenen (MIKRO: psychologische Aspekte; MAKRO: rechtliche Aspekte und MESO-Ebene: Organisationsperspektive) ein und gibt ihnen konkrete Tools an die Hand um DEI in Organisationen, Prozessen und Beziehungen zu fördern.</p> <p>In der Beschäftigung mit zentralen Konzepten des DEI Managements werden die Studierenden für aktuelle Herausforderungen in einer diversen Arbeitswelt im Hinblick auf die eigene Praxis sensibilisiert und anhand konkreter Beispiele gerüstet. In Übungen werden Tabuthemen angesprochen und eigene blinde Flecken aufgedeckt, anhand von Filmbeispielen und gemeinsamen Aufgaben werden Diversity Management Konzepte entwickelt. Relevante soziale, technologische, ethische und rechtliche Implikationen werden diskutiert. Eigene Wahrnehmungsmuster, Menschenbilder sowie der Einsatz von Algorithmen und KI werden kritisch diskutiert.</p>
Eingangskompetenz	<p>BHRM, IHRM</p> <ul style="list-style-type: none"> • Grundlegende Personalprozesse, arbeitspsychologische und arbeitsrechtliche Grundlagen sind bekannt (Modul BHRM oder IHRM im Grundstudium, bzw. entsprechende Grundlagen des HRM (zentrale Personalprozesse, Basis A&O Psychologie, Arbeitsrecht). • Praktische Einblicke in aktuelle Herausforderungen im HR und im Führungsalltag wurden bereits gewonnen (bspw. WPM "Herausforderungen des HRM in der Praxis" / "Managing People Globally" und "Leadership" • Evtl. wurden auch entsprechende eigene berufliche Erfahrungen (aktiv, passiv) gemacht.

SHR1 - Diversity, Equity & Inclusion, Datensensibles HRM - BWBh204

Kompetenz

Fachkompetenzen: Die Studierenden

- verfügen über systematisches Wissen zum Thema Diversity, Equity & Inclusion (DEI)
- kennen zentrale Herausforderungen eines aktuellen, strategischen und zukunftsgerichteten DEI und der Rolle des HRM dabei
- kennen Methoden und Lösungsansätze für ein strategisches und zukunftsgerichtetes DEI und der Rolle des HRM dabei
- kennen die relevanten psychologischen, rechtlichen und organisationalen Grundlagen
- kennen in HRM Prozessen die Herausforderungen von DEI, sowie Tools und Lösungsansätze um diese anzugehen
- können mögliche soziale und rechtliche Implikationen eines DEI und datensensiblen HRM abschätzen

Methodenkompetenzen: Die Studierenden

- können in den HRM Prozessen DEI Fragestellungen und Lösungsansätze erkennen, entwickeln und anwenden
- können zielgerichtet und lösungsorientiert eine praktische Fragestellung im Bereich DEI identifizieren, abgrenzen und inhaltlich vertiefen
- können relevante Informationen und Literatur zu einer praktischen Fragestellung im Bereich D&I identifizieren, recherchieren, beschaffen und verarbeiten
- Können in der Rolle als HRM-Fachperson eine fiktive Geschäftsleitung von der Wichtigkeit von DEI, bzw. von DEI Konzepten überzeugen

Sozialkompetenzen: Die Studierenden

- üben den unvoreingenommenen und diskriminierungsfreien Umgang mit Vielfalt und die wertschätzende Kommunikation in einer diversen Gruppe
- verstehen Vielfalt und Unterschiedlichkeit als Gewinn und können entsprechende Argumente vorbringen
- können die Ergebnisse ihrer Gruppenarbeiten allgemein verständlich aufbereiten, diskutieren, reflektieren und kommunizieren
- können ihre eigenen Resultate und die ihrer Mitstudierenden kritisch reflektieren

Selbstkompetenzen: Die Studierenden

- sind fähig zur Selbstreflexion, insbesondere in Bezug auf Diversity-Dimensionen
- zeigen persönliche Beweglichkeit und Ambiguitätstoleranz
- setzen sich kritisch mit gesellschaftlichen und organisationalen Werten und Normen auseinander
- lernen für DEI Fragen einzustehen
- können Verantwortung für den eigenen und den gemeinsamen Lernprozess übernehmen

Inhalt

Vorbereitung für eine Arbeits- und Organisationswelt, die zunehmend diverser und digitaler wird. Erlernen des Umgangs und des Nutzens von Vielfalt, sowie die Rolle und konkrete Tools des HRM bei DEI.

Lehr- und Lernmethode

Lehrgespräche, Filmsequenzen, Fachinputs, Praktische Tipps, Tools und Übungen. Die Studierenden setzen sich aktiv mit aktuellen Herausforderungen des DEI Managements auseinander und lernen, wie dies in allen HRM Prozessen eingelöst werden kann. In drei Kompetenznachweisen setzen sie sich mit eigenen und fremden Erfahrungen auseinander und erarbeiten und vertiefen ein selbstgewähltes Thema im Bereich DEI/datensensibles HRM.

SHR1 - Diversity, Equiti & Inclusion, Datensensibles HRM - BWBh204

Fachliteratur

Zu Beginn des Semesters wird auf Moodle Literatur zur Verfügung gestellt bzw. für die Kompetenznachweise durch die Studierenden recherchiert.

- Bamberg, E., Ducki, A., & Janneck, M. (2022). Digitale Arbeit gestalten. Wiesbaden: Springer Fachmedien. <https://doi.org/10.1007/978-3-658-34647-8>
- Czollek, L. C., Perko, G., Kaszner, C., & Czollek, M. (2019). Praxishandbuch Social Justice und Diversity: Theorien, Training, Methoden, Übungen (2., vollständig überarbeitete und erweiterte Auflage). Pädagogisches Training. Weinheim: Beltz Juventa.
- Krell, G., Ortlieb, R., & Sieben, B. (2018). Gender und Diversity in Organisationen: Grundlegendes zur Chancengleichheit durch Personalpolitik. Wiesbaden: Springer Gabler. <https://link.springer.com/book/10.1007/978-3-658-20554-6#about>
- Lanfranchi, Lucia M. & Elina Lehmann (2023, forthcoming) Ein Beispiel guter Praktiken: Gleichstellen@Hochschulen - ein wissenschaftsbasiertes Organisationsentwicklungsprojekt für mehr Geschlechtergleichstellung an Hochschulen. in: ALMA MATER - Wo bleiben deine Frauen? Universitäre Frauenförderung auf dem Prüfstand. Johannes Gutenberg-Universität Mainz.

Wir werden im Kurs zudem mit der Webseite: www.gleichstellen.ch arbeiten (Firmausschnitte, Quiz und vertiefte Hintergrundinformationen zu HRM Prozessen).

Workload

Im Rahmen des Moduls kann ein Termin des Kurses für Berufsbildner:innen besucht werden.

Die zwei kleinere KN eher früher im Semester.
Der grössere KN (Einzelarbeit) wird im Dezember abgeschlossen.

Gesamtaufwand: 6 ECTS, 180h. Kontaktstudium: 42h, verteilt auf 14 Halbtage à 4 Lektionen (56 Lektionen); inkl. freiwilliger Berufsbildner:innenkurs.

Kontaktstudium

Semesterwochen 1-14, je 4 Lektionen: 56 Lektionen; inkl. freiwilliger Berufsbildner:innenkurs

Präsenzpflicht

Wir erwarten aktive Teilnahme im Unterricht und Präsenz in der ersten Kontaktstunde sowie an den Präsentationstagen.

Kompetenznachweis

Der Kompetenznachweis setzt sich aus drei Einzelaufträgen zusammen: Zwei kleinen Aufträgen (je 10%) zu Beginn des Semesters und einer individuellen Auseinandersetzung mit einer Problemstellung im Themenbereich (80%), die im Dezember abgeschlossen wird.

