

Master of Science in Business and Technology

August 19, 2021

Semester	Course No.	Format	Title	ECTS	Lecturer	Language	Comments
Every sem.		Course	"Arbeiten mit wissenschaftlicher Software" (R, Stata, Matlab, LaTeX, Python)	0	various lecturers	d/e	

Fundamentals in Business and Technology (15 ECTS)

Semester	Course No.	Format	Title (with links to the course catalog)	ECTS	Lecturer	Language	Comments	Assessment format
Fall	62650	Lecture	Behavioral Science	3	Brendl	e	Lecturer in fall '21: Klayman & Gnepp	main lecture exam
Fall	58989	Lecture	Computing for Business and Economics	3	Maringer	e		general assessment
Fall	12036	Lecture	Econometrics	6	Schmidheiny	e		main lecture exam
Fall	62651	Lecture	Theory of the Firm	3	Roux	e		main lecture exam

Business Fields (12 or 15 ECTS from one of the four modules listed):

Business Field: Human Resources

Semester	Course No.	Format	Title (with links to the course catalog)	ECTS	Lecturer	Language	Comments	Assessment format
Fall	18972	Lecture	Empirische Forschung zu Arbeit und Personal	3	Bellmann	d		general assessment
Fall	62657	Colloquium	Human Resources Analytics	3	Morf / Sender	e		general assessment
Fall	32902	Lecture	Incentive Pay and Employee Motivation	6	Beckmann	e		general assessment
Fall	48070	Colloquium	Organizational Behavior and Leadership	3	Weller	e		general assessment
Spring	62658	Lecture	Human Resources and Industrial Relations	3	Zwick	e		general assessment
Spring	62660	Lecture	Strategic Human Resource Management	3	Sender	e		general assessment
Spring	40133	Lecture	Bildungsökonomie	3	Wolter	d		general assessment
Spring	15482	Lecture	Arbeitsrecht	6	Pärli	d		lecture examination
irregular	12756	Lecture	Negotiations	3	Tinsley	e		general assessment

Business Field: Marketing

Semester	Course No.	Format	Title (with links to the course catalog)	ECTS	Lecturer	Language	Comments	Assessment format
Fall	62703	Colloquium	Advanced Marketing Strategy Practice	3	Christen	e		general assessment
Fall	10639	Colloquium	Consumer Behavior: Theoretical Foundations	3	Brendl	e	Lecturer in fall '21: Klayman	general assessment
Fall	62643	Colloquium	Consumer Behavior: Marketplace Applications	3	Laran	e		general assessment
Fall	62704	Lecture	Designing the Technology for Digital Marketing	3	Exner/Buntschu/Glauser/Kocic	e	New course of the professorship Marketing	general assessment
Fall	60412	Lecture	Innovation Management and Business Transformation	3	Guggisberg	e		general assessment
Spring	56948	Colloquium	Digital Marketing Strategy	3	Smit	e		general assessment
Spring	10630	Lecture	Industriegütermarketing	3	Voeth	d		general assessment
Spring	33598	Colloquium	Integriertes Kommunikationsmanagement	3	Ahlers	d		general assessment
Spring	10653	Lecture	Produktmanagement	6	Hadwich	d		general assessment
Spring	43498	Colloquium	Psychological Theory in Consumer Behavior	6	Brendl	e		general assessment
Spring	10663	Lecture	Strategisches Dienstleistungsmanagement	3	Bruhn / Hadwich	d		general assessment
irregular	22641	Lecture	Competitive Strategy	3	Macher	e	Summer School Course	general assessment

Business Field: Strategy & Organization

Semester	Course No.	Format	Title (with links to the course catalog)	ECTS	Lecturer	Language	Comments	Assessment format
Fall	46247	Colloquium	Business Cases in Strategy, Finance, and Entrepreneurship	3	Gantenbein	e		general assessment
Fall	31950	Lecture	Corporate Governance	3	Kind / Poltera	e		general assessment
Fall	48409	Colloquium	Corporate Responsibility	3	von Schnurbein	e		general assessment
Fall	41904	Lecture	Industrial Organization	3	Roux	e		general assessment
Fall	60412	Lecture	Innovation Management and Business Transformation	3	Guggisberg	e		general assessment
Spring	10625	Lecture	Advanced International Trade and Business	6	Weder	e		general assessment
Spring	62653	Lecture	Game Theory	3	Ilic	e		general assessment
Spring	60335	Lecture	Introduction to Corporate Responsibility	3	von Schnurbein	e		general assessment
?	62661	Lecture	Strategic Management of AI	3	Seamans	e	Not known yet, when this course will take place.	general assessment
Spring	62644	Lecture	Technology, Strategy & Organization	3	Beckmann / Gerten	e		general assessment
irregular	22641	Lecture	Competitive Strategy	3	Macher	e	Summer School Course	general assessment
irregular	12754	Lecture	Corporate Mergers & Acquisitions	3	Amihud	e	Summer School Course: August 2-12, 2021	general assessment

