

Master of Science in Business and Technology

All changes that have occurred since the last publication dated 18.01.2024 are noted in red under Comments.

March 18, 2024

Semester	Course No.	Format	Title	ECTS	Lecturer	Language	Comments
Every sem.		Crash Course	Working with Scientific Software (R, Stata, Matlab, LaTeX, Python, Julia)	0	various lecturers	g/e	

Fundamentals in Business and Technology (15 ECTS)

Semester	Course No.	Format	Title (linked to the course directory)	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		main lecture exam
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 (linked to the course directory)	ECTS	Lecturer	Language	Comments	Assessment format
Fall	18972	Lecture	Empirische Forschung zu Arbeit und Personal	3	Bellmann	g		record of achievement
Fall	62657	Colloquium	Human Resources Analytics	3	Beckmann/ Starzetz	e	The course will probably be canceled in fall semester 2024 (sabbatical of the lecturer).	record of achievement
Fall	32902	Lecture	Incentive Pay and Employee Motivation	6	Beckmann	e	The lecture will probably be canceled in fall semester 2024 (sabbatical of the lecturer).	record of achievement
Fall	48070	Colloquium	Organizational Behavior and Leadership	3	Weller	e		record of achievement
Spring	15482	Lecture	Arbeitsrecht	6	Licci	g	Providing faculty: Faculty of Law	lecture examination
Spring	40133	Lecture	Bildungsökonomie	3	Wolter	g		record of achievement
Spring	62658	Lecture	Human Resources and Industrial Relations	3	Zwick	e		record of achievement
Spring	62660	Colloquium	Strategic Human Resource Management	3	Sender	e		record of achievement
Spring	62644	Lecture	Technology, Strategy, and Organization	3	Beckmann / Gerten	e		record of achievement

Business Field: Marketing

Semester	Course No.	Format	Title (linked to the course directory)	ECTS	Lecturer	Language	Comments	Assessment format
Fall	62703	Colloquium	Advanced Marketing Strategy Practice	3	Christen	e		record of achievement
Fall	62643	Colloquium	Consumer Behavior: Marketplace Applications	3	Laran	e		record of achievement
Fall	10639	Colloquium	Consumer Behavior: Theoretical Foundations	3	Brendl	e		record of achievement
Fall	62704	Lecture	Designing the Technology for Digital Marketing	3	Exner/Buntschu/Glauser/Kocic	e		record of achievement
Fall	60412	Lecture	Innovation Management and Business Transformation	3	Guggisberg	e		record of achievement
Fall	70722	Colloquium	Marketing Strategy	3	Lanz	e	This course was moved to fall semester.	record of achievement
Spring	56948	Colloquium	Digital Marketing Strategy	3	Smit	e	This course will not be taught any more.	record of achievement
Spring	10630	Lecture	Industriegütermarketing	3	Voeth	g		record of achievement
Spring	33598	Colloquium	Integriertes Kommunikationsmanagement	3	Ahlers	g		record of achievement
Spring	70721	Colloquium	Marketing Analytics	6	Lanz	e		record of achievement
Spring	10653	Lecture	Produktmanagement	6	Hadwich	g		record of achievement
Spring	43498	Colloquium	Psychological Theory in Consumer Behavior	6	Brendl	e		record of achievement
Spring	10663	Lecture	Strategisches Dienstleistungsmanagement	3	Bruhn / Hadwich	g		record of achievement
irregular	22641	Lecture	Competitive Strategy	3	Macher	e	Summer School Course: July 1 - 11, 2024	record of achievement

Business Field: Strategy & Organization

Semester	Course No.	Format	Title (linked to the course directory)	ECTS	Lecturer	Language	Comments	Assessment format
Fall	46247	Colloquium	Business Cases in Strategy, Finance, and Entrepreneurship	3	Gantenbein	e		record of achievement
Fall	31950	Lecture	Corporate Governance	3	Kind / Poltera	e		record of achievement
Fall	48409	Colloquium	Corporate Responsibility	3	von Schnurbein	e	The course will not be taught in fall semester 2024 (Sabbatical Prof. von Schnurbein).	record of achievement
Fall	41904	Lecture	Industrial Organization	3	Roux	e		record of achievement
Fall	60412	Lecture	Innovation Management and Business Transformation	3	Guggisberg	e		record of achievement
Fall	70722	Colloquium	Marketing Strategy	3	Lanz	e	This course was moved to fall semester.	record of achievement
Spring	10625	Lecture	Advanced International Trade and Business	6	Weder	e		record of achievement
Spring	66090	Lecture	Corporate Governance	6	Troxler	g	Providing faculty: Faculty of Law	lecture examination
Spring	62653	Lecture	Game Theory	3	Ilic	e		record of achievement
Spring	60335	Lecture	Introduction to Corporate Responsibility	3	von Schnurbein	e		record of achievement
Spring	70721	Colloquium	Marketing Analytics	6	Lanz	e		record of achievement
Spring	62644	Lecture	Technology, Strategy, and Organization	3	Beckmann / Gerten	e		record of achievement
irregular	22641	Lecture	Competitive Strategy	3	Macher	e	Summer School Course: July 1 - 11, 2024	record of achievement
irregular	69538	Lecture	Corporate Law and Economics	3	Bubb	e	Summer School Course: Not in 2024	record of achievement
irregular	12754	Lecture	Mergers, Acquisitions and Topics in Corporate Finance	3	Amihud	e	Summer School Course: August 5 - 15, 2024 (new title as of fall term 2024)	record of achievement
irregular	65940	Lecture	Tech Companies: Business Strategies and New Global Policy Tensions	3	Mayo	e	Summer School Course: August 19 - 29, 2024	record of achievement