Wiederholungsmodalitäten

Nicht bestandene KN können in der selben- oder in der nächsten Durchführung wiederholt werden.

Weiterführende, vertiefende Module

SHR2, SHR3, SHR4

Studiengang, Semester

BSc Betriebsökonomie, 2023-2024, 5 HS, VZ, Bern
BSc Betriebsökonomie, 2023-2024, 3 HS, VZ, Bern

SHR2 - HRM Praktiken in neuen Arbeitswelten - BWBh202

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Becker Martina, Habegger Anja, Schell Sabrina, Zinn Isabelle
Modulverantwortung	Martina Becker, Isabelle Zinn, Sabrina Schell, Anja Habegger
Kurzbeschreibung des Moduls	In diesem Modul lernen Studierende die praktische Planung, Anwendung und Durchführung von Methoden und Tools, die in neuen Arbeitswelten in Personal-, Team- und Führungsentwicklungen zur Anwendung kommen.
Eingangskompetenz	BHRM
Kompetenz	<p>Die Studierenden kennen grundlegende strategische HRM-Praktiken in neuen Arbeitswelten.</p> <p>Fachkompetenzen: Die Studierenden</p> <ul style="list-style-type: none">• kennen die grundlegenden Konzepte der Personal- und Organisationsentwicklung.• kennen die Möglichkeiten und Grenzen der Instrumente. <p>Methodenkompetenzen: Die Studierenden</p> <ul style="list-style-type: none">• können zielgerichtet und lösungsorientiert praktische Instrumente der Personal- und Organisationsentwicklung identifizieren und abgrenzen.• sie können ihre eigene Position zu verschiedenen Methoden der Karriere- und Persönlichkeitsentwicklung argumentativ darstellen und verteidigen. <p>Sozialkompetenzen: Die Studierenden</p> <ul style="list-style-type: none">• können für sich und andere einen geschützten Rahmen entwickeln, in dem die Erprobung und Reflexion möglich ist. <p>Selbstkompetenzen: Die Studierenden</p> <ul style="list-style-type: none">• können sich auf Selbsterfahrungen einlassen und diese reflektieren.

SHR2 - HRM Praktiken in neuen Arbeitswelten - BWBh202

Inhalt	<p>Neue Arbeits- und Organisationsformen erfordern partizipative Praktiken der Zusammenarbeit, des Wissensaustausches und ein hohes Mass an Selbstführung von jedem einzelnen Organisationsmitglied. Das führt zu Herausforderungen, aber auch zu Chancen, welche von HRM-Praktiken begleitet werden können.</p> <p>Mitarbeitende sind immer öfter in der Rolle, Meetings zu organisieren und zu gestalten, Kolleg:innen zu unterstützen und dadurch Leadershipfunktionen oder auch Coachingfunktionen zu übernehmen und sogar Grossgruppen zu moderieren. Im Modul SHR2 soll darum auf verschiedene Instrumente der Personal- und Organisationsentwicklung eingegangen werden.</p> <p>In den ersten beiden Veranstaltungen sollen die Massnahmen (Coaching, Mentoring, Workshops) vorgestellt und in das strategische HRM eingebettet werden.</p> <p>In den darauffolgenden Veranstaltungen werden die einzelnen Instrumente genauer betrachtet und reflektiert.</p> <p>Des Weiteren erhalten Sie praktische Inputs durch Gastvorträge.</p> <p>Das Thema Coaching wird tiefergehend vorgestellt, ausgewählte Coachingmethoden werden erprobt und mit Selbsterfahrungen erlebbar gemacht. Zudem werden die Chancen und Grenzen von Online-Coaching diskutiert und erprobt.</p> <p>In der zweiten Hälfte des Semesters werden Coachingtermine für den Kompetenznachweis angeboten.</p> <p>Die Studierenden können im Rahmen des Moduls zwei Teile des Berufsbildungskurses absolvieren (sofern Teilnahme in SHR1).</p>
Lehr- und Lernmethode	<p>Das Modul besteht aus Präsenzveranstaltungen, gegebenenfalls (synchronen oder asynchronen) Onlineveranstaltungen und Gastvorträgen.</p> <p>Pro Woche werden drei Lektionen Präsenzunterricht (vor Ort oder online) durchgeführt. Eine vierte Lektion pro Woche wird für ein begleitetes Selbststudium zur Verfügung gestellt.</p>
Fachliteratur	<p>Pflichtliteratur wird rechtzeitig themenspezifisch auf Moodle hochgeladen.</p>
Workload	<p>6 ECTS</p>
Kontaktstudium	<p>Wöchentlich während des Semesters (12 x 4 Lektionen) KW38 - 49</p> <p>(KW 50-51 Berufsbildungs-Kurs)</p>
Präsenzpflicht	<p>Die Präsenzpflicht wird jeweils auf Moodle bekanntgegeben.</p>

SHR2 - HRM Praktiken in neuen Arbeitswelten - BWBh202

Kompetenznachweis

Um zum Kompetenznachweis antreten zu können, müssen die wöchentlichen Aufgabenstellungen (insgesamt mindestens 10 von 11) in Moodle erfüllt sein. Jede Woche wird dafür eine Lektion zur Verfügung gestellt.

Die Studierenden können sich für einen der beiden Kompetenznachweise entscheiden:

1. Mentoringkonzept

Die Studierenden erarbeiten ein Mentoringkonzept für eine fiktive oder reale Organisation. Innerhalb des Konzeptes soll zwischen Mentoring und Coaching unterschieden werden. Das Mentoringkonzept wird in der Prüfungswoche präsentiert und verteidigt.

2. Workshopdesign

Die Studierenden erarbeiten ein Workshopdesign für eine bestimmte Fragestellung in einer fiktiven oder realen Organisation. Das Workshopdesign wird in der Prüfungswoche präsentiert und verteidigt.

Die Notengebung erfolgt konsensuell durch Expertise der Dozentinnen.

Hilfsmittel bei schriftlicher Prüfung

Mentoringkonzept oder Workshopdesign müssen eine Woche vor der Verteidigung auf Moodle eingereicht werden.

Wiederholungsmodalitäten

Prüfung muss mit einem neuen Mentoringkonzept oder Workshopdesign wiederholt werden.

Weiterführende, vertiefende Module

SHR1, SHR3

Studiengang, Semester

BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
 BSc Betriebsökonomie, 2023-2024, 5 HS, TZ, Bern
 BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
 BSc Betriebsökonomie, 2023-2024, 7 HS, TZ, Bern
 BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern
 BSc Betriebsökonomie, 2023-2024, 3 HS, VZ, Bern
 BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern
 BSc Betriebsökonomie, 2023-2024, 5 HS, VZ, Bern

SIE2 - Refining Business Models - BWBh302

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Müller Susan, Noppeney Claus
Module responsibility	Noppeney Claus, Müller Susan
Short description of the module	<p>The idea is only the beginning! For an idea to mature into a successful company, many aspects must come together. A functioning business model and business planning activities play an important role. In this module, students can dive deep into the world of startups. The goal of the module is to practice business modeling and business planning activities in collaboration with selected startup partners.</p> <p>The lecturers are responsible for the acquisition of the startup partners. However, students who have founded a startup themselves or students who know a startup that might be suitable as a startup partner are encouraged to contact the lecturers to discuss the suitability of their cases (at least one month before the start of the semester).</p> <p>Students work in small teams and each team works for and with a startup partner. Students are assigned to teams and startup cases by the lecturers. The seminar includes a kick-off event, plenary sessions, and coaching as well as peer coaching sessions. In addition to these events, teams organize their collaboration independently. To allow for an intensive learning experience it is expected that the teams work side by side with their startup partner. During the final presentations, the results as well as the work process are presented.</p> <p>Important note: Please note that although this module has a different focus (i.e., students work with commercial start-ups), it is structured similarly to the "Sustainable Startup Challenge" module (of the "Sustainable Business" specialization). Therefore, we recommend taking either one of the two modules based on your interest.</p>
Requirements	no specific requirements

SIE2 - Refining Business Models - BWBh302

Competencies upon completion

Subject:

Students...

