



Bern University  
of Applied Sciences



# Module List – Business School

## **Autumn Semester 2017/18**

### Incoming Students

2017/18

# General Information

---

Please find some important information about modules / courses offered at our Business School. Keep in mind that minor changes can occur, the final schedules will only be available mid July 2017.

## Module enrolment

Students may choose from the list, depending on the study programme they will study in. A mix between different study programmes is not possible (except IP BBA and BBA). Due to course collisions, we recommend to pick modules from the same groups. In that case, we can guarantee no overlapping.

Level one modules are basic e.g. BWB1040

Level two modules are advanced e.g. BWB2051

Level three modules are at specialization level e.g. BWB3094

## Schedule

We will send out the individual schedules around end of July / beginning of August for autumn semester and around end of December / beginning of January for spring semester.

## Workload

1 ECTS = 30 working hours

(Further information about the ECTS credit system: [http://ec.europa.eu/education/lifelong-learning-policy/ects\\_en.htm](http://ec.europa.eu/education/lifelong-learning-policy/ects_en.htm))

## Min / Max Credits

Every incoming student must at least enroll into courses with a total of 12 ECTS (4 courses with 3 ECTS each). The maximum amount of ECTS credits are 33 ECTS (11 courses with 3 ECTS each).

## Abbreviations:

AS 17/18: Autumn Semester 2017/18

SS 18: Spring Semester 2018

# Bachelor in Business Administration - International Programme

⇒ The following modules are all taught in English (except for GEBE, LETA, LETA2, and FRA1)

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester
iBE1	BWB1018	Business English	3	1
iBS1	BWB1019	Business Information Systems 1	3	1
iBUA	BWB1020	Introduction to Business Administration	3	1
iCO1	BWB1021	Management Accounting 1	3	1
iEA1	BWB1022	Mathematics for Economic Analysis 1	3	1
iFA1	BWB1023	Financial Accounting 1	3	1
iIL1	BWB1024	International Law 1	3	1
iMEC	BWB1028	Methods and Skills in Communication	3	1
iMR1	BWB1026	Marketing 1	3	1
iWOP	BWB1027	Work- and Organisational Psychology	3	1

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester
iBS2	BWB2035	Business Information Systems 2	3	3
iBP1	BWB2018	Business Planning 1	3	3
iCCD	BWB2019	Cross-Cultural Competency Development	3	3
iFM1	BWB2021	Financial Management 1	3	3
iHR2	BWB2038	Human Resource Management 2	3	3
iIL2	BWB2034	International Law 2	3	3
iME2	BWB2023	Microeconomics 2	3	3
iMR3	BWB2026	Marketing 3	3	3
iPRO	BWB2025	Problem-solving and Decision-making	3	3
iST1	BWB2024	Statistics 1	3	3

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester
iBS3	BWB3093	Business Information Systems 3	3	5
iEC2	BWB3091	Macroeconomics 2	3	5
iIL3	BWB3090	International Law 3	3	5
iIL4	BWB3092	International Law 4	3	5
iORD	BWB3089	Organisational Development	3	5
iTAX	BWB3012	Tax Law	3	5

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester
GEBE	BWB1041	German for Beginners Course	2	AS 17/18
LETA1	BWB1044	Learning by Talking	2	AS 17/18
LETA2	BWB1045	Learning by Talking advanced	2	AS 17/18

## Elective Modules

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester
ACWE	BWB2036	Academic Writing in English	3	3,5,7
BLCN	BWB2088	Business and Language in China	3	3,5,7
EMAP2	BWB2084	Event Management in Practice 2	3	3,5,7
FRA1	BWB2042	Français des Affaires 1	3	3,5,7
HABE	BWB2064	Happiness and Behavioral Economics	3	3,5,7
INSU	BWB2070	The World of Insurance	3	3,5,7
NEMO	BWB2085	Neue Modelle der Ökonomie	3	3,5,7
NGTS	BWB2082	Negotiations	3	3,5,7
PUNT	BWB2071	Praxis der Unternehmensgründung	3	3,5,7
WIGE	BWB2039	Wirtschaft und Gesellschaft	3	3,5,7

### Specialization 1: Accounting & Controlling - AC

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
<b>MAJOR Modules</b>					
MAC1	BWB3020	SWISS-GAAP-FER und Konzernrechnung	3	5, 7	German
MAC2	BWB3021	Financial Accounting Advanced	3	5, 7	German
<b>MINOR Modules</b>					
IAC1	BWB3044	Management Accounting Advanced	3	5, 7	German
IAC2	BWB3066	Controllingkonzeptionen	3	5, 7	German

