

Course catalogue, fall semester 2022

Personal watch list

courses

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HS221219	VL	Köpe Christian	Management of Health Organisations	we. We, 18:15 - 20.00	3.B48	5
HS221251	VL	Schmid	The Economics of Pharmaceutical Markets	we. Tu, 16:15 - 19.00	div.	6
HS221264	SEM	Brandes	Marketing Science Seminar	we. Mo, 12:15 - 14.00	4.B02	7
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HS221209	SEM	Hofstetter	Research Seminar Marketing		div.	9
HS221240	VLUEB	Murmann	Entrepreneurship: Personnel and Innovation Management in Startups and SMEs	we. Mo, 08:15 - 13.00	3.B58	9
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HS221308	SEM	Morf / Sender	People Analytics: Promoting diversity and inclusion	we. Th, 14:15 - 16.00	4.B51	11
HS221245	SEM	Oechslin / Steiner	Recent Topics in International Economic Development		div.	12
HS221250	VL	Scheufele	Analysing and forecasting economic time series	we. We, 16:15 - 18.00	3.B47	12
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HS221238	VL	Moser / Savioz	A History of Modern Macroeconomics: From Keynes to Piketty	we. Mo, 12:15 - 14.00	3.A05	18
HS221289	WOS	Schmid	Workshop in Applied Data Analysis		div.	19
HS221243	UEB	Oechslin	Tutorial Growth Theory	we. Tu, 10:15 - 12.00 we. We, 10:15 - 12.00	div.	19
HS221233	VL	Meierer / Bachmann	Python – A non-technical introduction for business analytics	irregular	HS 7	20
HS221241	VL	Ochsner	Economic History	14-daily Th, 14:15 - 18.00	HS 8	21
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HS221265	VL	Brandes	Judgment in Managerial Decision-Making	we. Tu, 14:15 - 16.00	div.	24
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Supervised Machine Learning

Lecturer	Dr. rer. publ. Massimo Mannino
Type of course	Lecture
Code	HS221227
Semester	Fall semester 2022
Department	Economics and Management
Study level	Master
Date	Fr, 14.10.2022, 08:15 - 14:00, 4.B54 Fr, 11.11.2022, 08:15 - 14:00, HS 12 Fr, 18.11.2022, 08:15 - 14:00, Inseliquai 10 220 Fr, 09.12.2022, 08:15 - 14:00, HS 7
Duration	block course
Frequency	Block course
Course content	The lecture familiarizes students with a wide range of models in the field of Supervised Machine Learning. The course will focus on practical machine learning applications and teach data science techniques that enable students to solve real-world problems from the business world. By means of R, students will learn to estimate and visualize model results and communicate results efficiently. The integrated exercises discuss application examples from business administration and economics.
Learning objectives	1) Students can independently prepare and analyze data with R. 2) Students can apply methods in the field of Supervised Machine Learning. 3) Students are able to visualize model results with R. 4) Students can communicate model results effectively.
Prerequisites	Solid knowledge in econometrics, statistics and R.
Language	English
Limitation	24 Students
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 - 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 17 - 31 October 2022 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	individual/group presentation, written paper / 3 Credits
Guest students	According to agreement
Contact	massimo.mannino@novalytica.com
Literature	An Introduction to Statistical Learning with Applications in R (Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani). Freely available at: http://faculty.marshall.usc.edu/gareth-james/

Introduction to Computer Science and Programming

Lecturer	Kai Waelti, MSc
Type of course	Lecture
Code	HS221255
Semester	Fall semester 2022
Department	Economics and Management
Study level	Master
Date	Th, 22.09.2022, 16:15 - 19:00, 4.B47 Th, 29.09.2022, 16:15 - 19:00, 4.B47 Th, 06.10.2022, 16:15 - 19:00, 4.B47 Th, 13.10.2022, 16:15 - 19:00, 4.B47 Th, 20.10.2022, 16:15 - 19:00, 4.B47 Th, 27.10.2022, 16:15 - 19:00, 4.B47 Th, 03.11.2022, 16:15 - 19:00, 4.B47 Th, 10.11.2022, 16:15 - 19:00, 4.B47 Th, 17.11.2022, 16:15 - 19:00, 4.B47 Th, 24.11.2022, 16:15 - 19:00, 4.B47 Th, 01.12.2022, 16:15 - 19:00, 4.B47 Th, 15.12.2022, 16:15 - 19:00, 4.B47 Th, 22.12.2022, 16:15 - 19:00, 4.B47
Duration	3 hours per week per semester
Frequency	weekly
Course content	Introduction to Computer Science and Programming aims at providing students with the fundamental understanding of computations to solve problems. This is aimed at students with little or no programming experience, to code basic block of programs that can enable them in achieving goals. The course will cover a broad range of topics, i.e., computer-aided problem-solving techniques, fundamentals of programming using Python 3 and an introduction to computational complexity.
Learning objectives	- Understanding the role of computation in problem solving - Ability to confidently code small programs to achieve useful goals - Participate in research projects and excel in subjects requiring programming components
Prerequisites	English level B2
Language	English
Limitation	max. 24 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 - 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Exercises, presentations and short project report / 6 Credits
Note	The participants are divided into groups of 2 at the beginning of the course. Every second week, some designated groups present their solutions to individual exercises from the penultimate week. Each group should present at least once during the semester. The selected groups for the presentations will not be announced in advance and all groups should submit their solutions two workdays before the lecture. In addition, a small and fun programming project will round out this introductory lecture. The deadline for the final project report and short presentation will be sometime in the middle of January. The exact date will be communicated at the beginning of the semester. Both the exercises and the project report will be graded as a group.
Guest students	According to agreement
Contact	kai.waelti@doz.unilu.ch
Literature	Gutttag, John. Introduction to Computation and Programming Using Python: With Application to Understanding Data Second Edition. MIT Press, 2016. ISBN: 9780262529624 Amos, David, Dan Bader, Joanna Jablonski, and Fletcher Heisler. Python Basics: A Practical Introduction to Python 3. Real Python, 2021. Python Software Foundation. The Python Tutorial, 2021. https://docs.python.org/3/tutorial/ . Python Software Foundation. 'PEP 8 -- Style Guide for Python Code'. Python.org, 2001. https://www.python.org/dev/peps/pep-0008/ . Python Software Foundation. 'PEP 20 -- The Zen of Python'. Python.org, 2004. https://www.python.org/dev/peps/pep-0020/ .