- develop an understanding of possible success factors for startups.
- develop and verify recommendations for and with the startup they are working on.
- are able to define the relevant business environment of a startup and analyze it with appropriate methods.

Method:

Students...

- apply tools and procedures for business modeling and business planning.
- select and combine different entrepreneurship and management tools.
- are able to analyze a startup and its respective context.

Social:

Students...

- work with clients and convince them of their ideas, proposals, and approaches.
- practice working and cooperating in teams, including resolving team conflicts.
- recognize and accept different points of view and approaches.

Self:

Students...

- strengthen their communication and presentation skills when working with representatives of the startup partner.
- work on important steps of the startup process proactively, engaged, and independently.
- recognize and strengthen their own teamwork skills.
- reflect on their entrepreneurial intentions.
- develop an entrepreneurial mindset.

Content

- Specify a relevant task with the startup partner
- Depending on the startup partner, tasks could include: e.g., the development or adaptation of a business model, the validation of a business model (e.g. with the help of a Minimum Viable Product, a prototype, a target group survey), business planning activities
- Application of entrepreneurship and strategic management methods
- Continuous communication with a startup company
- Presentation of results
- Reflection of the process

Teaching and Learning method

- Experience-based learning in small groups (3 to 4 persons)
- Input lectures and workshops on selected topics
- Presentations and discussions
- Coachings

SIE2 - Refining Business Models - BWBh302

Literature

- Fueglistaller, U., Fust, A., Müller, C., Müller, S., & Zellweger, T. (2019). Entrepreneurship. Modelle - Umsetzung - Perspektiven. Mit Fallbeispielen aus Deutschland, Österreich und der Schweiz. (5., überarb. Aufl.). Wiesbaden: Springer Gabler.
- Neck, H. M., Neck, C. P., & Murray, E. (2019). Entrepreneurship: The Practice and Mindset. Thousand Oaks: SAGE Publications. 2. Edition.
- Osterwalder, A. & Pigneur, Y. (2010). Business Model Generation. A Handbook for Visionaries, Game Changers and Challengers. Hoboken: John Wiley.
- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). Value Proposition Design: How to Create Products and Services Customers Want. Hoboken: John Wiley.
- Ries, E. (2017). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. New York: Currency.

Workload

180h (6 ECTS)

Contact lessons

28 contact lessons (incl. plenary sessions and coaching sessions)

Attendance requirement

Session 1 | Kick-off with startup partners: September 20, 2023, 13:25 to 17:00
Session 2 | Preparing for the Task: October 4, 2023, 13:25 to 17:00
Session 3 | Coaching sessions: October 11, 2023, 13:25 to 17:00
Session 4 | Input session / Coaching sessions: October 25, 2023, 13:25 to 17:00
Session 5 | Milestones & Refining / Redirecting (with startup partners): November 8, 2023, 13:25 to 18:50
Session 6 | Input session / Coaching sessions: November 29, 2023, 13:25 to 17:00
Session 7 | Final presentations I: December 13, 2023, 13:25 to 18:50
Session 8 | Final presentations II: December 20, 2023, 13:25 to 18:50

Proof of competence

- 20% Final presentation (group work, all members of the group receive the same grade unless there are major differences between the self-assessment and the anonymized peer grading)
- 60% Final documents (group work, all members of the group receive the same grade unless there are major differences between the self-assessment and the anonymized peer grading)
- 20% Analysis of peer presentations (individual grade) during session 5

Mode of repetition

In case of failing, the module will be repeated

Degree programme, semester

BSc Business Administration, 2023-2024, 5 HS, TZ, Bern
 BSc Business Administration, 2023-2024, 7 HS, TZ, Bern
 BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
 BSc Business Administration, 2023-2024, 5 HS, VZ, Bern
 BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
 BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern
 BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern
 BSc Business Administration, 2023-2024, 3 HS, VZ, Bern

SIE3 - Decision Making of Consumers and Managers - BWBh303

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Murmann Martin, Risi David
Module responsibility	Risi David
Short description of the module	Making the right decisions is the basis for the success of companies. Based on current issues, students in this module analyze the decision-making processes of managers, consumers, and other stakeholders.
Requirements	Fundamentals of Business Administration and Marketing
Competencies upon completion	<p>The module aims to help students understand the decision criteria of actors (e.g., environmental aspects, price), individual decision styles (e.g., rational, intuitive), decision theories (e.g., expected utility theory, prospect theory), methods of multi-criteria decision making (e.g., conjoint analysis, analytic hierarchy process), and cognitive biases in decision making under uncertainty (e.g., overconfidence, availability heuristic).</p> <p>Students learn to grasp complex issues and understandably present them by developing and presenting their scientific posters. By providing and receiving interim feedback on the projects, students develop the ability to give constructive feedback and implement feedback on their own scientific posters. Developing these skills will be helpful concerning the conduction of research projects for bachelor theses.</p>
Content	<p>Decision-making processes and actual decisions of internal and external stakeholders are crucial for whether a company is successful in the market or lags behind the competition. This module provides an in-depth analysis of current issues in decision-making by managers in companies and key external stakeholders such as consumers, investors, and suppliers.</p> <p>This module will cover managerial and entrepreneurial decision-making processes such as strategic firm positioning, new product development decisions, internationalization, and vertical or horizontal integration. We will also examine stakeholder decision-making processes, such as consumption decisions for products and services or investors' decisions to finance a venture. The module will address specific current decision-making issues, such as the role of emotions in decision-making, the relationship between neuroscience and decision-making, ethical decision-making, group decision-making approaches, political voting decisions, and heuristics and biases.</p>
Teaching and Learning method	<p>As part of the module, students will analyze and answer a scientific and practice-relevant question in small teams and create a scientific poster. Students will be continuously supported during coaching sessions.</p> <p>Students will present the state of their scientific posters in intermediate recorded presentations and provide and receive constructive feedback in a peer-review process.</p>
Literature	Literature and materials for the module will be provided on Moodle.
Workload	6 ECTS

SIE3 - Decision Making of Consumers and Managers - BWBh303

Contact lessons

The kick-off event, the coaching sessions, and the final presentation of the scientific poster will take place on-site. Further online coaching appointments may be arranged.

Attendance requirement

Attendance in the kick-off event and the final presentation(s) of the scientific poster is mandatory.

Proof of competence

The scientific poster accounts for 50% of the module grade and is graded collectively for the team.

The presentation of the scientific poster accounts for 30% of the module grade and is graded individually.

The quality of feedback accounts for 20% of the module grade and is graded individually.

Timely submission of an intermediary recorded presentation (not graded) is mandatory to complete the module.

Mode of repetition

In the event of failure, the module can be repeated a year later. If repeating the module, a student must repeat the module in its entirety (i.e., all three parts mentioned under "proof of competence" must be repeated).

Degree programme, semester

BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc Business Administration, 2023-2024, 5 HS, VZ, Bern



SMM2 - Consumer Behavior - BWBh362

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Feurer Sven, Knutti Anna
Modulverantwortung	Prof. Dr. Sven Feuerer
Kurzbeschreibung des Moduls	<p>Das Gebiet der Konsument*innenforschung ist verhältnismässig jung. Es ist geprägt von Interdisziplinarität und betrifft jede und jeden von uns. Die Student*innen des Moduls Consumer Behavior (CB) beschäftigen sich fokussiert mit den aktuellen Ansätzen des Konsument*innenverhaltens und setzen dieses in Beziehung mit eigenen Erfahrungen und Verhaltensweisen ihrer selbst und ihres (beruflichen) Umfelds. Die Unterrichtssprache ist deutsch, es werden aber englischsprachige Fachartikel behandelt.</p>
Eingangskompetenz	Grundlagen des Marketings

SMM2 - Consumer Behavior - BWBh362

Kompetenz

Fachkompetenzen: Die Studierenden

- sind in der Lage, die grundlegenden Begriffe und Konzepte von CB zu erläutern,
- verstehen die verschiedenen Arten der Entscheidungsfindung,
- sind sensibilisiert für kulturelle Unterschiede im CB
- können die Folgen von unternehmerischem und kund*innenseitigem Handeln hinsichtlich ethischer und nachhaltiger Fragestellungen bewerten.
- können interne und externe Einflüsse auf CB erläutern und auf die eigene Praxis anwenden,
- können anhand verschiedener Modelle CB beobachten, beschreiben und ggf. erklären.