### Specialization 2: Banking & Finance - BF

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
<b>MAJOR Modules</b>					
MBF1	BWB3024	Security Analysis	3	5, 7	English
MBF2	BWB3025	Derivatives	3	5, 7	English
<b>MINOR Modules</b>					
IBF1	BWB3047	Security Markets	3	5, 7	English
IBF2	BWB3048	M&A and related transactions	3	5, 7	English

### Specialization 3: Corporate Communication & Marketing - CCM

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
<b>MAJOR Modules</b>					
MCC1	BWB3028	Corporate Communication	3	5, 7	German
MCC2	BWB3029	Corporate Brand Management	3	5, 7	German
<b>MINOR Modules</b>					
IMA1	BWB3050	Digital Marketing	3	5, 7	German
IMA2	BWB3051	Integratives Marketing	3	5, 7	German

### Specialization 4: Public & Nonprofit Management - PNM

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
<b>MAJOR Modules</b>					
MPM1	BWB3036	Staatsrecht	3	5, 7	German
MPM2	BWB3104	Finanzierung	3	5, 7	German
<b>MINOR Modules</b>					
IPM1	BWB3056	NPO-Management	3	5, 7	German
IPM2	BWB3057	Politische Kommunikation	3	5, 7	German

### Specialization 5: Management in Practice: Strategy & Managing Dynamics - MIP

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
<b>MAJOR Modules</b>					
MPS1	BWB3072	Business Simulation	3	5, 7	German
MPS2	BWB3073	Business and Strategy Dynamics	3	5, 7	German
<b>MINOR Modules</b>					
IMD1	BWB3119	International Economy	3	5, 7	English
IMD2	BWB3120	Trends	3	5, 7	English
IMD3	BWB3121	Global Corporate Sustainability	3	5, 7	English

### Specialization 6: Human Resource Management & Managing Dynamics - HRM

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
<b>MAJOR Modules</b>					
MHR1	BWB3110	Herausforderungen für das HRM	3	5, 7	German
MHR2	BWB3111	Empfehlungen für das HRM	3	5, 7	German
<b>MINOR Modules</b>					
IMD1	BWB3119	International Economy	3	5, 7	English
IMD2	BWB3120	Trends	3	5, 7	English
IMD3	BWB3121	Global Corporate Sustainability	3	5, 7	English

### Specialization 7: International Business Management & Managing Dynamics - IBM

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
<b>MAJOR Modules</b>					
MBM1	BWB3032	Going Global: Strategy and Operations	3	5, 7	English
MBM2	BWB3033	Going Global: Strategy and Operations – Study Trip	3	5, 7	English
<b>MINOR Modules</b>					
IMD1	BWB3119	International Economy	3	5, 7	English
IMD2	BWB3120	Trends	3	5, 7	English
IMD3	BWB3121	Global Corporate Sustainability	3	5, 7	English

#### IMPORTANT:

You can combine major modules from one specialisation with minor modules from the other specialisation.

# Bachelor of Science in Business Administration

⇒ The following modules are taught in German (some in English)

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Taught in English
AOPS	BWB1009	Arbeits- und Organisationspsychologie	3	1	
BEN1	BWB1013	Business English 1	3	1	√
BRW1	BWB1014	Betriebliches Rechnungswesen 1	3	1	
EBWL	BWB1008	Einführung in die Betriebswirtschaftslehre	3	1	
FRW1	BWB1010	Finanzielles Rechnungswesen 1	3	1	
MAR1	BWB1017	Marketing 1	3	1	
MEKK	BWB1016	Methodenkompetenzen Kommunikation	3	1	
MEKW	BWB1012	Methodenkompetenzen Wissenschaft	3	1	
REC1	BWB1011	Rechtslehre 1	3	1	
WIN1	BWB1006	Wirtschaftsinformatik 1	3	1	
WMA1	BWB1015	Wirtschaftsmathematik 1	3	1	

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Taught in English
BPL1	BWB2001	Business Planning 1	3	3	√
BRW2	BWB1002	Betriebliches Rechnungswesen 2	3	3	
CCCD	BWB2003	Cross-Cultural Competency Development	3	3	√
FMA1	BWB2004	Finanzmanagement 1	3	3	
GEWP	BWB1003	Gesellschaft, Wirtschaft, Politik	3	3	
MAR2	BWB1007	Marketing 2	3	3	
MAR3	BWB2010	Marketing 3	3	3	
MIK1	BWB1004	Mikroökonomie 1	3	3	
MIK2	BWB2006	Mikroökonomie 2	3	3	
PEM1	BWB1001	Personalmanagement 1	3	3	
PEM2	BWB2002	Personalmanagement 2	3	3	
PROB	BWB2008	Problemlösungs- und Entscheidungstechnik	3	3	
REC2	BWB2005	Rechtslehre 2	3	3	
STA1	BWB2007	Statistik 1	3	3	√
WIN1	BWB1006	Wirtschaftsinformatik 1	3	3	
WIN2	BWB2009	Wirtschaftsinformatik 2	3	3	
WMA2	BWB1005	Wirtschaftsmathematik 2	3	3	