Data Science Toolkits and Architectures

Lecturer	MSc, Sandro Cilurzo MSc, Arthur Habicht
Type of course	Lecture
Code	HS221198
Semester	Fall semester 2022
Department	Economics and Management
Study level	Master
Date	Th, 22.09.2022, 16:15 - 19:00, HS 12 Th, 06.10.2022, 16:15 - 19:00, HS 12 Th, 20.10.2022, 16:15 - 19:00, HS 12 Th, 03.11.2022, 16:15 - 19:00, HS 12 Th, 17.11.2022, 16:15 - 19:00, HS 12 Th, 01.12.2022, 16:15 - 19:00, HS 12
Duration	2 hours per week per semester
Frequency	bi-weekly
Course content	<p>The field of data science has experienced a renaissance due to innovations in algorithms and widespread availability of affordable storage and compute capabilities. As a consequence, the growing, global stream of data has emerged as a significant economic factor.</p> <p>Nonetheless, many companies struggle to make use of their data. A significant reason for this is a lack of experience in organizing data and software as well as managing a data science team in a collaborative setting.</p> <p>This course sets off, where most data science courses end. It addresses technical and organizational challenges that are typically accompanied by operating data-driven software products in "production".</p> <p>In this context, the course aims to provide solutions for the aforementioned challenges. This includes toolkits and architectures that:</p> <ul style="list-style-type: none"> - render the management of data science projects more efficient - allow for versioning of data, software and runtime environments, in order to ensure reproducibility of data-driven systems - improve collaboration and knowledge transfer among members of a larger data science team - facilitate the deployment of data-driven products
Learning objectives	- Understanding of the larger complexity of data-driven software compared to "traditional" software - A firm grasp of the typical life cycle of machine learning projects in industry - An overview of existing toolkits that address the challenges of data-driven products - Knowledge in a subset of those toolkits that cover different areas, such as: - code versioning (f.e. Git) - data versioning (f.e. DVC) - runtime versioning (f.e. Docker) - testing frameworks - experiment- and knowledge management (Weights & Bias, MLflow, DVC) - production environments for machine learning models - The students are expected to be able to create a workflow for the development of complex data science products
Prerequisites	- Experience with Python or R scripts - Experience in training machine learning models (e.g. linear regression) - First experiences with the command line (Unix and Windows)
Language	English
Limitation	max. 25 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 - 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written paper / Project report / 6 Credits
Note	Project work
Guest students	According to agreement
Contact	sandro.cilurzo@sedimentum.com arthur.habicht@sedimentum.com
Literature	The Hundred-Page Machine Learning Book (Andriy Burkov)

International Comparison of Health Care Systems

Lecturer	Lukas Kauer, PhD
Type of course	Seminar
Code	HS221215
Semester	Fall semester 2022
Department	Economics and Management
Study level	Master
Date	weekly (We), from 21.09.2022, 10:15 - 12:00, HS 2
Duration	2 hours per week per semester
Frequency	weekly
Course content	In this seminar we compare different health care systems across the globe. Health policy typically has three goals: health, wealth, and equity. However, there is an inherent tradeoff between the three goals so they can never be maximized together. We analyze from an economic perspective how different countries choose to organize and regulate health insurance markets to tackle the many market failures (e.g. adverse selection, moral hazard, monopoly rents, oversupply of medical services). The first part of the seminar will focus on theory and basic concepts. We will set up a framework with which we analyze the different systems worldwide. In the second and main part, every student is expected to present one system based on this framework.
Learning objectives	• Understand the key characteristics of international health care markets and the economic problems associated with these characteristics. • Describe systematically how health care markets are organized and identify root causes of market failures. • Analyze the role of government in health financing and service delivery and identify the root causes of government failures.
Prerequisites	Bachelor's degree, good knowledge of microeconomics, background in health economics is an advantage.
Language	English
Limitation	The number of participants is limited to 16.
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 – 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
Exam	***IMPORTANT*** In order to take part in the examination and to acquire credits, registration via the UniPortal from 5 - 30 September 2022 is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	Student presentation (60%), class participation (10%), written exam (30%) / 3 Credits
Guest students	According to agreement
Contact	lukas.kauer@css-institut.ch lukas.kauer@doz.unilu.ch
Literature	Bhattacharya, Jay; Timothy Hyde and Peter Tu (2014), Health Economics, Palgrave Macmillan, New York. Sloan, Frank A. and Chee-Ruey Hsieh (2017), Health Economics, MIT Press, Cambridge, London. Mandatory literature: Getzen, Thomas E. (2013) Health Economics and Financing, 5th Edition, Wiley. McGuire, Thomas G. and Richard van Kleef (eds) (2018), Risk Adjustment, Risk Sharing and Premium Regulation in Health Insurance Markets: Theory and Practice, Elsevier Publishing, London, San Diego.

Management of Health Organisations

Lecturer	Károly Christian Köpe
Type of course	Lecture
Code	HS221219
Semester	Fall semester 2022
Department	Economics and Management
Study level	Master
Date	weekly (We), from 21.09.2022, 18:15 - 20:00, 3.B48
Duration	2 hours per week per semester
Frequency	weekly
Course content	Management von Gesundheitsorganisationen, welche vernetzte, integrierte Versorgungsmodelle anbieten; Rahmenbedingungen (ökonomisch, regulatorisch, medizinisch); Bedeutung (health-care policy); Bedeutung Managed Care Modelle (Funktionsweise, Erfahrungen, Entwicklung), neue Formen der Versorgung/Leistungserbringung; Entwicklung in der Schweiz, Vergleich mit Modellen aus anderen Gesundheitssystemen; nebst Vorlesung wird ein Termin angeboten für tutoring und Q&A zum Stoff.
Learning objectives	Kenntnis Modelle und Entwicklung; Verständnis für die wichtigen Treiber und Parameter, welche in Zukunft die weitere Entwicklung von Modellen prägen. Basiswissen, um in einer Gesundheitsorganisation auf entry-level einzusteigen und Entwicklung mitzugestalten.
Prerequisites	Master Students
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5- 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written examination / 3 Credits
Guest students	According to agreement
Contact	koepe@dialogsante.ch
Literature	Wird jeweils im Vorfeld durch Dozent abgegeben (Unterlagen, Fallbeispiele, Fachartikel, etc.)

The Economics of Pharmaceutical Markets

Lecturer	PD Dr. Christian Philipp Rudolf Schmid
Type of course	Lecture
Code	HS221251
Semester	Fall semester 2022
Department	Economics and Management
Study level	Master
Date	Tu, 20.09.2022, 16:15 - 19:00, HS 8 Tu, 27.09.2022, 16:15 - 19:00, ZOOM Tu, 04.10.2022, 16:15 - 19:00, ZOOM Tu, 11.10.2022, 16:15 - 19:00, HS 8 Tu, 18.10.2022, 16:15 - 19:00, HS 8 Tu, 25.10.2022, 16:15 - 19:00, HS 8 Tu, 08.11.2022, 16:15 - 19:00, HS 8 Tu, 06.12.2022, 16:15 - 19:00, HS 8 Tu, 13.12.2022, 16:15 - 19:00, HS 8 Tu, 20.12.2022, 16:15 - 19:00, HS 8
Duration	2 hours per week per semester
Frequency	weekly
Course content	The aim of the course is to introduce students to the economics of pharmaceutical markets. The course will provide students with an understanding of basic features of pharmaceutical markets and related policies. Among others we address the following topics: pharmaceutical innovation, pricing and price regulations, consumer demand, and the promotion of pharmaceuticals.
Learning objectives	The students can (i) describe the key characteristics of pharmaceutical markets and the economic problems associated with these characteristics (ii) explain the behavior of several main actors (e.g. patients, health insurers, governments, the pharmaceutical industry, and so on (iii) assess the functioning of the market for pharmaceuticals using mathematical methods and models, and (iv) describe the institutional background in Switzerland regarding the pricing, reimbursement and promotion of pharmaceuticals.
Prerequisites	Bachelor's degree. The students are expected to have a good knowledge of microeconomics and econometrics.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 - 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written examination / 3 Credits
Guest students	Yes
Contact	christian.schmid@doz.unilu.ch c.schmid@css.ch
Literature	Danzon, Patricia M. and Sean Nicholson (eds.) (2012), The Oxford Handbook of the Economics of the Biopharmaceutical Industry, Oxford University Press, New York. Bhattacharya, Jay, Timothy Hyde and Peter Tu (2014), Health Economics, Palgrave Macmillan, New York. (Chapters 8, 12 – 14) Scherer, Frederic M. (2000), The Pharmaceutical Industry, in: Culyer, Anthony J. and Joseph P. Newhouse (eds.), Handbook of Health Economics, Volume 1B, Elsevier North-Holland, Amsterdam. Danzon, Patricia M. (2011), The Economics of the Biopharmaceutical Industry, in: Glied, Sherry and Peter C. Smith (eds.), The Oxford Handbook of Health Economics, Oxford University Press, New York.