Methodenkompetenzen: Die Studierenden

- verstehen Aufbau, methodisches Vorgehen und Interpretierbarkeit von experimenteller Konsumforschung
- können sich kritisch mit wissenschaftlichen Quellen im Forschungsgebiet CB auseinandersetzen
- sind in der Lage, verschiedene Modelle/Konzepte zu bewerten,
- verbinden Theorie und Praxis
- können eine Unterrichtssequenz konzipieren und in einem aktivierenden Stil durchführen

Sozialkompetenzen: Die Studierenden

- sind fähig, allein und in der Gruppe die Lerninhalte auf aktuelle Ereignisse in der Wirtschaft zu übertragen und eigene Verhaltensweisen zu hinterfragen,
- nutzen persönliche Ressourcen sowie Ressourcen der Gruppe,
- organisieren sich selbstständig in Bezug auf den Teilkompetenznachweis (Gestaltung der gemeinsamen Unterrichtssequenz)

Selbstkompetenzen: Die Studierenden

- vertiefen das persönliche Analyse-, Urteils- und Entscheidungsvermögen,
- organisieren sich vorausschauend in Bezug auf die Teilkompetenznachweise
- decken eigenständig und selbstverantwortlich Wissensdefizite auf und gleichen diese durch Selbststudium aus.

Inhalt

- Theoretische Grundlagen des CB
- Vertiefungsstudien aus aktueller Forschung
- Beispiele aus der Praxis

Lehr- und Lernmethode

- Flipped-Classroom-Konzept (Gestaltung einer gemeinschaftlichen Unterrichtssequenz)
- Lehrvortrag und Diskussion
- Gastreferate (geplant)
- Selbststudium
- Coachings

Fachliteratur

Pflichtliteratur: Solomon, Michael R. (2016): Konsumentenverhalten. 11. aktualisierte Auflage, Pearson: Hallbergmoos
Weiterführende Literatur wird fortlaufend angegeben.

Workload

180 Stunden

Kontaktstudium

wöchentlich je 4 Lektionen

SMM2 - Consumer Behavior - BWBh362

Präsenzpflicht

entsprechend den Angaben der Dozierenden zu Beginn des Semesters

Kompetenznachweis

- Gestaltung einer gemeinschaftlichen Unterrichtssequenz zu einem ausgewählten Kapitel der Pflichtliteratur (inkl. Vorstellung eines wissenschaftlichen Fachartikels und dessen Praxisimplikationen).
Während des Semesters, Einzelbewertung; Gewichtung 50%.
- Erstellen eines Consumer Video Diary auf Basis der Veranstaltungsinhalte.
Während des Semesters, Einzelbewertung; Gewichtung 50%.

Bemerkung

Es gilt ein Limit für die Teilnehmezahl an diesem Modul von maximal 60 Studierenden.

Studiengang, Semester

BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc Betriebsökonomie, 2023-2024, 5 HS, VZ, Bern
BSc Betriebsökonomie, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc Betriebsökonomie, 2023-2024, 7 HS, TZ, Bern
BSc Betriebsökonomie, 2023-2024, 3 HS, VZ, Bern

SMM4 - Services Marketing - BWBh364

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Feurer Sven, Konya-Baumbach Elisa
Modulverantwortung	Elisa Konya-Baumbach
Kurzbeschreibung des Moduls	<p>Klassische Dienstleistungsunternehmen wie Banken, Versicherungen, Fluggesellschaften und Hotels prägen die Wirtschaft nicht nur der Schweiz. Gleichzeitig steigt der Stellenwert innovativer digitaler Dienstleistungen immer weiter. Im Vergleich zur Vermarktung tangibler Produkte gibt es jedoch einige Besonderheiten zu beachten, mit wichtigen Implikationen für die Marketingpraxis.</p> <p>Zielsetzungen: Die Studierenden</p> <ul style="list-style-type: none"> • Kennen und verstehen die Grundlagen des Dienstleistungsmarketings und die Ausgestaltung des erweiterten Marketing Mix • Kennen und verstehen die Besonderheiten von klassischen und digitalen Dienstleistungen • Sind sicher im Umgang mit Konzepten des Dienstleistungsmarketings, bspw. Dienstleistungsqualität; Service Failure, Service Recovery • Verstehen die Wichtigkeit eines professionellen Beschwerdemanagements • Können Kundenreaktionen auf digitale und KI-basierte Dienstleistungen verstehen und antizipieren • Kennen und verstehen wichtige Ansätze zur Wahl einer Preisstrategie und zur tatsächlichen Preisbestimmung • Wissen auch um die Wichtigkeit von Dienstleistungen im B2B-Bereich
Eingangskompetenz	Grundlagen des Marketing
Kompetenz	<p>Fachkompetenz: Die Studierenden</p> <ul style="list-style-type: none"> • Kennen die Besonderheiten des Dienstleistungsmarketings • Hinterfragen und beurteilen tatsächliche Entscheidungen ausgewählter operierender Dienstleistungsunternehmen <p>Methodenkompetenz: Die Studierenden</p> <ul style="list-style-type: none"> • lernen, sich in der Gruppe zu organisieren • erarbeiten Analysen und Lösungen unter Zeitdruck • adaptieren und revidieren ihr Wissen konsequent auf die Aufgabenstellungen • erweitern ihre Kompetenz im Bereich Problemlösungen • verknüpfen theoretische Grundlagen mit praxisbezogenen, realen Umsetzungen <p>Sozialkompetenz: Die Studierenden</p> <ul style="list-style-type: none"> • sind in der Lage, ihre eigenen Reaktionen auf Herausforderungen im Dienstleistungsmarketing kritisch zu hinterfragen und zu reflektieren • setzen sich aktiv mit unternehmerischen Realisierungen auseinander • setzen sich konstruktiv mit Ansichten Anderer auseinander