Business Field: Management Accounting

Semester	Course No.	Format	Title (linked to the course directory)	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		record of achievement
Fall	32931	Lecture	Management Accounting I	3	Böckem	e		record of achievement
Fall	20391	Lecture	Unternehmerisches Finanzmanagement	3	Gantenbein	g		record of achievement
Spring	30676	Lecture	Advanced Financial Accounting	6	Schiller / Waldner	e		record of achievement
Spring	60334	Lecture	Management Accounting II	3	Böckem	e		record of achievement
Spring	26168	Lecture	Performance Measurement and Management Incentives	3	Böckem	e		record of achievement
Spring	60337	Vorlesung	Venture Capital	3	Gantenbein / Hersberger	e		record of achievement

Technology Field (12 or 15 ECTS)

Semester	Course No.	Format	Title (linked to the course directory)	ECTS	Lecturer	Language	Comments	Assessment format
Fall	58973	Colloquium	Advanced Blockchain Concepts and Project Management (Blockchain Challenge)	6	Schär	e		record of achievement
Fall	10909	Lecture	Databases	8	Schuldt	e	As of fall term 2024 this course is divided into two new courses (70356 and 70357) see below	continuous assessment
Fall	70356	Lecture	Introduction to Databases	2	Schuldt	e	Provided by the "Philosophisch-Naturwissenschaftlichen Fakultät"	continuous assessment
as of Fall '24	70357	Lecture	Databases Systems	6	Schuldt	e	Provided by the "Philosophisch-Naturwissenschaftlichen Fakultät"	continuous assessment
Fall	62035	Lecture	Einführung in die Programmierung	4	Lüthi	g	Provided by the "Philosophisch-Naturwissenschaftlichen Fakultät"	continuous assessment
Fall	52354	Lecture	Smart Contracts and Decentralized Finance	6	Schär	e		record of achievement
Fall	10684	Lecture	Univariate Time Series Analysis	3	Kleiber	e		main lecture exam (not relevant for exclusion in this program)
Spring	10616	Lecture	Applied Machine Learning	3	Maringer	e		record of achievement
Spring	63982	Lecture	A Practical Introduction to Data Science	4	Lüthi	e	Provided by the "Philosophisch-Naturwissenschaftlichen Fakultät"	record of achievement
Spring	23525	Lecture	Computational Economics	3	Maringer	e		record of achievement
Spring	16036	Lecture	Microeconometrics and Statistical Learning	3	Kleiber	e		record of achievement
Spring	32934	Vorlesung	Optimization and AI	3	Maringer	e		record of achievement
Spring	43494	Colloquium	Survey Research Methodology	3	Auer	e		record of achievement
irregular	50886	Lecture	FinTech, Digital Currency and Blockchains	3	Yermack	e	Summer School Course: July 15 - 25, 2024	record of achievement

Preparation Master's Thesis (6 ECTS)

Note: Early application for these seminars (December für spring | May for fall semester)!

Semester	Course No.	Format	Title (linked to the course directory)	ECTS	Lecturer	Language	Comments	Assessment format
Annual course	45001	Seminar	Business, Law and Economic Policy	6	Weder/Macher	e		seminar credit
Fall	63536	Seminar	Smart Services	6	Hadwich	g	New in this module as of fall semester 2024.	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	g/e		seminar credit

General Electives

Extracurricular courses specifically recommended for this master's program:

Fall	64429	Practical Course	Introduction to Python for Humanities	4	Alassi	g	New in the General Electives; Provided by the "Philosophisch-Naturwissenschaftlichen Fakultät"	continuous assessment
Spring	66152	Practical Course	Advanced Python for Humanities	4	Alassi	e	New in the General Electives; Provided by the "Philosophisch-Naturwissenschaftlichen Fakultät"	continuous assessment

+ 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	VV-Nummer	Lehrform	Titel (verlinkt mit dem Vorlesungsverzeichnis)	KP	Dozent	Language	Comments	Assessment format
Fall	tdb	Lecture series	AI & The Firm	3	Roux /Maringer	e/g	New lecture series in fall semester 2024	record of achievement
Fall '24	45033	Colloquium	Homo Oeconomicus im Bronzezeitlichen Ägypten	3	Loprieno	g		record of achievement
irregular	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
Spring '24	64428	Colloquium	Effizienz von Krankenhäusern	3	Felder/Beck/Blankart/Widmer/Zweifel	g	Blockcourse in July 2024	record of achievement
Spring	45032	Colloquium	The Management of Complex Institutions: The Case of the University	3	Loprieno	e		record of achievement