Marketing Science Seminar

<i>Lecturer</i>	Prof. Dr. Leif Brandes
<i>Type of course</i>	Seminar
<i>Code</i>	HS221264
<i>Semester</i>	Fall semester 2022
<i>Department</i>	Economics and Management
<i>Study level</i>	Master
<i>Date</i>	weekly (Mo), from 26.09.2022, 12:15 - 14:00, 4.B02
<i>Duration</i>	2 hours per week per semester
<i>Frequency</i>	weekly
<i>Course content</i>	The purpose of this seminar series is to discuss on-going research streams in marketing. This year's topic of the marketing seminar will be customer word-of-mouth. Questions addressed will include, but are not limited to: What is the impact of customer word-of-mouth on product choice and sales? Which dimensions of word-of-mouth are most impactful, and which metrics should firms track? What motivates customers to engage in word-of-mouth? What are the differences between online and offline word of mouth? How prevalent are fake reviews, and which factors incentivize firms to write reviews? How can/ should firms manage customer word-of-mouth? A comprehensive reading list of academic articles related to customer word of mouth will be provided at the start of the semester. Students are expected to give presentations of assigned papers, and to provide critical evaluations of the papers. Students will be assessed based on their presentations (70% of the final mark), and their in-class participation in discussions (30%).
<i>Learning objectives</i>	Upon seminar completion, students will have achieved the following learning outcomes: Topic-specific skills and knowledge Students have a comprehensive knowledge about the (i) antecedents, (ii) moderators, and (iii) consequences of customer word-of-mouth for (iv) market outcomes, (v) customer perception, and (vi) individual customers. Transferable skills and knowledge: Students will practice their presentation skills. Students will practice their analytical skills in evaluating the contributions, methods, and limitations of research papers in marketing. Students will practice their discussion skills.
<i>Prerequisites</i>	Good working knowledge of marketing required; Good working knowledge of statistics and data analysis required (we will read articles from leading academic journals (e.g., Journal of Marketing Research, Marketing Science, Journal of Consumer Research, Journal of Marketing), and most of these articles include some type of empirical analyses)
<i>Language</i>	English
<i>Limitation</i>	Max. 20 participants
<i>Registration</i>	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 – 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course:
<i>Exam</i>	***IMPORTANT*** In order to acquire credits, resp. to take part in the examination, registration via the UniPortal within September 5 - September 30, 2022 is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
<i>Type of exam</i>	presentation (70%) in-class participation (30%) / 4.5 Credits
<i>Guest students</i>	No
<i>Contact</i>	leif.brandes@unilu.ch
<i>Literature</i>	TBA (a list with articles will be distributed in the first week of class)

FinTech & InsurTech – Digitalization of the Financial Services Industry

Lecturer	Dr. Thomas Puschmann
Type of course	Lecture
Code	HS221247
Semester	Fall semester 2022
Department	Economics and Management
Study level	Master
Date	weekly (Tu), from 27.09.2022, 14:15 - 16:00, HS 3
Duration	2 hours per week per semester
Frequency	weekly
Course content	<p>The lecture gives an overview of the digitalization of the financial services industry. It comprises theoretical elements as well as concrete application examples including guest presentations and a visit to the Crypto Valley:</p> <ul style="list-style-type: none"> - Introduction - Evolution and digitalization of money - Financial systems and drivers of change - Bank networks, processes and IT - Overview of FinTech innovations - Concrete application example of a FinTech startup - Overview of InsurTech innovations - Concrete application example of an InsurTech startup - Overview of blockchain innovations - Concrete application example of a blockchain startup - FinTech and InsurTech Potentials in the field of sustainability - The internet of value and cross-industry ecosystems <p>As the final result of the lecture, the students shall develop their own concepts for FinTech, InsurTech and blockchain innovations and present their final ideas in front of a sounding board consisting of entrepreneurs, venture capitalists and other thought leaders.</p>
Learning objectives	Introduction to the theory and practice of FinTech and InsurTech as well as acquiring skills to develop own FinTech and InsurTech concepts.
Prerequisites	Fundamentals of finance and business informatics / IT
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 – 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study.
	Direct link to OLAT course: to follow
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Group seminar thesis (80%) and final presentation (20%) / 3 Credits
Guest students	Yes
Contact	puschmann.thomas@gmail.com
Literature	Text book

Research Seminar Marketing

Lecturer	Prof. Dr. Reto Hofstetter
Type of course	Seminar
Code	HS221209
Semester	Fall semester 2022
Department	Economics and Management
Study level	Master
Date	Fr, 30.09.2022, 14:15 - 18:00, HS 5 Fr, 04.11.2022, 14:15 - 18:00, HS 5 Fr, 16.12.2022, 13:15 - 17:00, HS 5
Duration	3 hours per week per semester
Frequency	Block course
Course content	In the course of the Seminar, students learn to tackle a scientific question in the field of Marketing/Consumer Behavior. They will be introduced to the methodology and tools of experimental research. Students conduct their own experimental study, analyse the results and present them in the seminar. A financial outlay of ca. CHF 100 (to be borne by the students) must be expected for the collection of the data. The seminar offers an optimal preparation for a Master's thesis in the field of Marketing and Consumer Behavior. The seminar can be attended parallel to the Master's thesis.
Learning objectives	Learning objectives / Skills: - Applied introduction to research in marketing/consumer behavior - Introduction to experimental research including execution, analysis and presentation of an own experimental study - Improve presentational skills - Preparation for writing a master thesis in the field of marketing/consumer behavior (attending the seminar is a mandatory requirement for writing the master thesis at the chair of Prof. Dr. Reto Hofstetter)
Prerequisites	Requirements: Attendance of the lectures «Causal Analysis» and «Marketing Research» recommended; attendance of the «Marketing Research Seminar» is a mandatory requirement for writing the master thesis at the chair of Prof. Dr. Reto Hofstetter.
Language	English
Limitation	20 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 – 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Presentation and participation during the seminar / 4.5 Credits
Note	Grading based on presentation and participation during the seminar.
Guest students	No
Contact	reto.hofstetter@unilu.ch ; lucas.nann@unilu.ch