SMM4 - Services Marketing - BWBh364

Inhalt	<ul style="list-style-type: none"> Theoretische Grundlagen zum Thema klassisches und digitales Dienstleistungsmarketing; Einsetzbarkeit und Wahrnehmung von künstlicher Intelligenz Transferleistungen auf die Unternehmenspraxis Beispiele aus der Praxis
Lehr- und Lernmethode	<ul style="list-style-type: none"> Vorlesung und Diskussion Gastreferent*in (geplant) Gruppenarbeit (Fallstudie) Prüfung Selbststudium Hinweis: von den Studierenden wird ein hohes Mass an Eigeninitiative erwartet.
Fachliteratur	<p>Empfohlene Literatur</p> <ul style="list-style-type: none"> Homburg, Christian (2020), Marketingmanagement, 7. Auflage, Springer Gabler. Meffert, Heribert, Bruhn, Manfred, & Hadwich, Karsten (2018), Dienstleistungsmarketing, 9. Auflage, Springer Gabler.
Workload	180 Stunden
Kontaktstudium	<p>36-40 Stunden Kontaktstudium</p> <p>140-144 Stunden Selbststudium und Reflexion</p>
Präsenzpflicht	ja, bei Gastvorträgen
Kompetenznachweis	<ul style="list-style-type: none"> Gruppenarbeit während des Semesters (4-5 Personen pro Gruppe), Bearbeiten einer Fallstudie, gleiche Note für jedes Teammitglied vorbehaltlich individueller Abweichungen auf Basis einer Peer-Evaluation, Gewichtung 50% Einzelarbeit am Ende des Semesters, KW 3/4 (schriftlicher Kompetenznachweis; 60 Minuten Bearbeitungszeit), Gewichtung 50%
Hilfsmittel bei schriftlicher Prüfung	<ul style="list-style-type: none"> BFH-Taschenrechner (TI-30 ECO RS) Gedrucktes Wörterbuch (Muttersprache - Sprache Kompetenznachweis) DeepL
Bemerkung	Das Modul ist teilnahmebeschränkt, es gilt eine maximale Studierendenzahl von 60.
Studiengang, Semester	<p>BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern</p> <p>BSc Betriebsökonomie, 2023-2024, 3 HS, VZ, Bern</p> <p>BSc Betriebsökonomie, 2023-2024, 7 HS, TZ, Bern</p> <p>BSc Betriebsökonomie, 2023-2024, 5 HS, TZ, Bern</p> <p>BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern</p> <p>BSc Betriebsökonomie, 2023-2024, 5 HS, VZ, Bern</p> <p>BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern</p> <p>BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern</p>

SP01 - Auditing - BWBh381

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Frecè Jan Thomas
Modulverantwortung	Frecè Jan Thomas
Kurzbeschreibung des Moduls	<p>Was ist der Unterschied zwischen Prüfen oder/und geprüft werden?</p> <p>Anhand von Praxisbeispielen bringen wir das Konzept der Abschlussprüfung von der Prüfungsplanung über die Prüfungsdurchführung bis hin zur Berichterstattung näher. Dabei werden die verschiedenen Prüfungsvorgehen, basierend auf den gesetzlichen Vorgaben sowie den Rechnungslegungsvorschriften, detailliert näher gebracht.</p> <p>Neben den praxisnahen Beispielen wird auch ein Einblick in die Datenanalyse und weitere Spezialthemen vermittelt.</p> <p>Die Bedeutung eines nachhaltigen Geschäftsgebarens und des Nachhaltigkeitsreportings im Rahmen der Unternehmensberichterstattung nimmt stetig zu. Aus diesem Grund stehen im Modul auch die Themen Nachhaltigkeitsberichterstattung, Nachhaltigkeitsratings so wie Prüfung des Nachhaltigkeitsberichts im Vordergrund.</p>
Eingangskompetenz	<p>Fachkompetenzen: Basiswissen im Finanziellen und Betrieblichen Rechnungswesen.</p> <p>Ausserfachliche Kompetenzen: Analytische Skills, Umgang mit Komplexität und Selbstmanagement.</p>

SP01 - Auditing - BWBh381

Kompetenz

Fachkompetenzen

Die Studierenden:

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

Ausserfachliche Kompetenzen

Die Studierenden:

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

Inhalt

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

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

Lehr- und Lernmethode

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

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

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

SP01 - Auditing - BWBh381

Fachliteratur	Die von den Dozierenden und Vortragenden zur Verfügung gestellten Materialien (Skripten, Präsentationen, Fachartikel usw.).
Workload	6 ECTS, d.h. ca. 180 Stunden.
Kontaktstudium	Wöchentlich 4 aufeinanderfolgende Lektionen während des Semesters, d.h. 56 Lektionen Kontaktstudium.
Präsenzpflicht	Keine
Kompetenznachweis	Schriftliche Prüfung auf Moodle (60 Min) am Ende des Semesters (CW 3/4), zählt 100 %.
Hilfsmittel bei schriftlicher Prüfung	<p>Open Book BFH-Taschenrechner (TI-30 ECO RS) 1 gedrucktes Wörterbuch Muttersprache - Sprache Kompetenznachweis</p> <p>For details to the aids allowed during written exams see "written examination regulations" on Moodle.</p>
Wiederholungsmodalitäten	Schriftliche Moodle-Prüfung, zählt 100 %.
Weiterführende, vertiefende Module	Die Module der Vertiefung Accounting & Controlling, d.h.: Höhere Rechnungslegung (SAC1), Life-Cycle Accounting & Tax (SAC2) und Controlling & Digitalization (SAC3).
Studiengang, Semester	<p>BSc Betriebsökonomie, 2023-2024, 5 HS, TZ, Bern BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern BSc Betriebsökonomie, 2023-2024, 3 HS, VZ, Bern BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern BSc Betriebsökonomie, 2023-2024, 5 HS, VZ, Bern BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern BSc Betriebsökonomie, 2023-2024, 7 HS, TZ, Bern</p>

SP02 - Sportmanagement und Sportmarketing - BWBh382

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Anderegg Urs
Modulverantwortung	Anderegg Urs (BFH) und Ariane Weber (EHSM)
Kurzbeschreibung des Moduls	<p>Das Modul besteht aus den gleichberechtigten Themen Sportmanagement und Sportmarketing</p> <p>Sportmanagement: Um einen Sportevent professionell und effizient zu gestalten und durchzuführen, braucht der Sportmanager solide Planungs- und Organisations-Kenntnisse, die sich in den letzten Jahren im Bereich des Strategischen Managements stark weiterentwickelt haben. Nach einem einführenden Einblick in die sozialen und sportlichen Transformationen der Gesellschaft, die neue Herausforderungen für den Sportmanager mitbringen (z.B. Individualisierung, Ökonomisierung, Legacy), erwerben die Studierenden fachliche Kenntnisse über die strategische Führung eines Sportevents (z.B. Vision, Mission, strategische Ziele, Werte, Organisationsstruktur, Governance, «good» Governance).</p> <p>Hauptdozierender: Florian Droux</p> <p>Sportmarketing: Das Sportmarketing folgt nicht immer den Regeln des klassischen Marketings, sondern unterliegt eigenen Regeln. Um einen Event erfolgreich zu vermarkten, müssen die Besonderheiten des Sportmarketings, aber auch die Wechselbeziehungen zwischen Sport, Wirtschaft und Medien (magisches Dreieck) mitberücksichtigt werden. Diese werden im ersten Teil angeschaut. Im zweiten Teil werden die Mechanismen und die einzelnen Instrumente der Vermarktung näher betrachtet. Wie funktioniert die Vermarktung im Sport und, welche Möglichkeiten der Vermarktung gibt es? Nicht nur Athleten, Mannschaften und Events werden vermarktet, sondern auch Sportstätten oder Sportverbände. Im letzten Teil werden die gestiegenen Herausforderungen und Erwartungen, welche das Sportmarketing und das Eventmanagement betreffen, wie Digitalisierung oder Fan-Engagement, angeschaut.</p> <p>Hauptdozierende ist Ariane Weber</p>
Eingangskompetenz	Grundlagen BWL und Marketing aus dem Grundstudium BBA/IBA

SP02 - Sportmanagement und Sportmarketing - BWBh382

Kompetenz

Fach- und Handlungskompetenzen: Die Studierenden

- können die Grundlagen des Sportmanagements formulieren.
- können ausgewählte Instrumente am Beispiel eines Sportevents anwenden (z.B. Risikomatrix)
- können die optimale Durchführung einer Veranstaltung erläutern.
- begreifen die Besonderheiten des Sportmarketings und deren Wirkungsmechanismen.
- kennen die Grundlagen der Vermarktung im Sport im Allgemeinen und für einen Sportevent oder eine Sportstätte im Besonderen.
- sind in der Lage ein einfaches Sponsoringkonzept zu erstellen.