Module Code	Module		ECTS		Taught in English
	Code	Syllabus	Credits	Semester	
BPL1	BWB2001	Business Planning 1	3	5	√
FMA2	BWB2014	Finanzmanagement 2	3	5	
INMT	BWB2046	International Management	3	5	√
MAK1	BWB2048	Makroökonomie 1	3	5	
MAK2	BWB3098	Makroökonomie 2	3	5	
MAR4	BWB2016	Marketing 4	3	5	
PROB	BWB2008	Problemlösungs- und Entscheidungstechnik	3	5	
REC3	BWB3097	Rechtslehre 3	3	5	
REC4	BWB3099	Rechtslehre 4	3	5	
STA2	BWB2015	Statistik 2	3	5	
STRE	BWB3003	Steuerrecht	3	5	
UENT	BWB3096	Unternehmensentwicklung	3	5	
WIN3	BWB3100	Wirtschaftsinformatik 3	3	5	

Module Code	Module		ECTS		Taught in English
	Code	Syllabus	Credits	Semester	
ENTR	BWB3101	Entrepreneurship	3	7	
LEAD	BWB3102	Leadership	3	7	
UENT	BWB3096	Unternehmensentwicklung	3	7	
USTR	BWB2017	Umstrukturierung	3	7	
WETH	BWB3008	Wirtschaftsethik	3	7	

## Elective Modules

Module Code	Module		ECTS		Taught in English
	Code	Syllabus	Credits	Semester	
ACWE	BWB2036	Academic Writing in English	3	3,5,7	√
BLCN	BWB2088	Business and Language in China	3	3,5,7	√
EMAP2	BWB2084	Event Management in Practice 2	3	3,5,7	
FRA1	BWB2042	Français des Affaires 1	3	3,5,7	
HABE	BWB2064	Happiness and Behavioral Economics	3	3,5,7	
INSU	BWB2070	The World of Insurance	3	3,5,7	√
NEMO	BWB2085	Neue Modelle der Ökonomie	3	3,5,7	
NGTS	BWB2082	Negotiations	3	3,5,7	√
PUNT	BWB2071	Praxis der Unternehmensgründung	3	3,5,7	
WIGE	BWB2039	Wirtschaft und Gesellschaft	3	3,5,7	



### Specialization 1: Accounting & Controlling - AC

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
<b>MAJOR Modules</b>					
MAC1	BWB3020	SWISS-GAAP-FER und Konzernrechnung	3	5, 7	German
MAC2	BWB3021	Financial Accounting Advanced	3	5, 7	German
<b>MINOR Modules</b>					
IAC1	BWB3044	Management Accounting Advanced	3	5, 7	German
IAC2	BWB3066	Controllingkonzeptionen	3	5, 7	German

### Specialization 2: Banking & Finance - BF

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
<b>MAJOR Modules</b>					
MBF1	BWB3024	Security Analysis	3	5, 7	English
MBF2	BWB3025	Derivatives	3	5, 7	English
<b>MINOR Modules</b>					
IBF1	BWB3047	Security Markets	3	5, 7	English
IBF2	BWB3048	M&A and related transactions	3	5, 7	English

### Specialization 3: Corporate Communication & Marketing - CCM

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
<b>MAJOR Modules</b>					
MCC1	BWB3028	Corporate Communication	3	5, 7	German
MCC2	BWB3029	Corporate Brand Management	3	5, 7	German
<b>MINOR Modules</b>					
IMA1	BWB3050	Digital Marketing	3	5, 7	German
IMA2	BWB3051	Integratives Marketing	3	5, 7	German

### Specialization 4: Public & Nonprofit Management - PNM

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
<b>MAJOR Modules</b>					
MPM1	BWB3036	Staatsrecht	3	5, 7	German
MPM2	BWB3104	Finanzierung	3	5, 7	German
<b>MINOR Modules</b>					
IPM1	BWB3056	NPO-Management	3	5, 7	German
IPM2	BWB3057	Politische Kommunikation	3	5, 7	German

