Bachelor Module Offer in English - ZHAW School of Management and Law - Academic Year 2026/ 2027

Important Information

- Please scroll down to the end of this document to see the full module offer
- Some modules require advanced knowledge. Students are responsible for ensuring prerequisites are met
- The module offer is provisional and subject to change; places cannot be guaranteed in advance
- The SML allows retakes for certain end-of-module exams at the end of the following semester/year. Details will be provided during the semester
- The 'Semester' column indicates module availability (e.g., 'Fall and Spring' means the module is available in both semesters)
- Modules are limited to the listed semester and do never span multiple semesters

GENERAL MANAGEMENT & INTERNATIONAL MANAGEMENT

Module Code	Module Name	ECTS	Semester	Module Description	Prerequisite Knowledge
w.BA.XX.2AIntBus.XX	Advanced International Business	6	Fall	Access HERE	International Business (basic module); Marketing (basic and advanced modules); Strategy (basic and advanced module); Financial/Management Accounting; Business English
w.BA.XX.AIDSI-IMA.25HS	Artificial Intelligence and Data Science for Insurance	6	Fall	Access HERE	Mathematical knowledge (lectures on mathematics); towards the end of the semester, familiarity with applied statistics.
w.BA.XX.1CR-IM.XX	Corporate Responsibility	3	Fall	Access HERE	Basic Management and Economics knowledge
w.BA.XX.HR-IM.XX	Human Resources	3	Fall	Access HERE	--
w.BA.XX.2IntBus.XX	International Business	6	Fall	Access HERE	--
w.BA.XX.1IntSM-IM.XX	International Strategic Management	6	Fall	Access HERE	Basic business administration and management concepts
w.BA.XX.WPM-SUMI1.XX	Sustainability Mindset I	3	Fall	Access HERE	Interest in sustainability and willingness to engage with project management concepts
w.BA.XX.2GMM-Inc.XX	Global Marketing Management for Incomings	6	Spring & Fall	Access HERE	Prior basic knowledge of the principles of marketing. Students should have completed an introductory marketing class covering the marketing process; market analysis and market research; instruments; marketing goals; marketing strategy; marketing mix; marketing controlling
w.BA.XX.2IcM-Inc.XX	Intercultural Management for Incomings	6	Spring & Fall	Access HERE	--
w.BA.XX.2INO-Inc.XX	International Negotiation for Incomings	6	Spring & Fall	Access HERE	Some knowledge of international business management & organization; communication skills; interest in international relations and knowledge of communication
w.BA.XX.2STM-Inc.XX	Strategic Management for Incomings	6	Spring & Fall	Access HERE	--
w.BA.XX.IA-IM.25HS	Intermediate Accounting	6	Spring	Access HERE	New module. Syllabus pending. Published end of January.
w.BA.XX.IntPolB-IM.25HS	International Politics & Business	6	Spring	Access HERE	New module. Syllabus pending. Published end of January.
w.BA.XX.OPM-IM.25HS	Operation & Process Management	6	Spring	Access HERE	New module. Syllabus pending. Published end of January.
w.BA.XX.3PDM-MA.XX	Product Development Management	6	Spring	Access HERE	Marketing (2Mark)
w.BA.XX.WPM-SUMI2.XX	Sustainability Mindset II	3	Spring	Access HERE	Knowledge of content of modue Sustainability Mindset I (not mandatory)

BANKING AND FINANCE & FINANCIAL MANAGEMENT

Module Code	Module Name	ECTS	Semester	Module Description	Prerequisite Knowledge
w.BA.XX.WPM-SWI.XX	Swiss Financial Systems and Finance	3	Fall	Access HERE	Basic knowledge of insurance and/or accounting
w.BA.XX.3CFS-FM.XX	Consolidated Financial Statements	6	Spring & Fall	Access HERE	--
w.BA.XX.3CFCB-BF.XX	Corporate Finance & Commercial Banking	6	Spring & Fall	Access HERE	Financial accounting, financial analysis, financial instruments, portfolio theory
w.BA.XX.3FIPT-BF.XX	Financial Instruments & Portfolio Theory	6	Spring & Fall	Access HERE	Module content: Mathematics 1+2; Statistics; Introduction to Banking & Finance