Problemsolving/Umgang mit Komplexität: Die Studierenden

- können komplexe Phänomene aus einer Management-Perspektive heraus bearbeiten.
- entwickeln ein strategisches und eventorientiertes Denken.
- können ausgewählte sportmarketing-spezifische Tools anwenden (Sportmarketing-Modell).
- entwickeln ein sportmarketing- und event-orientiertes Denken.
- können Bedürfnisse und Erwartungen von wichtigen Stakeholdern im Sport bestimmen.

Kollaboration: Die Studierenden

- sind in der Lage eigenverantwortlich und im Team zu arbeiten.
- verbessern ihr professionelles und zielgruppengerechtes Auftreten und ihre Kommunikation.
- können als Team/Gruppe Lösungen für konkrete Praxissituationen konstruieren.

Selbstmanagement: Die Studierenden

- entwickeln Führungs- und Leadership-Kompetenzen.
- erkennen Bedürfnisse und Erwartungen von wichtigen Stakeholdern aus dem Sportumfeld.
- bieten dar, tragen vor, präsentieren.
- erarbeiten im Dialog, wenden an, analysieren, vernetzen, beurteilen.

Inhalt

- Management und Sportmanagement
- Eigenschaften und Beispiele von Sportevents
- Strategisches Sportmanagement
- Risikomanagement
- Planung und Organisation
- Governance
- Besonderheiten des Sports und Sportmarketings
- Vermarktung im Sport
- Sportstättenmanagement
- Sport-Sponsoring
- Event-Marketing

Lehr- und Lernmethode

Vorlesungen, Referate, Übungen, Diskussionen, Gruppen- und Plenumsarbeiten, Selbststudium

SP02 - Sportmanagement und Sportmarketing - BWBh382

Fachliteratur

Für den Kompetenznachweis unerlässliche Literatur:

Unterlagen der Dozierenden

Empfohlene Literatur:

- Hoye, R. et al. (2015). Sport Management: Principles and applications (4th edition). Oxford: Routledge.
- Nufer, G., Bühler, A. (2013). Marketing im Sport - Grundlagen und Trends des modernen Sportmarketings (3. Auflage). Berlin: Erich Schmidt Verlag

Zusätzliche, weiterführende Literatur:

Literaturhinweise werden zu Modulbeginn abgegeben.

Workload

180h

Kontaktstudium

56 (Inkl. Blocktag).

Eine Vorlesung wird an der EHSM (Magglingen) stattfinden. Das Datum wird zu Beginn des Semesters kommuniziert.

Präsenzpflicht

Blocktag (Event-Besuch)

Kompetenznachweis

Schriftliche Einzel-Prüfung (50%, Papierform) und Gruppenpräsentation (50%, mündlich). Beide Teile finden am Ende des Semesters während den offiziellen Prüfungswochen statt.

Hilfsmittel bei schriftlicher Prüfung

Ein gedrucktes Wörterbuch (Muttersprache - Sprache Kompetenznachweis)
BFH-Taschenrechner (TI-30 ECO RS)

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

Wiederholungsmodalitäten

- Eine ungenügende schriftliche Prüfung kann zum 2. Prüfungstermin wiederholt werden
- Eine ungenügende Gruppenpräsentation kann bei der nächsten Moduldurchführung wiederholt werden.

Weiterführende, vertiefende Module

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

SP02 - Sportmanagement und Sportmarketing - BWBh382

Bemerkung

Blocktag «Eventbesuch». Detaillierte Angaben zum Programm (Kosten, Programm, etc.) folgen zu Kursbeginn. Transport und Verpflegung gehen zulasten der Studierenden.

Maximale Studierendenzahl: 40

Studiengang, Semester

BSc Betriebsökonomie, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc Wirtschaftsinformatik, 2023-2024, 3 HS, VZ, Bern
BSc Betriebsökonomie, 2023-2024, 5 HS, VZ, Bern
BSc Wirtschaftsinformatik, 2023-2024, 5 HS, VZ, Bern
BSc Betriebsökonomie, 2023-2024, 7 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc Wirtschaftsinformatik, 2023-2024, 5 HS, TZ, Bern
BSc Wirtschaftsinformatik, 2023-2024, 7 HS, TZ, Bern
BSc Betriebsökonomie, 2023-2024, 5 HS, TZ, Bern

SP05 - CSR Management - BWBh385

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Kunz Nathan Michael
Module responsibility	Kunz Nathan Michael
Short description of the module	This module follows an innovative virtual teaching/learning concept. The module is 100% virtual and is conducted in cooperation with HAMK (Finland) and HSN (Germany). Students from the three universities work together in mixed groups on projects. The module consists of three blocks: Strategic Corporate Sustainability, Managing Corporate Sustainability and Sustainable Consumption. Before the blocks, students pick a sustainability challenge (from a given list) on which the team will be working on during the semester.
Requirements	none
Competencies upon completion	<p>Within this module, students develop a variety of competencies:</p> <ul style="list-style-type: none"> • They understand how a sustainable business strategy can be implemented concretely in a company. • They understand how sustainable behavior can be managed concretely in a company. • They can assess the sustainability of consumer behavior and transfer its influence to companies. • They know how to develop a sustainability strategy for companies/organizations and how to review sustainability goals. • They apply established tools for sustainability reporting.
Content	<ul style="list-style-type: none"> • Based on stakeholder case studies and company interviews, the block Strategic Corporate Sustainability builds an understanding of the fundamental concepts and drivers of CSR and the Sustainable Development Goals (SDGs). It covers the links between corporate vision, mission and CSR. • Based on business cases for CSR, the block Managing Corporate Sustainability deals with management systems, the translation of strategic CSR into functional strategies, the definition of the basic reporting and corresponding controlling systems. • The block Sustainable Consumption focuses on consumer behavior, its drivers, and the environmental and social impacts of consumption.
Teaching and Learning method	Mix of self-study, group work, coaching sessions, interim presentations and final presentations.
Literature	Will be provided on Moodle
Workload	6 ECTS

SP05 - CSR Management - BWBh385

Contact lessons

Timeline:

September 28th (CW 39) to December 7th (CW 49)

11 weeks (of which CW42 holiday). The course will take place on Thursdays (late afternoon).

Intro & Welcome

- Organisation and kick-off: 28.09.23

Block 1 "Strategic Corporate Sustainability", Lecturer Simona Chilba

- Lecture: 5.10.23
- Q&A Meeting in Plenum: 12.10.23
- *Holiday Week: 19.10.23*

Block 2 "Managing Corporate Sustainability", Lecturer Martin Wenke

- Lecture: 26.10.23
- Q&A Meeting in Plenum: 2.11.23
- Interim Presentation: 9.11.23

Block 3 "Sustainable Consumption", Lecturer Nathan Kunz

- Lecture: 16.11.23
- Q&A Meeting in Plenum: 23.11.23
- Interim Presentation: 30.11.23

Final Presentation

- Final Presentation: 7.12.23

Attendance requirement

See contact lessons. All virtual.