### Specialization 5: Management in Practice: Strategy & Managing Dynamics - MIP

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
<b>MAJOR Modules</b>					
MPS1	BWB3072	Business Simulation	3	5, 7	German
MPS2	BWB3073	Business and Strategy Dynamics	3	5, 7	German
<b>MINOR Modules</b>					
IMD1	BWB3119	International Economy	3	5, 7	English
IMD2	BWB3120	Trends	3	5, 7	English
IMD3	BWB3121	Global Corporate Sustainability	3	5, 7	English

### Specialization 6: Human Resource Management & Managing Dynamics - HRM

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
<b>MAJOR Modules</b>					
MHR1	BWB3110	Herausforderungen für das HRM	3	5, 7	German
MHR2	BWB3111	Empfehlungen für das HRM	3	5, 7	German
<b>MINOR Modules</b>					
IMD1	BWB3119	International Economy	3	5, 7	English
IMD2	BWB3120	Trends	3	5, 7	English
IMD3	BWB3121	Global Corporate Sustainability	3	5, 7	English

### Specialization 7: International Business Management & Managing Dynamics - IBM

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
<b>MAJOR Modules</b>					
MBM1	BWB3032	Going Global: Strategy and Operations	3	5, 7	English
MBM2	BWB3033	Going Global: Strategy and Operations – Study Trip	3	5, 7	English
<b>MINOR Modules</b>					
IMD1	BWB3119	International Economy	3	5, 7	English
IMD2	BWB3120	Trends	3	5, 7	English
IMD3	BWB3121	Global Corporate Sustainability	3	5, 7	English

#### IMPORTANT:

You can combine major modules from one specialisation with minor modules from the other specialisation.

# Bachelor of Science in Business Information Technology

⇒ The following modules are taught in German (some in English)

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Taught in English
BEW1	BWW1015	Business English 1	3	1	√
EMWI	BWW1012	Einführung in die Managementlehre	3	1	
FRWI	BWW1013	Finanzielles Rechnungswesen	3	1	
IMGT	BWW1008	Information Management	3	1	
IMO1	BWW1010	Informatik & Modellierung 1	3	1	
IRW1	BWW1005	Informatikrecht 1	3	1	
MKWI	BWW1006	Methodenkompetenzen Kommunikation	3	1	
MWI1	BWW1014	Mathematik 1	3	1	
PRG1	BWW1011	Programmieren 1	3	1	
PRM1	BWW1009	Project Management 1	3	1	

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Taught in English
BCW1	BWW2015	Business Communication 1	3	3	√
BEW2	BWW1007	Business English 2	3	3	√
BIS1	BWW1001	Business Information Systems 1	3	3	
BIS2	BWW2003	Business Information Systems 2	3	3	
BPMT	BWW2007	Business Process Management	3	3	
BPW1	BWW1004	Business Planning 1	3	3	
CCTT	BWW2012	Cross-Cultural Training & Teamwork	3	3	√
DMDB	BWW1003	Datenmodellierung & Datenbanken	3	3	
EBUS	BWW2008	E-Business	3	3	
IRW1	BWW1005	Informatikrecht 1	3	3	
ITG1	BWW2004	IT-Governance 1	3	3	
MIKW	BWW2011	Mikroökonomie	3	3	
MKWI	BWW1006	Methodenkompetenzen Kommunikation	3	3	
NWCS	BWW2009	Networks & Communication Systems	3	3	
PRM2	BWW1002	Project Management 2	3	3	
STWI	BWW2014	Statistik	3	3	√
SWEN	BWW2010	Software Engineering	3	3	

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Taught in English
BCW2	BWW2006	Business Communication 2	3	5	√
CASE	BWW3050	Fallstudie	6	5	
CFWI	BWW3049	Corporate Finance	3	5	
EBUS	BWW2008	E-Business	3	5	
FMWI	BWW3034	Finance Management	3	5	
ICMW	BWW3032	Innovation & Change Management	3	5	
ICTS	BWW2021	ICT Security	3	5	
ISMT	BWW3030	Information Security Management	3	5	
ITG2	BWW2018	IT-Governance	3	5	
ITOP	BWW3031	IT Operations	3	5	
MAKW	BWW2002	Makroökonomie	3	5	
MANS	BWW2034	Management Science	3	5	
PRM3	BWW2020	Project Management 3	3	5	
REQE	BWW2016	Requirements Engineering	3	5	

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Taught in English
CASE	BWW3050	Fallstudie	6	7	
CFWI	BWW3049	Corporate Finance	3	7	
ICMW	BWW3032	Innovation & Change Management	3	7	