Entrepreneurship: Personnel and Innovation Management in Startups and SMEs

Lecturer	Dr. oec. Martin Murmann
Type of course	Lecture/Exercise
Code	HS221240
Semester	Fall semester 2022
Department	Economics and Management
Study level	Master
Date	Mo, 26.09.2022, 08:15 - 13:00, 3.B58 Mo, 03.10.2022, 08:15 - 13:00, 3.B58 Mo, 10.10.2022, 08:15 - 13:00, 3.B58 Mo, 17.10.2022, 08:15 - 13:00, 3.B58 Mo, 24.10.2022, 08:15 - 13:00, 3.B58 Mo, 31.10.2022, 08:15 - 13:00, 3.B58
Duration	2 hours per week per semester
Frequency	weekly
Course content	This course will provide an overview over specific personnel and innovation management tasks and problems in startups and SMEs. The course will consist of lectures (that are based on excerpts of a textbook and recent academic publications), tutorials, and a practice session with invited speakers/entrepreneurs.
Learning objectives	Gaining knowledge about the specifics of personnel and innovation management in startups and SMEs.
Prerequisites	None
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 - 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written examination (multiple choice / open questions) / 3 Credits
Guest students	According to agreement
Contact	martin.murmann@business.uzh.ch

Machine Learning in Marketing

Lecturer	Prof. Dr. Marc Pouly
Type of course	Lecture
Code	HS221212
Semester	Fall semester 2022
Department	Economics and Management
Study level	Master
Date	14-täglich (Tu), from 27.09.2022, 08:15 - 10:00, HS 12 Tu, 20.09.2022, 10:15 - 12:00, HS 12 Tu, 27.09.2022, 10:15 - 12:00, HS 12 Tu, 04.10.2022, 10:15 - 12:00, HS 12 Tu, 11.10.2022, 10:15 - 12:00, HS 12 Tu, 18.10.2022, 10:15 - 12:00, HS 12 Tu, 25.10.2022, 10:15 - 12:00, HS 12 Tu, 08.11.2022, 10:15 - 12:00, HS 12 Tu, 15.11.2022, 10:15 - 12:00, HS 12 Tu, 22.11.2022, 10:15 - 12:00, HS 12 Tu, 29.11.2022, 10:15 - 12:00, HS 12 Tu, 06.12.2022, 10:15 - 12:00, HS 12 Tu, 13.12.2022, 10:15 - 12:00, HS 12
Duration	3 hours per week per semester
Frequency	weekly
Course content	<p>This course provides an overview of common machine learning approaches with an emphasis on approaches that are of particular relevance for marketing research and management. The course contains the following blocks:</p> <ol style="list-style-type: none"> 1) Introduction to machine learning in marketing 2) Marketing data collection and management for machine learning approaches 3) Supervised learning fundamentals 4) Unsupervised learning fundamentals 5) Recommender systems 6) Introduction to deep learning 7) Computer Vision and natural language processing 8) Generative models <p>These parts will be thought both conceptually and in the form of hands-on exercises. We will exclusively work with Python throughout this course.</p>
Learning objectives	Students will get an overview of machine learning approaches and possible applications in marketing management. They should be able to perform their own analysis using Python on specific marketing research questions. Emphasis is put on modern neural network based approaches for the processing of large quantities of unstructured data such as images, text, video and audio.
Prerequisites	Ideally, students have already attended an introductory course in Python (e.g. Python – A non-technical introduction, https://vv.unilu.ch/details?code=HS201008). If not, we strongly recommend to work through one of the many free online tutorials that can be found on the web such as https://www.learnpython.org . Basic programming skills are sufficient. For machine learning related libraries (numpy and pandas) we will make available a separate tutorial in the first semester week. Prior experience in machine learning is not required. Students should have attended fundamental courses in statistics.
Language	English
Registration	<p>To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 – 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study.</p> <p>Direct link to OLAT course: to follow</p>
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written examination / 4.5 Credits
Note	Some topics will be taught in a flipped classroom style. Theory lectures will be made available as YouTube videos followed by in-class sessions for Q&A and exercises.
Guest students	According to agreement
Contact	marc.pouly@doz.unilu.ch benedikt.marxer@unilu.ch

People Analytics: Promoting diversity and inclusion

<i>Lecturer</i>	Dr. oec. Manuela Morf Dr. Anna Sender
<i>Type of course</i>	Seminar
<i>Code</i>	HS221308
<i>Semester</i>	Fall semester 2022
<i>Department</i>	Economics and Management
<i>Study level</i>	Master
<i>Date</i>	weekly (Th), from 22.09.2022, 14:15 - 16:00, 4.B51
<i>Duration</i>	1.5 hours per week per semester
<i>Frequency</i>	weekly
<i>Course content</i>	<p>In this seminar, you will learn how to use people analytics to improve decision making in business. This year we focus on diversity and inclusion. Currently, many organizations strive to foster inclusion and to benefit from diversity. Evidence helps to make better decisions regarding what is effective and efficient. People analytics generates relevant evidence by combining technical knowledge of analytics with a sound understanding of the people side of the business. We will follow a problem-based-learning approach and combine input lectures, in-class discussions and practical project work. Assignments in groups will prepare you for your individual assignment.</p> <p>For more details about the course please consult the syllabus that will be made available at the homepage of the Center for Human Resource Management (CEHRM) beginning of September 2022.</p>
<i>Learning objectives</i>	Upon successful completion of this seminar, you will know how to set up a people analytics project. Specifically, you will: (1) have expertise in this year's focal area of promoting diversity and inclusion in business; (2) know how to create a business case for your project and address stakeholder interests; (3) be able to select useful methods from the methodological toolkit of people analytics (e.g., interviews, surveys, interventions and experiments); (4) be able to translate evidence into actionable and relevant recommendations.
<i>Prerequisites</i>	There are no required prerequisites. However, the successful completion of "Strategic Human Resource Management" is recommended. Furthermore, the course is part of the master's curricula "Economics and Management, core elective (without specialization)" and "Market-Oriented Management." Students from all other academic programs are recommended to check with their delegate/examination board to see whether credits from this course are accepted.
<i>Language</i>	English
<i>Limitation</i>	Max. 14 places available
<i>Registration</i>	<p>To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from September 5 to September 30, 2022. The students themselves are responsible for checking the creditability of the course to their course of study.</p> <p>Direct link to OLAT course: to follow</p> <p>As this is a seminar, the binding UniPortal registration will be brought forward. It takes place at the same time as the OLAT registration (until September 30, 2022). The UniPortal registration at the beginning of the semester is mandatory for this seminar so that the credits can be credited. It is no longer possible to cancel your registration after the end of the second week of the semester.</p>
<i>Exam</i>	<p>***IMPORTANT*** In order to acquire credits, registration via the Uni Portal within 05.09. - 30.09.2022 is ESSENTIALLY REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen Deadlines for home assignments will be communicated in the course.</p>
<i>Type of exam</i>	Home assignments in groups (graded: failed/passed) as preparation for an individual home assignment (graded: 1.0 - 6.0.; scope: 4-8 pages) / 3 Credits
<i>Note</i>	The number of participants is restricted to fourteen. If you are interested in participating, please e-mail Dr. Anna Sender (anna.sender@unilu.ch). Please indicate: (1) your name, study major, number of semesters and matriculation number; (2) your knowledge in human resource management, business analytics and/or related fields; (3) why are you interested in participating (short motivation statement). Please make sure that you have provided this information before enrolling in the OLAT course.
<i>Guest students</i>	No
<i>Contact</i>	manuela.morf@unilu.ch / anna.sender@unilu.ch
<i>Literature</i>	Relevant readings will be made available via Olat.

