

Master of Science in Business and Technology

January 16, 2023

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		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	Beckmann/ Starzetz	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	Colloquium	Strategic Human Resource Management	3	Sender	e	New teaching format: Colloquium which is limited to 20 participants.	general assessment
Spring	62644	Lecture	Technology, Strategy, and Organization	3	Beckmann / Gerten	e	New in this Business Field	general assessment
Spring	40133	Lecture	Bildungsökonomie	3	Wolter	d		general assessment
Spring	15482	Lecture	Arbeitsrecht	6	Pärli	d	Providing faculty: Faculty of Law	lecture examination

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	62643	Colloquium	Consumer Behavior: Marketplace Applications	3	Laran	e		general assessment
Fall	10639	Colloquium	Consumer Behavior: Theoretical Foundations	3	Brendl	e		general assessment
Fall	62704	Lecture	Designing the Technology for Digital Marketing	3	Exner/Buntschu/Glauser/Kocic	e		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: July 3 - 13, 2023	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
Spring	62644	Lecture	Technology, Strategy, and Organization	3	Beckmann / Gerten	e		general assessment
irregular	22641	Lecture	Competitive Strategy	3	Macher	e	Summer School Course: July 3 - 13, 2023	general assessment
irregular	12754	Lecture	Corporate Mergers & Acquisitions	3	Amihud	e	Summer School Course: August 7 - 17, 2023	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		main lecture exam (not relevant for exclusion in this program)
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	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	Provided by the "Philosophisch-Naturwissenschaftliche Fakultät"	continuous assessment
Fall	62035	Lecture	Einführung in die Programmierung	4	Lüthi	d	Provided by the "Philosophisch-Naturwissenschaftliche Fakultät"	continuous assessment
Fall	52354	Lecture	Smart Contracts and Decentralized Finance	6	Schär	e		general assessment
Fall	10684	Lecture	Univariate Time Series Analysis	3	Kleiber	e		main lecture exam (not relevant for exclusion in this program)
Spring	58973	Colloquium	Advanced Blockchain Concepts and Project Management (Blockchain Challenge)	6	Schär	e		general assessment
Spring	10616	Lecture	Machine Learning	3	Maringer	e	This course will not be taught in Spring '23 but can be substituted by the course 63982 A Practical Introduction to Data Science	general assessment
Spring '23	63982	Lecture	A Practical Introduction to Data Science	4	Dokmanic	e	Philosophisch-Naturwissenschaftliche Fakultät; Substitut for the course 10616 Machine Learning, which will not be taught in Spring '23.	general assessment
Spring	16036	Lecture	Microeconometrics and Statistical Learning	3	Kleiber	e		general assessment
Spring	32934	Vorlesung	Optimization and AI	3	Maringer	e	This course will be taught in Spring '23.	general assessment
Spring	43494	Colloquium	Survey Research Methodology	3	Auer	e		general assessment
irregular	50886	Lecture	FinTech, Digital Currency and Blockchains	3	Yermack	e	Summer School Course: July 17 - 27, 2023	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
Annual course	45001	Seminar	Business, Law and Economic Policy	6	Weder/Macher	e		seminar credit
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

Extracurricular courses specifically recommended for this master's program:

irregular	58585	Exkursion	Digital Humanities in der Praxis	3	Chiquet/ Fornaro/ Landau/ Webe	d	Provided by the "Philosophisch-Historische Fakultät"	continuous assessment
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+ All other courses of our master's curriculum with the exception of those in the Fundamentals as well as Preparation Master's Thesis modules of the Master in Business and Technology 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	This course will not be taught any more.	general assessment
Fall	47384	Seminar mit Übung	Psychology in the age of Twitter, Facebook, and Co.: Natural language processing as a tool in psychological research	3	Wulff	e	Provided by the Faculty of Psychology; Prerequisites: Good knowledge in "R".	continuous assessment
Fall	45032	Colloquium	The Management of Complex Institutions: The Case of the University	3	Loprieno	e	This course will not take place in fall semester 2022.	general assessment