BUSINESS INFORMATION SYSTEMS & DATA SCIENCE					
Module Code	**Module Name**	**ECTS**	**Semester**	**Module Description**	**Prerequisite Knowledge**
w.BA.XX.3DA-WIN.XX	Data Analytics	6	Fall	Access HERE	Basic programming experience using the Python programming language; Previous knowledge of statistics
w.BA.XX.3ML1-WIN.XX	Machine Learning I	6	Fall	Access HERE	Basic calculus; an understanding of basic statistical G36 including mean, variance, and correlation. Some knowledge of R may be an advantage.
w.BA.XX.3FS-FM.XX	Financial Strategies	6	Spring & Fall	Access HERE	Basic accounting knowledge is helpful
w.BA.XX.3DM-WIN.XX	Data Management	6	Spring & Fall	Access HERE	**Software Engineering:** Modeling with UML; Algorithms and data structures; Procedural programming (variables, conditionals, loops, procedures); object-oriented programming (classes, objects, constructors, methods, relationships, inheritance); Software engineering design, methods, and tools **Engineering:** Conceptual data modeling (entity relationship diagrams, ER); Specification of requirements (use case, activity, state diagrams)
w.BA.XX.3LEIKe-WIN.XX	Leadership, Ethics & Intercultural Competence	6	Spring & Fall	Access HERE	This module is specifically aimed at Business IT students; knowledge in Business Administration; Strategic Management; Academic Writing
w.BA.XX.3DSI-WIN.XX	Data Science Introduction	3	Spring	Access HERE	--
w.BA.XX.WPM-DAS.XX	Data Analysis with SAS	3	Spring	Access HERE	a good knowledge of basic statistical concepts; be familiar with types of variables, first moments, confidence intervals, and linear regression. No previous knowledge of SAS language is needed.
w.BA.XX.3ITSe-WIN.XX	IT-Security	6	Spring	Access HERE	--
w.BA.XX.3KIA-WIN.24HS	AI-Applications	3	Spring	Access HERE	Ability to build end-to-end machine learning and LLM solutions: train, fine-tune, validate, and evaluate models across numeric, text, image, and video data (classification and regression), including retrieval-augmented generation with embeddings/vector stores, and deploy and integrate those models into applications.
w.BA.XX.3ML2-WIN.XX	Machine Learning II	6	Spring	Access HERE	Basics of supervised learning; familiarity with classic ML pipelines; statistics; linear models (ML1). The programming language used is Python, so Scientific Programming is also a prerequisite.
w.BA.XX.2MLVIJA.XX	Machine Learning Using SAS Viya	3	Spring	Access HERE	Very good knowledge of statistics, e.g. concepts such as mean, variance, and standard deviation. No previous knowledge of SAS is required.
w.BA.XX.3SP-WIN.XX	Scientific Programming	3	Spring	Access HERE	Very good knowledge of statistics, basic knowledge of the Python programming language (syntax, data types, operators), basic knowledge of SQL

BUSINESS LAW					
Module Code	**Module Name**	**ECTS**	**Semester**	**Module Description**	**Prerequisite Knowledge**
w.BA.XX.3AALaw-BL.XX	Anglo- American Law	3	Spring & Fall	Access HERE	Legal English 1 and 2; Legal English Advanced 1
w.BA.XX.3CCR-BL.XX	Compliance & Corporate Responsibility	6	Spring & Fall	Access HERE	--
w.BA.XX.3DPDM-BL.XX	Data Protection and Data Management	3	Spring & Fall	Access HERE	Certain course literature is only available in German. Please contact lecturer in advance.
w.BA.XX.3EuL-BL.XX	European Law	6	Spring & Fall	Access HERE	Legal English 1 and 2; Legal English Advanced 1
w.BA.XX.3PILLS-BL.XX	Public International Law and Legal Systems	3	Spring & Fall	Access HERE	--
w.BA.XX.WPM-DAC.XX	Debating and Arguing in the Common Law	3	Spring	Access HERE	A sufficient command of the English language