Proof of competence

- Individual assignments during the semester (15%)
- Final presentation, groupwork (65%), group assessment
- Final report, groupwork (20%), group assessment

Mode of repetition

Repetition of the module is possible in the next autumn semester

SP05 - CSR Management - BWBh385

Degree programme, semester

BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc Business Information Technology, 2023-2024, 3 HS, VZ, Bern
BSc Business Information Technology, 2023-2024, 5 HS, VZ, Bern
BSc Business Information Technology, 2023-2024, 7 HS, TZ, Bern
BSc Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc Business Administration, 2023-2024, 7 HS, TZ, Bern
BFH diagonal, 2023-2024, autumn, -, Bern
BSc Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc Business Information Technology, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern

SP06 - CFA Challenge - BWBh386

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Gimeno Raúl Diego, Hadji Misheva Branka, Längin Thomas, Rascón Alberto, Zihlmann Christian
Module responsibility	Raul Gimeno
Short description of the module	<p>The CFA Institute Research Challenge is an annual global competition that provides students with hands-on mentoring and intensive training in the financial analysis and valuation of a Swiss company. This module develops in the context of this CFA challenge and provides intense training in company analysis and valuation. Presentation skills are also trained.</p> <p>Groups of 4 to 5 students carry out an in-depth analysis of a Swiss company as if they were practicing equity analysts. Each group writes an equity research report and do a short presentation of their valuation case. Each group is mentored by an industry professional who gives feedback during the preparation of the report and the oral presentation.</p>
Requirements	No requirements but the module financial management would be an advantage.
Competencies upon completion	<p>Students are able to</p> <ul style="list-style-type: none"> - analyse the business model of a company - apply valuation tools in Excel - present the results in a convincing form - discuss complex issues and interactions - work in group
Content	<ul style="list-style-type: none"> - Several company valuation techniques will be presented with a particular focus on DCF method. - Free-cash flow derivation is explained - SWOT-analysis - Competition analysis - Risk-free discount rate - Business model analysis
Teaching and Learning method	The teaching includes contact lessons, workshops, guest presentations, events, discussion meetings and coaching
Literature	<p>Valuation, measuring and managing the value of companies Koller/Goedhart/Wessels Wiley 7th edition ISBN 1119611865</p>
Workload	180 hours

SP06 - CFA Challenge - BWBh386

Contact lessons 14x4 lessons

Attendance requirement Attendance in the first two workshops in week 36 (Wednesday, 06 September and Thursday, 07 September) is compulsory for team building purposes.

Proof of competence 60% written group report (group assessment)
40% oral group presentation (group assessment)

Aids for written examination Open book

Mode of repetition Written report + oral exam

Comment The first two full-day workshops during the special weeks, in week 36 are compulsory for team building purposes.

Degree programme, semester BSc Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern

SSB1 - Angewandte Unternehmensethik - BWBh321

ECTS	6
Unterrichtssprache	Deutsch
Modultyp	Wahlpflichtmodul
Modulniveau Zusatz	Hauptstudium
Dozierende	Risi David, Schmidpeter René Reinald
Modulverantwortung	David Risi
Kurzbeschreibung des Moduls	<p>Der Zusammenbruch der Credit Suisse, Kinderarbeit in der Textilindustrie, die Ölkatastrophe im Golf von Mexiko, Greenwashing sowie die Debatte um faire Managementlöhne rütteln die Öffentlichkeit regelmässig auf und rücken ethische Unternehmensverantwortung ins Zentrum der Betrachtung.</p> <p>Die Folge daraus ist, dass in der Öffentlichkeit und in der Wirtschaft die Forderung immer lauter wird, dass Unternehmen aktiv(er) Verantwortung übernehmen müssen. Vor diesem Hintergrund übernehmen Unternehmen vermehrt auch ökologische, soziale und ethische Aspekte in ihre Geschäftspraxis. Unternehmensethische Konzepte zur Integration von sozialen, ökologischen und ethischen Belangen in die Unternehmenspraxis in Verbindung mit Stakeholdern wie etwa Corporate Social Responsibility (CSR) haben sich dabei weithin als Best Practice etabliert.</p> <p>CSR als Managementansatz und die konkrete Anwendung in der Betriebswirtschaftslehre geben einen Ausblick, wie ethische Kompetenzen in der Praxis umgesetzt werden können.</p> <p>In diesem Modul sollen die Teilnehmer die Möglichkeiten und Grenzen einer angewandten Ethik in Unternehmen beurteilen können, dabei die wichtigsten Ansätze der Ethik kennen lernen und auf verschiedene Probleme, Dilemmata und Risiken, die im beruflichen Alltag auftauchen, anwenden.</p> <p>Darüber hinaus erfahren sie, wie Ethik mit den anderen Dimensionen der Unternehmensverantwortung zusammenhängt. Nach dem Absolvieren des Kurses können die Teilnehmer ihre unternehmerischen Entscheidungen ethisch vertretbarer gestalten, besser gegenüber dritten argumentativ vertreten und vor der Öffentlichkeit verantworten.</p> <p>Zudem können die Studierenden ethische Zusammenhänge auf betriebswirtschaftliche Ansätze übertragen, und so CSR in betriebswirtschaftliche Fragestellungen integrieren.</p>
Eingangskompetenz	Die Studierenden bringen ein moralisches Verständnis und Interesse für gesellschaftlich relevante Probleme mit und sind mit den wesentlichen betriebswirtschaftlichen Konzepten vertraut.
Kompetenz	<p>Im Rahmen dieses Moduls entwickeln die Studierenden eine Vielzahl an verschiedenen Kompetenzen:</p> <ul style="list-style-type: none"> • Sie werden für moralisch relevante Situationen in der Wirtschaftspraxis sensibilisiert. • Sie erhalten einen Überblick über die wichtigsten ethischen und wirtschaftsethischen Theorien und können diese auf konkrete Situationen anwenden. • Sie kennen verschiedene Ansätze und wissen, wie wirtschaftsethische Ansätze implementiert werden. • Sie entwickeln ihr analytisches Denkvermögen systematisch weiter. • Sie erlernen die Anwendung ethischer Reflexion auf betriebswirtschaftliche Fragestellungen

SSB1 - Angewandte Unternehmensethik - BWBh321

Inhalt	<ul style="list-style-type: none">• Was ist Wirtschaftsethik und braucht es sie überhaupt?• Wirtschaftliche und ethische Werte und ihre Anwendung in der Praxis• Überzeugend argumentieren: Fehlschlüsse erkennen und vermeiden• Die grossen Theorien der Ethik• Begründung und Implementierung wirtschaftsethischer Ansätze• Ansätze der CSR und ethische Reflexion betriebswirtschaftlicher Konzeptionen• Fallbeispiele (z.B. Greenwashing, Korruption, Diskriminierung, Managerlöhne, Medikamentenpreise, Konsumverhalten)
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Lehr- und Lernmethode	FLIPPED CLASS-ROOM: Alle relevanten Materialien/Filme/Podcasts, die zur Verfügung gestellt werden, müssen vor dem Unterricht aktiv reflektiert werden. Bitte machen Sie sich auch Notizen und bereiten Sie sich immer vor, bevor Sie in den Unterricht kommen. Im Klassenzimmer liegt der Schwerpunkt auf interaktiver Reflexion, Diskussion und Gruppenarbeit.
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Projektbasiertes Lernen:

Die Studierenden verfassen in Einzelarbeit eine Fallstudie, in der wirtschaftsethisches-relevanter Fall ihrer Wahl anhand einer der erlernten ethischen Theorien analysiert wird. Der Fall sollte so aktuell wie möglich sein, aber es können plausibel begründete Ausnahmen gemacht werden.

Die Studierenden verfassen in Gruppen einen kurzen Dokumentar-Film. Es geht um die teambasierte Erarbeitung einer Greenwashing-Video-Dokumentation.

[siehe auch weitführende Informationen unter «Kompetenznachweis»]

Fachliteratur	<ul style="list-style-type: none">• Schneider, A., & Schmidpeter, R. (Hrsg.) (2015). Corporate Social Responsibility: Verantwortungsvolle Unternehmensführung in Theorie und Praxis. Springer Gabler.• Schüz, M. (2016). Angewandte Unternehmensethik - Grundlagen für Lehre und Praxis. Pearson Studium.• Wickert, C. W., & Risi, D. (2019). Corporate social responsibility (Elements in Business Strategy). Cambridge: Cambridge University Press. <p><i>Weitführende Literatur wird auf Moodle zur Verfügung.</i></p>
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Workload	ECTS credits: 6
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Kontaktstudium	[siehe unter Lehr- und Lernmethode]
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Präsenzpflicht	Präsenz empfohlen.
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SSB1 - Angewandte Unternehmensethik - BWBh321

Kompetenznachweis

Einzelarbeit: Die Studierenden verfassen eine Fallstudie, bei der ein wirtschaftsethischer Fall nach Wahl anhand einer der erlernten ethischen oder wirtschaftsethischen Theorien analysiert wird. Der Fall sollte möglichst aktuell sein, plausibel begründete Ausnahmen können aber gemacht werden. Die Einreichung der Einzelarbeit fällt auf das Semesterende. Der genaue Einreichungs-Termin wird auf Moodle bekannt gegeben.