Recent Topics in International Economic Development

Lecturer	Prof. Dr. Manuel Oechsli Dr. oec. Elias Steiner
Type of course	Seminar
Code	HS221245
Semester	Fall semester 2022
Department	Economics and Management
Study level	Master
Date	Mo, 19.09.2022, 16:15 - 18:00, 4.B54 Th, 24.11.2022, 14:15 - 18:00, 4.A05 Fr, 25.11.2022, 08:15 - 17:00, 4.B51
Duration	block course
Frequency	block course
Course content	Economic development is a multifaceted subject. The UN's sustainable development agenda defines 17 goals that are to be achieved by 2030. These range from poverty eradication to climate action and gender equality. While these goals concern all UN members, they are especially important in developing countries, where hunger and poverty are still pressing problems and climate change is likely to have a particularly large impact. In this seminar, we will discuss a wide range of topics with particular relevance for developing economies. The list of topics includes microcredit, the informal sector, the role of climate change, education and health, corruption, and urbanization. Besides debating these topics, we will also consider methodological questions, in particular the evaluation of development projects (impact evaluation). Students will read, present, and discuss recent research papers that—taken together—provide a good overview of current issues in international economic development.
Learning objectives	- Students acquire an overview of current research in international economic development. - Students sharpen their ability to critically analyze and discuss research papers. - Students improve their presentation skills.
Prerequisites	- Lecture "Angewandte Statistik und Ökonometrie" or a comparable course. - Lectures "Macroeconomics II" and "Growth Theory" are an advantage.
Language	English
Limitation	Maximum 24 students in this seminar
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 - 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within September 20 - October 1, 2021 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	individual / group presentation / 3 Credits
Note	This is a block seminar taking place on November 24th and 25th. The kick-off meeting on September 19th, 16:15-18:00 is mandatory.
Guest students	No
Contact	manuel.oechsli@unilu.ch / elias.steiner@doz.unilu.ch
Literature	Will be indicated on the syllabus.

Analysing and forecasting economic time series

Lecturer	Dr Rolf Scheufele
Type of course	Lecture
Code	HS221250
Semester	Fall semester 2022
Department	Economics and Management
Study level	Master
Date	weekly (We), from 21.09.2022, 16:15 - 18:00, 3.B47
Duration	2 hours per week per semester
Frequency	weekly
Course content	The course develops a comprehensive set of tools and techniques for analyzing time series in economics and finance. The methods will be applied to forecasting problems and other empirical questions by using available datasets. The course teaches how to use a statistical software (mainly R) to apply these methods. The following topics are covered: Exploring and visualizing time series, univariate time series models (e.g. ARIMA models), multivariate time series models (e.g. ARDL, VAR and ECM models), point and interval forecasting, forecast evaluation.
Learning objectives	The objective of the course is to give students a good understanding of the concepts and the tools in time series analysis. Students will learn to specify and to estimate time series models as well as to generate forecasts. They will be able to conduct their own real-world application by using a statistical software package (mainly R).
Prerequisites	Solid knowledge in statistics and econometrics is necessary. Basic programming skills (knowledge of R or similar programs) are highly recommended.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 - 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Graded examination / 3 Credits
Guest students	According to agreement
Contact	rolf.scheufele@snb.ch

Empirical Environmental Economics

<i>Lecturer</i>	Dr. oec. Benjamin Krebs
<i>Type of course</i>	Seminar
<i>Code</i>	HS221220
<i>Semester</i>	Fall semester 2022
<i>Department</i>	Economics and Management
<i>Study level</i>	Bachelor Master
<i>Date</i>	Mo, 26.09.2022, 16:15 - 18:00, 4.B54 Th, 15.12.2022, 08:15 - 14:00, 4.A05 Fr, 16.12.2022, 08:15 - 16:00, 3.A05
<i>Duration</i>	block course
<i>Frequency</i>	Blockseminar
<i>Course content</i>	This course gives an overview of the recent research in empirical environmental economics. After a brief introduction to the underlying theoretical concepts, we will mainly focus on two topics: air pollution and climate change. Students will present and discuss research papers that address various critical questions related to these two topics, such as: What are the impacts on human health outcomes and mortality? How do they impair other aspects of human life, such as labor productivity and well-being? Finally, we will study different environmental policies and discuss pros and cons.
<i>Learning objectives</i>	- Gain insight into the recent research in environmental economics - Learn about the impact of air pollution and climate change on human-related outcomes - Assess the strengths and weaknesses of different environmental policies - Learn how to read, discuss, and critically analyze research papers
<i>Prerequisites</i>	Lecture "Angewandte Statistik und Ökonometrie" or a comparable course
<i>Language</i>	English
<i>Limitation</i>	24 participants
<i>Registration</i>	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5- 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
<i>Exam</i>	***IMPORTANT*** In order to acquire credits, resp. to take part in the examination, registration via the UniPortal within September 27 - October 8, 2021 is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
<i>Type of exam</i>	individual / group presentation / 3 Credits
<i>Guest students</i>	According to agreement
<i>Contact</i>	benjamin.krebs@unilu.ch
<i>Literature</i>	Will be on syllabus.