ALL STUDY FIELDS					
Module Code	**Module Name**	**ECTS**	**Semester**	**Module Description**	**Prerequisite Knowledge**
w.BA.XX.2ClimEE.XX	Climate and Energy Economics	3	Fall	Access HERE	Basic knowledge in micro-economics
w.BA.XX.2IntN.XX	International Negotiation	3	Fall	Access HERE	No compulsory requirements - students are recommended to have some general knowledge of international business & management + knowledge of communication
w.BA.XX.WPM-IR.XX	Investor Relations and Equity Analysis	3	Fall	Access HERE	Financial Accounting; Corporate Finance
w.BA.XX.WPM-LDT.XX	Leading Digital Transformation and AI	3	Fall	Access HERE	--
w.BA.XX.WPM-OMA.XX	Online Marketing: The Challenge	3	Fall	Access HERE	Affinity for the usage of digital media and social networks; module requires you to work on the case in groups: active participation, teamwork, and the motivation to participate
w.BA.XX.2SFIN.XX	Sustainable Finance	3	Fall	Access HERE	--
w.BA.XX.2BM-IM.XX	Brand Management	3	Spring & Fall	Access HERE	Advanced Business English 1 and 2
w.BA.XX.WPM-FIN.XX	Behavioral Finance	3	Spring & Fall	Access HERE	--
w.BA.XX.2BHR.XX	Business and Human Rights	3	Spring & Fall	Access HERE	Basic knowledge of business administration
w.BA.XX.2BusEM.XX	Business in Emerging Markets	3	Spring & Fall	Access HERE	Strategic Management & International Management
w.BA.XX.2BVB.XX	Business Value of Blockchain	3	Spring & Fall	Access HERE	--
w.BA.XX.WPM-CLA.XX	Crisis Management: Action Planning & Directing	3	Spring & Fall	Access HERE	General knowledge and a basic understanding of business and organizations, strategy, people management, and marketing communications
w.BA.XX.2CI.XX	Customer Insights	3	Spring & Fall	Access HERE	--
w.BA.XX.WPM-DAP.XX	Data Analysis and Presentation in Excel and Python	3	Spring & Fall	Access HERE	Knowledge of basic descriptive statistics
w.BA.XX.2DigLaw.XX	Digitalization and Law	3	Spring & Fall	Access HERE	--
w.BA.XX.2DBusAP.XX	Doing Business in Asia Pacific	3	Spring & Fall	Access HERE	Principles of international business
w.BA.XX.2DBusE.XX	Doing Business in Europe	3	Spring & Fall	Access HERE	--
w.BA.XX.2EmpME.XX	Empirical Methods in Economics	3	Spring & Fall	Access HERE	Knowledge in (basic) statistics and a strong preference for working with data and statistical software
w.BA.XX.2EuA.XX	European Affairs	3	Spring & Fall	Access HERE	--
w.BA.XX.WPM-FBM.XX	Family Business Management	3	Spring & Fall	Access HERE	Students should be interested in family firms, development, governance, innovation management, as well as psychology and sociology.
w.BA.XX.2IIST.XX	Information, Incentives and Strategic Thinking	3	Spring & Fall	Access HERE	Solid understanding of microeconomics; willingness to learn more about current research
w.BA.XX.2ITrPo-IM.XX	International Trade and Policy	3	Spring & Fall	Access HERE	--
t.BA.XX.ISSP-EN.20HS.V	Introductions to Swiss Society and Politics	2	Spring & Fall	Access HERE	*This module takes place at the ZHAW School of Engineering
w.BA.XX.WPM-MA.XX	Mergers & Acquisitions	3	Spring & Fall	Access HERE	Strategic management; financial accounting; project management; international business
w.BA.XX.WPM-OCM.XX	Of Choices and Mistakes: The Economics of Decision-Making	3	Spring & Fall	Access HERE	Good understanding of introductory level microeconomics
w.BA.XX.WPM-SDA.XX	Smart Data Analytics for Financial Assets	3	Spring & Fall	Access HERE	Solid knowledge of (basic) statistics and a strong; interest in working with data and statistical software
w.BA.XX.2SCM.XX	Supply Chain Management	3	Spring & Fall	Access HERE	Operations Management; Strategic Management
w.BA.XX.WPM-AIPD.XX	AI-Based Product Development	3	Spring	Access HERE	New module. Syllabus pending. Published in mid-November.
w.BA.XX.2BGR.XX	Business-Government Relations	3	Spring	Access HERE	--
w.BA.XX.WPM-BCC.XX	Business in the Climate Crisis	3	Spring	Access HERE	Fundamentals of business administration
w.BA.XX.WPM-CPE.XX	Cultural People Engagement	3	Spring	Access HERE	Principles of economics and business administration
w.BA.XX.WPM-CIDI.XX	Cases in Disruptive Innovation	3	Spring	Access HERE	New module. Syllabus pending. Published in mid-November.
w.BA.XX.2DRM.XX	Digital Reputation Marketing	3	Spring	Access HERE	--