Business Field: Management Accounting

Semester	Course No.	Format	Title (with links to the course catalog)	ECTS	Lecturer	Language	Comments	Assessment format
Fall	59806	Lecture	Analysis of Financial Statements for Decision Makers	3	Schiller	e		general assessment
Fall	46247	Colloquium	Business Cases in Strategy, Finance, and Entrepreneurship	3	Gantenbein	e		general assessment
Fall	32931	Lecture	Management Accounting I	3	Böckem	e		general assessment
Fall	20391	Lecture	Unternehmerisches Finanzmanagement	3	Gantenbein	d		general assessment
Spring	30676	Lecture	Advanced Financial Accounting	6	Schiller / Waldner	e		general assessment
Spring	50736	Colloquium	Lifescience Venturing	3	Festl	e		general assessment
Spring	60334	Lecture	Management Accounting II	3	Böckem	e		general assessment
Spring	26168	Lecture	Performance Measurement and Management Incentives	3	Böckem	e		general assessment
Spring	60337	Vorlesung	Venture Capital	3	Gantenbein / Hersberger	e		general assessment

Technology Field (12 or 15 ECTS)

Semester	Course No.	Format	Title (with links to the course catalog)	ECTS	Lecturer	Language	Comments	Assessment format
Fall	10909	Lecture	Databases	8	Schuldt	e		continuous assessment
Fall	62035	Lecture	Einführung in die Programmierung	4	Lüthi/Schuldt	d		continuous assessment
Fall	52354	Lecture	Smart Contracts and Decentralized Blockchain Applications	3	Schär	e		general assessment
Fall	10684	Lecture	Univariate Time Series Analysis	3	Kleiber	e		general assessment
Spring	58973	Colloquium	Advanced Blockchain Concepts and Project Management (Blockchain Challenge)	6	Schär	e		general assessment
Spring	new	Lecture	Data Science (Arbeitstitel)	4	Dokmanic	e		
Spring	10616	Lecture	Machine Learning	3	Maringer	e		general assessment
Spring	16036	Lecture	Microeconometrics: Nonlinear Models and Statistical Learning	3	Kleiber	e		general assessment
Spring	32934	Vorlesung	Optimization and AI	3	Maringer	e		general assessment
Spring	43494	Colloquium	Survey Research Methodology	6	Kachi	e		general assessment
irregular	55048	Lecture	The Artificial Intelligence Economy: Business, Governance, and Society in the Age of Algorithms	3	Weymouth	e	Summer School Course. Date: 2 until 12 August 2021	general assessment
irregular	50886	Lecture	FinTech, Digital Currency and Blockchains	3	Yermack	e	Summer School Course	general assessment

Preparation Master's Thesis (6 ECTS)

Semester	Course No.	Format	Title (with links to the course catalog)	ECTS	Lecturer	Language	Comments	Assessment format
Spring	31953	Seminar	Behavioral Marketing	6	Brendl	e		seminar credit
Spring	52355	Seminar	Blockchain, Smart Contracts and Decentralized Finance	6	Schär	e		seminar credit

Spring	43803	Seminar	Financial Accounting	6	Schiller	e	seminar credit
Spring	31955	Seminar	Management Accounting	6	Böckem	e	seminar credit
Spring	32927	Seminar	Strategy, Organization and Human Resource Management	6	Beckmann/Bruhn	d/e	seminar credit

General Electives

All other courses of our master's curriculum with the exception of those in the Fundamentals as well as Research Design/Prep. Master's Thesis modules will be credited as General Electives.

In addition, the following courses are also designated as General Elective Courses:

Semester	Course No.	Format	Title (with links to the course catalog)	ECTS	Lecturer	Language	Comments	Assessment format
Fall	41623	Lecture	Konzepte der Programmierung für Wirtschaftswissenschaftler	3	Hengartner	d		general assessment
Fall	26098	Colloquium	Ökonomie und menschliches Wohlbefinden	3	Stutzer/Osterloh/Frey	d	Die Veranstaltung findet im HS21 nicht statt.	general assessment
Fall	47384	Seminar mit Übu.	Psychology in the age of Twitter, Facebook, and Co.: Natural language processing as a tool in psychological	3	Wulff	e	Prerequisites: Good knowledge in "R".	continuous assessment
Fall	45032	Colloquium	The Management of Complex Institutions: The Case of the University	3	Loprieno	e	The course takes place in fall term 2021.	general assessment
Spring	19799	Lecture	Applied Financial Data Management	3	Höchle	d		general assessment
irregular	45033	Colloquium	Homo Oeconomicus im Bronzezeitlichen Ägypten	3	Loprieno	d	Diese Veranstaltung wird voraussichtlich wieder im 2022 angeboten.	general assessment

Extracurricular courses specifically recommended for this master's program:

Spring	58585	Exkursion	Digital Humanities in der Praxis	3	Fornaro/ Gioia/ Landau/ Lauer/ Weber	d		continuous assessment
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