Data Handling

<i>Lecturer</i>	Valentina Sontheim, MA
<i>Type of course</i>	Lecture
<i>Code</i>	HS221253
<i>Semester</i>	Fall semester 2022
<i>Department</i>	Economics and Management
<i>Study level</i>	Bachelor Master
<i>Date</i>	Tu, 27.09.2022, 14:15 - 16:00, HS 7 Tu, 11.10.2022, 14:15 - 18:00, HS 5 Tu, 18.10.2022, 14:15 - 18:00, HS 5 Tu, 08.11.2022, 14:15 - 18:00, HS 5 Tu, 29.11.2022, 14:15 - 18:00, HS 5
<i>Duration</i>	2 hours per week per semester
<i>Frequency</i>	Lecture podcasts Exercise discussion in blocked Zoom sessions
<i>Course content</i>	This course aims to equip students with the basic data skills needed throughout their degree course and beyond. The course covers basic practical skills in gathering, preparing, and manipulating digital data for research purposes. Practical exercises and case studies from current research projects will deepen the concepts taught and train students in the basics of programming with data. The first part of the course covers theoretical concepts in handling digital data by focusing on different data structures and data formats. In the second part, students will learn to manipulate and prepare digital data for research purposes. Students will acquire basic programming skills with R in order to apply these practices with real-world datasets.
<i>Learning objectives</i>	At the end of the course, the students should be able to handle digital data for analysis purposes. Students will be able to import data into R and organize the data efficiently in data base structure. Students get familiar with best practices to gather, clean, and manipulate digital data for research purposes. They are capable of planning and managing the first steps of an empirical research project based on digital data. Finally, students acquire basic programming skills with R in the context of real-world data sets.
<i>Prerequisites</i>	Master students and Bachelor students from the 5th semester.
<i>Language</i>	English
<i>Registration</i>	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 – 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
<i>Type of exam</i>	take home exam / 3 Credits
<i>Guest students</i>	According to agreement
<i>Contact</i>	valentina.sontheim@unilu.ch
<i>Literature</i>	Data Manipulation with R by Phil Spector Hands-On Programming with R by Garrett Grolemond R for Data Science by Hadley Wickham and Garrett Grolemond

Machine Learning for mere mortals: Workflow, key models, & coding

Lecturer	Dr. Markus Meierer Dr. oec. Margot Löwenberg
Type of course	Lecture
Code	HS221234
Semester	Fall semester 2022
Department	Economics and Management
Study level	Bachelor
Date	Mo, 12.09.2022, 09:00 - 14:00, HS 7 Tu, 13.09.2022, 09:15 - 14:00, HS 8 We, 14.09.2022, 09:15 - 14:00, HS 8 Th, 15.09.2022, 09:15 - 14:00, HS 8 Fr, 16.09.2022, 09:15 - 14:00, HS 8
Duration	block course
Frequency	Block course
Course content	Machine learning has become one of the core pillars of business analytics. Since the amount of available data is steadily increasing, applying smart data analysis techniques will become more and more important in the future. This course introduces (supervised) machine learning techniques in a hands-on way with integrated exercises. The distinction between supervised/unsupervised/reinforcement learning, sampling and cross-validation, performance evaluation, logistic regression, decision trees, random forest, support vector, machines, deep learning, and ensemble methods are among the topics to be discussed in this course. An integral part of this lecture are integrated exercises during which the students will become familiar with setting up machine learning models in the programming language R.
Learning objectives	- Get familiar with the concept of (supervised) machine learning. - Understand the basic theory behind various machine learning techniques. - Apply different machine learning techniques and interpret the results.
Prerequisites	- Bring a laptop (with the latest operating system version installed) - Updated installation of R (https://cran.r-project.org/) - Updated installation of RStudio (https://www.rstudio.com/)
Language	English
Registration	To attend the lecture, registration via e-learning platform OLAT is required. Registration is possible from 29 August - 16 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow The UniPortal registration at the beginning of the semester is mandatory for this lecture so that the credits can be credited. It is no longer possible to cancel your registration after 12 September 2022.
Exam	Daily examinations during the course of the block course. ***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 29.08. - 12.09.2021 is REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	multiple-choice exams on programming exercises and theory, online exercises, machine learning competition / 3 Credits
Note	Lecture with integrated exercises (details are announced during the kick-off session on course logistics).
Guest students	No
Contact	markus.meierer@business.uzh.ch

Ethics and Critical Marketing

Lecturer	Paolo Antonetti, PhD
Type of course	Lecture
Code	HS221191
Semester	Fall semester 2022
Department	Economics and Management
Study level	Bachelor Master
Date	Mo, 05.09.2022, 08:15 - 14:00, 4.B47 Tu, 06.09.2022, 08:15 - 14:00, 4.B47 We, 07.09.2022, 08:15 - 14:00, 4.B47 Th, 08.09.2022, 08:15 - 14:00, 4.B47
Duration	block course
Frequency	Block course
Course content	The earliest definitions of marketing focused exclusively on maximising benefits: increased revenues for businesses; improved levels of satisfaction for customers; enhanced "quality of life" for society. By the early 1970's however, an increasing number of commentators and academics began to worry that not all the results, or even the objectives, of marketing were necessarily beneficial to consumers and the societies in which they lived. Over-consumption, manipulation and exploitation became words that NGO's, lobby groups and campaigners started to associate with the marketing profession. Meanwhile, the arrival of the internet in the 1990's has not only increased the speed, reach and efficiency of marketing and sales campaigns, but has created a new platform for protesters and defenders of consumer rights, to expose organisations and businesses that are perceived to misuse the power of the marketing process. The moral imperative for professional marketers to "Do No Harm" has increasingly become a perceived obligation to actively "Do Good", as well. The Ethics and Critical Marketing module will look at the changing societal attitudes to Marketing, both as an academic and professional discipline and examine the repercussions, constraints and obligations this has created for marketing professionals across the world, in all sectors and industries. We will go on to identify new opportunities for businesses that use marketing tools and techniques, to play a meaningful role in improving social conditions, equality and emancipation by adopting a best practice approach and then discuss the extent to which this is compatible with the requirement to satisfy multiple stakeholders, including investors, consumers and political bodies. Success in this module depends on participation and debate, with a strong focus on teamwork and communication. Students are strongly encouraged to bring issues for discussion in class, based on their personal observation and experience as consumers, citizens or employees. Interaction is key and the course includes a "blended learning" experience, including work beyond the classroom.
Learning objectives	1) To identify the potential negative impacts of marketing activities and recognize the ethical dilemmas raised by marketing decisions. 2) To competently discuss and resolve ethical questions in a marketing context. 3) To recognize marketing's responsibilities toward a network of important social stakeholders and address the challenges stakeholder pressure raises for organizations. 4) To criticize and question instances of unethical or problematic marketing conduct in a modern organization. 5) To understand global sustainability and corporate responsibility trends and consider critically how they impact marketing practice.
Prerequisites	Introduction to marketing courses
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 22 August to 5 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
Exam	***IMPORTANT*** In order to acquire credits, resp. to take part in the examination, registration via the UniPortal within 22 August - 5 September 2022 is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	15 minutes presentation / written paper (personal essay to submit after the end of the course) / 3 Credits
Note	Submission period for the written paper: until 26 September 2022
Guest students	According to agreement
Contact	paolo.antonetti@doz.unilu.ch
Literature	American Marketing Association, Statement of Ethics, https://www.ama.org/codes-of-conduct/ Case study 1: "Was that harassment?" https://hbr.org/2019/05/case-study-was-that-harassment Case study 2: Your Star Salesperson Lied. Should He Get a Second Chance? https://hbr.org/2019/09/case-study-your-star-salesperson-lied-should-he-get-a-second-chance Hunt, S. D., & Vitell, S. J. (2006). The general theory of marketing ethics: A revision and three questions. <i>Journal of Macromarketing</i> , 26(2), 143-153. Maignan, I., Ferrell, O. C., & Ferrell, L. (2005). A stakeholder model for implementing social responsibility in marketing. <i>European Journal of Marketing</i> , 39(9-10), 956-977. Ellis, N., Jack, G., Higgins, M., & Fitchett, J. (2010). <i>Marketing: A critical textbook</i> . Sage Publications. Martin, K. D., & Murphy, P. E. (2017). The role of data privacy in marketing. <i>Journal of the Academy of Marketing Science</i> , 45(2), 135-155.