Gewichtung: 70 %

Gruppenarbeit (Gruppenbenotung): Greenwashing-Video-Dokumentation; Die Studierenden finden in Ihrem Team einen Fall von Greenwashing und erstellen eine 5-minütige Videodokumentation (+/- 1 Minute). Das Video könnte zum Beispiel eine kritische Analyse eines Verbraucherprodukts oder einer Dienstleistung sein, die Sie in den Straßen von Bern (oder anderswo) finden. Die Einreichung der Gruppenarbeit fällt ca. auf Semestermitte. Der genaue Einreichungs-Termin wird auf Moodle bekannt gegeben.

Gewichtung: 30 %

Um das Modul zu bestehen, müssen beide Prüfungsbestandteile mit einer mind. genügenden Note bewertet werden.

Hilfsmittel bei schriftlicher Prüfung

Unterstützung beim Verfassen der Kompetenznachweise:

- Q&A Sessions
- Individuelle Coaching Slots
- per E-Mail

Wiederholungsmodalitäten

Das Modul kann bei der nächsten Durchführung wiederholt werden.

Studiengang, Semester

BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
BSc Betriebsökonomie, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 7 HS, TZ, Bern
BSc Betriebsökonomie, 2023-2024, 7 HS, TZ, Bern
BSc Wirtschaftsinformatik, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern
BSc Betriebsökonomie, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc Wirtschaftsinformatik, 2023-2024, 5 HS, TZ, Bern
BSc Wirtschaftsinformatik, 2023-2024, 7 HS, TZ, Bern
BSc Betriebsökonomie, 2023-2024, 5 HS, VZ, Bern
BSc Wirtschaftsinformatik, 2023-2024, 5 HS, VZ, Bern

SSB3 - Sustainable Start-up Challenge - BWBh323

ECTS	6
Study language	English
Module type	Elective module
Module level additive	Advanced level
Lecturer(s)	Kunz Nathan Michael, Müller Susan
Module responsibility	Nathan Kunz & Susan Müller

Short description of the module

Sustainable startups combine environmental, social, and economic sustainability. They therefore have a special potential to contribute to the transformation to a new, more sustainable economy. However, a particular challenge for sustainable startups is achieving economic sustainability, i.e., long-term financing and profitability through a functioning business model. Economic sustainability is a critical prerequisite for startups to scale their impact. To create a successful business model, many aspects must come together and require careful planning of business activities.

The goal of the seminar is to conduct business modelling and business planning activities for selected sustainable startups, i.e., startups that achieve environmental and social impact through their core business. The lecturers are responsible for the acquisition of the startup partners. However, students who have founded a sustainable startup themselves or students who know a sustainable startup that might be suitable as a startup partner are encouraged to contact the lecturers to discuss the suitability of their cases (at least one month before the start of the semester).

Students will work in small teams and each team will work for a sustainable startup partner. Students are assigned to teams and startup cases by the lecturers. The seminar includes a kick-off event, several plenary sessions, and coaching sessions with one of the lecturers. In addition to these events, the teams organize their collaboration independently. At the final presentations, the teams present their results and their work process.

Important note: Please note that although this module has a different focus (i.e., students work with social enterprises), it is structured similarly to the "Refining Business Models" module (of the "Innovation and Entrepreneurship" specialization). Therefore, we recommend taking either one of the two modules based on your interest.

Requirements

Previous participation in the module "Innovation & Entrepreneurship" is an advantage, but not a prerequisite.

SSB3 - Sustainable Start-up Challenge - BWBh323

Competencies upon completion

Subject:

Students ...

- know the characteristics and specifics of sustainable startups (from here on "startup").
- know success factors of successful startups.
- develop and verify recommendations for and with the startup they are working on.
- can understand the context of a startup and analyze it with appropriate methods.
- know the overall situation of a startup and the different roles that founders take on.

Method:

Students ...

- apply tools and procedures for business modeling and business planning.
- select and combine different entrepreneurship and management tools.
- are able to analyze a startup considering the respective context.

Social:

Students ...

- work with clients and convince them of their ideas, proposals, and approaches.
- practice working and cooperating in teams, including resolving team conflicts.
- recognize and accept different points of view and approaches.

Self:

Students ...

- strengthen their communication and presentation skills when working with representatives of the startup partner.
- work on important steps of the startup process proactively, engaged and independently.
- recognize and strengthen their own teamwork skills.
- reflect on their entrepreneurial intentions.

Content

- Coordination and, if necessary, adaptation of the task with the startup partner
- Depending on the startup partner, tasks could include: e.g. the development or adaptation of a business model, the validation of a business model (e.g., with the help of a Minimum Viable Product, a prototype, a target group survey), or business planning activities
- Presentation of the results
- Application of entrepreneurship and strategic management methods
- Continuous communication with a startup company
- Reflection of the process

Teaching and Learning method

- Experience-based learning in small groups (3 to 4 persons)
- Input lectures and workshops on selected topics
- Presentations and discussions
- Development of solutions and coachings

Literature

Optional readings

Neck, H. M., Neck, C. P., & Murray, E. (2019). *Entrepreneurship: The Practice and Mindset*. Thousand Oaks: SAGE Publications. 2. Edition. ISBN 9781544354651

Carlson, E., & Koch, J. (2018). *Building a Successful Social Venture: A Guide for Social Entrepreneurs*. Berrett-Koehler Publishers.

Hahn, R. (2022). *Sustainability Management - Concepts, Instruments, and Stakeholders from a Global Perspective*. ISBN 9783982321103 (paperback) / 9783982321110 (ebook).

Examples of social enterprises can be found on this platform:

- Ashoka: www.ashoka.org
- Skoll Foundation: <https://skoll.org/>
- Social Entrepreneurship Network Switzerland: <https://sens-suisse.ch>

Workload

180h (6 ECTS)

SSB3 - Sustainable Start-up Challenge - BWBh323

Contact lessons

29 lessons (incl. plenary sessions and coaching sessions)

Attendance requirement

Attendance is compulsory for all sessions:

Session 1: Kickoff with startup partners: September 22, 2023, 8.15 am to 11.40 am
Session 2: Preparing for the Task: October 6, 2023, 8.15 am to 11.40 am
Session 3: Input session: October 13, 2023, 8.15 am to 11.40 am
Session 4: Coaching sessions: October 27, 2023, 8.15 am to 11.40 am
Session 5: Milestones & Refining / Redirecting (with startup partners): November 10, 2023, 8.15 am to 11.40 am
Session 6: Input session / Coaching sessions: November 24, 2023, 8.15 am to 11.40 am
Session 7: Final presentations I: December 15, 2023, 8.15 am to 11.40 am
Session 8: Final presentations II: December 22, 2023, 8.15 am to 11.40 am

Proof of competence

- 20% Final presentation (group work, all members of the group will receive the same grade)
- 60% Final documents (group work, all members of the group will receive the same grade)
- 20% Analysis of a final presentation of another team (individual grade)

Mode of repetition

In case of failing, the whole module must be repeated

Degree programme, semester

BSc Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc International Business Administration, 2023-2024, 3 HS, VZ, Bern
BSc Business Information Technology, 2023-2024, 7 HS, TZ, Bern
BSc Business Information Technology, 2023-2024, 5 HS, VZ, Bern
BSc Business Information Technology, 2023-2024, 5 HS, TZ, Bern
BSc International Business Administration, 2023-2024, 5 HS, TZ, Bern
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BSc International Business Administration, 2023-2024, 5 HS, VZ, Bern