## Elective Modules

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Taught in English
ACWE	BWB2036	Academic Writing in English	3	3,5,7	√
BLCN	BWB2088	Business and Language in China	3	3,5,7	√
EMAP2	BWB2084	Event Management in Practice 2	3	3,5,7	
FRA1	BWB2042	Français des Affaires 1	3	3,5,7	
HABE	BWB2064	Happiness and Behavioral Economics	3	3,5,7	
INSU	BWB2070	The World of Insurance	3	3,5,7	√
NEMO	BWB2085	Neue Modelle der Ökonomie	3	3,5,7	
NGTS	BWB2082	Negotiations	3	3,5,7	√
PUNT	BWB2071	Praxis der Unternehmensgründung	3	3,5,7	
WIGE	BWB2039	Wirtschaft und Gesellschaft	3	3,5,7	

### Specialization 1: Project Management

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
VPM1	BWW3051	Advanced Topics for Project Managers	3	5,7	German
VPM2	BWW3052	IT Sourcing Management	3	5,7	German

### Specialization 2: Business Analysis

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
VBA1	BWW3054	Business Domain Analysis	3	5,7	German
VBA2	BWW3055	Business Process Analysis	3	5,7	German

### Specialization 3: Enterprise Architecture

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Language of Instruction
VEA1	BWW3057	Enterprise Architecture	3	5,7	German
VEA2	BWW3058	Architecture Evolution	3	5,7	German

# Master of Science in Business Administration

⇒ Modules are taught in **German**

Module Code	Module Code Syllabus	Module	ECTS Credits	Semester	Remark
ENFI	MWB1003	Entscheidungsfindung	3	1	Block-course 4 days (Calendar week 41)
GEPR	MWB1009	Geschäftsprozessmanagement	3	1	
LSDG + SIAN	MWB1002 MWB1001	Lösungsdesign + Situationsanalyse	3 + 3	1	Can only be attended together
PROM	MWB1004	Projektmanagement	3	1	
WAFM	MWB1006	Forschungsmethodik	3	1	
WATE	MWB1005	Wissenschaftstheorie und Wissenschaftsforschung	3	1	
KTFC	MWB3005	Krise & Turnaround: Finanzen und Controlling	3	3	
KTOP	MWB3006	Krise & Turnaround: Organisation und Personal	3	3	
KTSM	MWB3004	Krise & Turnaround: Strategie und Marketing	3	3	
RSFC	MWB3007	Reife & Sättigung: Finanzen und Controlling	3	3	
RSOP	MWB3008	Reife & Sättigung: Organisation und Personal	3	3	

# Master of Science in Business Information Technology

---

⇒ Modules are taught in **German**

Module	ECTS Credits	Semester
IT-Management	6	1
Projekt- und Changemanagement	3	1
Wissenschaftliches Arbeiten	9	1
Business Intelligence	6	3
eHealth	3	3
Information Security	3	1,3
Operatives Prozessmanagement	6	3
Studienreise	3	3
Wissenschaftliches Publizieren	3	3

# Course Descriptions

---

BSc Business Administration

[http://www.wirtschaft.bfh.ch/de/bachelor/betriebsoekonomie/inhalte\\_des\\_studiums/tabs/studienplan.html](http://www.wirtschaft.bfh.ch/de/bachelor/betriebsoekonomie/inhalte_des_studiums/tabs/studienplan.html)

BSc Business Administration-International Programme

[http://www.wirtschaft.bfh.ch/en/bachelor/business\\_administration\\_international\\_programme/study\\_content/tabs/curriculum.html](http://www.wirtschaft.bfh.ch/en/bachelor/business_administration_international_programme/study_content/tabs/curriculum.html)

BSc Business Information Technology

[http://www.wirtschaft.bfh.ch/de/bachelor/wirtschaftsinformatik/inhalte\\_des\\_studiums/tabs/studienplan.html](http://www.wirtschaft.bfh.ch/de/bachelor/wirtschaftsinformatik/inhalte_des_studiums/tabs/studienplan.html)

MSc Business Administration

[http://www.wirtschaft.bfh.ch/en/master/business\\_administration/inhalte\\_des\\_studiums/tabs/studienplan.html](http://www.wirtschaft.bfh.ch/en/master/business_administration/inhalte_des_studiums/tabs/studienplan.html)

MSc Business Information Technology

[http://www.wirtschaft.bfh.ch/de/master/wirtschaftsinformatik/inhalte\\_des\\_studiums.html](http://www.wirtschaft.bfh.ch/de/master/wirtschaftsinformatik/inhalte_des_studiums.html)

International Office  
May 2017