Sales Management

<i>Lecturer</i>	Prof. Dr. Sascha Alavi
<i>Type of course</i>	Lecture
<i>Code</i>	HS221190
<i>Semester</i>	Fall semester 2022
<i>Department</i>	Economics and Management
<i>Study level</i>	Bachelor Master
<i>Date</i>	Th, 10.11.2022, 08:15 - 18:00 Fr, 11.11.2022, 08:15 - 18:00, HS 3 Sa, 12.11.2022, 08:15 - 18:00, 3.A05
<i>Frequency</i>	Block course
<i>Course content</i>	<p>How should a firm's salesforce – as an important corporate success factor - be optimally managed to maximize firm performance? More specifically, for example, how should sales managers lead to optimally motivate their salespeople? What are the most important skills and competences for a salesperson? Should salespeople receive a firm car to reward their selling success? Who should be in a sales team?</p> <p>The key objective of the course salesforce management is to answer these and similar questions which are important to firm practice and research alike. A firm's salesforce is the firm's “face to the customer” and the main ambassador of the brand. Therefore, being the major link between the firm and its customer, the salesforce exhibits an enormous impact on a firm's overall performance. Consequently, the management of this critical success factor, the salesforce, is of highest importance to companies. Nowadays, in many firms sales managers increasingly gain strategic importance on top management levels - an academic, profound education for such positions is indispensable. Therefore, the key objective of this course is to endow students with a basic understanding and actionable skills of salesforce management.</p>
<i>Learning objectives</i>	The course has three key objectives: 1. Endowing students with the fundamentals of sales management. 2. Endowing students not only with theoretical, but also with practicable knowledge, applicable in firm practice. 3. High firm practice orientation, working with real firm data, examples, and case studies.
<i>Prerequisites</i>	No special requirements.
<i>Language</i>	English
<i>Registration</i>	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 – 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
<i>Exam</i>	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
<i>Type of exam</i>	Written examination / 3 Credits
<i>Guest students</i>	Yes
<i>Contact</i>	sascha.alavi@rub.de
<i>Literature</i>	Literature and materials will be provided in the course.

Growth Theory

<i>Lecturer</i>	Prof. Dr. Manuel Oechslin
<i>Type of course</i>	Lecture
<i>Code</i>	HS221242
<i>Semester</i>	Fall semester 2022
<i>Department</i>	Economics and Management
<i>Study level</i>	Bachelor Master
<i>Date</i>	weekly (Mo), from 19.09.2022, 10:15 - 12:00, HS 8
<i>Duration</i>	2 hours per week per semester
<i>Frequency</i>	weekly
<i>Course content</i>	Why are some countries richer than others? What are the engines of long-run economic growth? How does the wealth inequality evolve over time? Or: What is the impact of government finances on short- and long-run economic activity? This course introduces some basic growth theories that are used to address these and many related questions. Among the growth models studied are the Ramsey-Cass-Koopmans model, the overlapping-generations model, and models of endogenous growth. Besides working with these models, there is also a focus on useful methods such as dynamic optimization or phase diagrams. Finally, we will have a look at some current research topics.
<i>Learning objectives</i>	Students learn to apply suitable macroeconomic models to predict the long-run behavior of important aggregate variables such as output, consumption, investment, total factor productivity, and the wealth distribution. Moreover, students become proficient in judging policy measures in a normative way based on the relevant macroeconomic theories.
<i>Prerequisites</i>	Open to MA and advanced BA students.
<i>Language</i>	English
<i>Registration</i>	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 - 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
<i>Exam</i>	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
<i>Type of exam</i>	Written examination / 6 Credits (for module Wahlbereich Wirtschaftswissenschaftliche Fakultät) Written examination / 6 Credits (for module Wahlpflichtbereich) Written examination / 6 Credits (for module Zyklen, Wachstum und Entwicklung) Written examination / 6 Credits (for module Spezialisierung Politische Ökonomie) Written examination / 6 Credits (for module Wahlbereich Wirtschaftswissenschaftliche Fakultät) Written examination / 6 Credits (for module Weitere Studienleistungen im Bereich Volkswirtschaftslehre) Written examination / 6 Credits (for module Weitere Studienleistungen im Bereich Volkswirtschaftslehre) Written examination / 3 Credits (for module Weitere Studienleistungen im Bereich Volkswirtschaftslehre) Written examination / 3 Credits (for module Weitere Studienleistungen im Bereich Volkswirtschaftslehre)
<i>Note</i>	Tutorial Growth Theory is an integral part of this lecture. 6 credits are awarded for courses consisting of lectures and exercises. Credits can only be awarded to those who have successfully passed the lecture exam. Credits are booked differently depending on the study programme. For economics and management students, the total of 6 credits are booked on the module "Lecture + Exercise". For Political Economy students and students of the Faculty of Humanities and Social Sciences (e.g. PPE), 3 credits are booked on the module "Lecture" and 3 credits on the module "Exercise".
<i>Guest students</i>	Yes
<i>Contact</i>	manuel.oechslin@unilu.ch
<i>Literature</i>	The course is based on lecture notes and a problem set. These materials will be published on OLAT. The lecture notes follow, more or less closely, selected chapters of David Romer's textbook "Advanced Macroeconomics" (McGraw-Hill). The lecture notes refer to a number of research papers and books. These are not required reading materials, but they are recommended for students with a particular interest in economic growth.

A History of Modern Macroeconomics: From Keynes to Piketty

<i>Lecturer</i>	Dr. Thomas Moser Dr. rer. pol. Marcel R. Savioz
<i>Type of course</i>	Lecture
<i>Code</i>	HS221238
<i>Semester</i>	Fall semester 2022
<i>Department</i>	Economics and Management
<i>Study level</i>	Bachelor Master
<i>Date</i>	weekly (Mo), from 19.09.2022, 12:15 - 14:00, 3.A05
<i>Duration</i>	2 hours per week per semester
<i>Frequency</i>	weekly
<i>Course content</i>	<ol style="list-style-type: none"> 1. 1. Is History of Economic Thought a Waste of Time? 2. 2. Keynes and the Keynesian Revolution 3. 3. The Neoclassical Synthesis and the Keynesians 4. 4. The Monetarist Counterrevolution 5. 5. Non-Mainstream Macroeconomics: Post-Keynesians, Minsky and Neo-Keynesians 6. 6. Non-Mainstream Macroeconomics: Austrians 7. 7. The Rational Expectations Revolution and New Classical Macroeconomics 8. 8. Real Business Cycle Macroeconomics 9. 9. New Keynesian Macroeconomics 10 10. The Financial Crisis 2008/09 and the Crisis in Macroeconomics 11 11. Public Choice and New Political Economics 12 12. Putting Distribution Back at the Center of Economics: Piketty
<i>Learning objectives</i>	The student of economics will not only gain a deeper understanding of macroeconomics and its limits, the course will also provide the student with a toolbox of historical and modern macroeconomic models so that the student gains the ability to select the most appropriate model to address a given economic problem. The student of philosophy will be provided with a case study in the philosophy of science and may gain a better understanding of the particular issues that Macroeconomics as a science faces. The student of politics will gain a better understanding of the links between macroeconomic theory and specific policy recommendations, particularly with regard to stabilization policy.
<i>Prerequisites</i>	Bachelor Students 5th Semester. Willingness to consider different points of view.
<i>Language</i>	English
<i>Registration</i>	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from September 5 - 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
<i>Exam</i>	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
<i>Type of exam</i>	Written examination / 3 Credits
<i>Note</i>	Warning: This course could make students question their acquired knowledge in economics and look at macroeconomics from a much broader perspective.
<i>Guest students</i>	According to agreement
<i>Contact</i>	thomas.moser@snb.ch / marcel.savioz@bluewin.ch
<i>Literature</i>	Snowdown, B. and Vane, H.R. (2005), Modern Macroeconomics, Its Origins, Development and Current State, Cheltenham, UK and Northampton, MA, USA: Edward Elgar. Available at Studiladen.