ALL STUDY FIELDS					
Module Code	**Module Name**	**ECTS**	**Semester**	**Module Description**	**Prerequisite Knowledge**
w.BA.XX.2DBusLA.XX	Doing Business in Latin America	3	Spring	Access HERE	Interest in Latin America and sustainability
w.BA.XX.2DBusME.XX	Doing Business in the Middle East	3	Spring	Access HERE	--
w.BA.XX.2EEP.XX	Environmental Economics and Politics	3	Spring	Access HERE	--
w.BA.XX.2FGE.XX	Firms in the Global Economy	3	Spring	Access HERE	Knowledge in Microeconomics, Macroeconomics
w.BA.XX.WPM-FPC.XX	Focal Points in Current Affairs	3	Spring	Access HERE	--
w.BA.XX.2HoFinC.XX	History of Financial Crises	3	Spring	Access HERE	--
w.BA.XX.WPM-HOW.XX	How to Manage Risks by Transfer to Insurance	3	Spring	Access HERE	New module. Syllabus pending. Published in mid-November.
w.BA.XX.2ICRM.XX	International Corporate Responsibility Management	3	Spring	Access HERE	--
w.BA.XX.IEB.25HS	International Environment of Business	3	Spring	Access HERE	New module. Syllabus pending. Published end of January.
w.BA.XX.WPM-IRD.XX	International Relations and Diplomacy	3	Spring	Access HERE	--
w.BA.XX.2IntBE.XX	Introduction to Behavioral Economics	3	Spring	Access HERE	Basic knowledge in microeconomics
w.BA.XX.2ILu.XX	Introduction to Luxury Management	3	Spring	Access HERE	Keen interest in the luxury market
w.BA.XX.2LFD.XX	Learning from Disasters	3	Spring	Access HERE	Basic knowledge of probability and statistics
w.BA.XX.2MCE.XX	MCE - Managing Circular Economy	3	Spring	Access HERE	--
w.BA.XX.WPM-MBE.XX	Managing Bioeconomy	3	Spring	Access HERE	--
w.BA.XX.2QMethBD.XX	Quantitative Methods and Big Data for Managers	3	Spring	Access HERE	Affinity to tools or programs such as Excel is helpful
w.BA.XX.2WEB.XX	War, Economics and Business	3	Spring	Access HERE	Understanding of the principles of international business

LANGUAGE AND COMMUNICATION					
Module Code	**Module Name**	**ECTS**	**Semester**	**Module Description**	**Prerequisite Knowledge**
w.BA.XX.BusE.25HS	Business English	3	Spring & Fall	Access HERE	--
w.BA.XX.BusEA.25HS	Business English Advanced	3	Spring & Fall	Access HERE	--
w.BA.XX.2BusEA2.25HS	Business English Advanced 2	3	Spring & Fall	Access HERE	--
w.BA.XX.2GerB.XX	German Beginners	3	Spring & Fall	Access HERE	--
w.BA.XX.2GerI.XX	German Intermediate	3	Spring & Fall	Access HERE	Successful completion of module w.BA.XX.2GerB.XX or equivalent knowledge
w.BA.XX.3LE1-BL.XX	Legal English 1	3	Spring & Fall	Access HERE	--
w.BA.XX.3LE2-BL.XX	Legal English 2	3	Spring & Fall	Access HERE	--
w.BA.XX.3LEA1-BL.XX	Legal English Advanced 1	3	Spring & Fall	Access HERE	--
w.BA.XX.3LEA2-BL.XX	Legal English Advanced 2	3	Spring & Fall	Access HERE	--
w.BA.XX.3EC1-WIN.XX	English C1	3	Fall	Access HERE	--