Workshop in Applied Data Analysis

Lecturer	Prof. Dr. Lukas D. Schmid
Type of course	Workshop
Code	HS221289
Semester	Fall semester 2022
Department	Economics and Management
Study level	Bachelor Master
Date	Tu, 20.09.2022, 14:15 - 18:00, HS 3 Tu, 15.11.2022, 14:15 - 18:00, HS 7 Tu, 22.11.2022, 14:15 - 18:00, HS 5
Duration	2 hours per week per semester
Frequency	blocked dates
Course content	The aim of this workshop is that students learn how to conduct an applied data project. In the first part of the course, we will work on how to find an interesting research question and a research design. In the second part of the course, students will independently work on their project and meet with the instructor to discuss their progress. In the third part, students will present their work in class and discuss the contributions of their analysis and potential limitations. Students may extend their project to a bachelor or master thesis.
Learning objectives	- Students will learn how to design an empirical study - Students will collect and prepare data for their study - Students will analyze data - Students will present their results in class
Prerequisites	BA students: Basic econometrics and data analysis. MA students: Course in causal analysis.
Language	English
Limitation	20
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 – 22 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
Exam	***IMPORTANT*** In order to acquire credits, resp. to take part in the examination, registration via the UniPortal within September 5 - September 22, 2022 is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	Presentation / 3 Credits
Guest students	Yes
Contact	lukas.schmid@unilu.ch
Literature	Bekes, Gabor and Gabor Kezdi (2021): <i>Data Analysis for Business, Economics, and Policy</i> . Cambridge, MA: Cambridge University Press.

Tutorial Growth Theory

Lecturer	Prof. Dr. Manuel Oechslin
Type of course	Exercise
Code	HS221243
Semester	Fall semester 2022
Department	Economics and Management
Study level	Bachelor Master
Date	weekly (Tu), from 20.09.2022, 10:15 - 12:00 weekly (We), from 21.09.2022, 10:15 - 12:00
Duration	2 hours per week per semester
Frequency	weekly
Course content	This is an integral part of Growth Theory (Lecture). The purpose of the tutorial is to give students a chance to advance their understanding of the course material by working on assignments with empirical and theoretical problems.
Learning objectives	See Growth Theory (Lecture)
Prerequisites	See Growth Theory (Lecture)
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 - 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
Exam	See Growth Theory (Lecture)
Type of exam	By lecture examination / 0 Credits (for module Wahlbereich Wirtschaftswissenschaftliche Fakultät) By lecture examination / 0 Credits (for module Wahlpflichtbereich) By lecture examination / 0 Credits (for module Zyklen, Wachstum und Entwicklung) By lecture examination / 0 Credits (for module Spezialisierung Politische Ökonomie) By lecture examination / 0 Credits (for module Wahlbereich Wirtschaftswissenschaftliche Fakultät) By lecture examination / 0 Credits (for module Weitere Studienleistungen im Bereich Volkswirtschaftslehre) By lecture examination / 0 Credits (for module Weitere Studienleistungen im Bereich Volkswirtschaftslehre) By lecture examination / 3 Credits (for module Weitere Studienleistungen im Bereich Volkswirtschaftslehre) By lecture examination / 3 Credits (for module Weitere Studienleistungen im Bereich Volkswirtschaftslehre)
Note	Integral part of Growth Theory (Lecture)
Guest students	No
Contact	manuel.oechslin@unilu.ch
Literature	See Growth Theory (Lecture)

Python – A non-technical introduction for business analytics

Lecturer	Dr. Markus Meierer Dr. oec. Patrick Bachmann
Type of course	Lecture
Code	HS221233
Semester	Fall semester 2022
Department	Economics and Management
Study level	Bachelor Master
Date	Mo, 29.08.2022, 09:15 - 14:00, HS 7 Tu, 30.08.2022, 09:15 - 14:00, HS 7 We, 31.08.2022, 09:15 - 14:00, HS 7 Th, 01.09.2022, 09:15 - 14:00, HS 7 Fr, 02.09.2022, 09:15 - 14:00, HS 7
Duration	block course
Frequency	Block course
Course content	<p>People that use data analytics often spend more than 80% of their time with collecting, cleaning, and organizing data and only 20% with applying statistical models. This is not only true for real world analytics, but also for data analyses within bachelor/master theses. This class will prepare you for those challenges by applying a non-technical approach.</p> <p>This class provides a hands-on introduction to Python for data management. We explain data wrangling techniques that "scale well", i.e. that are applicable to sizeable real-world datasets. Further, we present automatization techniques, which help to save time in programming projects and reduce the number of bugs.</p> <p>This class is a lecture with integrated exercises. For every session, you are required to bring your laptop (with the latest version of your operating system installed). We do not require any experience with Python as we start from the very beginning (i.e. installing Python). However, we do require the willingness to actively participate and contribute to the class. No statistical models (besides mean and standard deviation) will be discussed in this class.</p>
Learning objectives	Be able to manage data in Python: - loading external data (from text files, Excel files, databases) - merging, aggregating, and selecting observations - simplifying complex and repetitive tasks
Prerequisites	Bring a laptop (with the latest operating system version installed).
Language	English
Registration	<p>To attend the lecture, registration via e-learning platform OLAT is required. Registration is possible from 15 August - 2 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study.</p> <p>Direct link to OLAT course: to follow</p> <p>The UniPortal registration at the beginning of the semester is mandatory for this lecture so that the credits can be credited. It is no longer possible to cancel your registration after 29 August 2022.</p>
Exam	Daily examinations during the course of the block course. ***IMPORTANT*** In order to take part in the examination, registration via the Uni Portal within 15.08. - 29.08.2022 is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	multiple-choice exams on programming exercises and theory, online exercises / 3 Credits
Note	Lecture with integrated exercises (details are announced during the kick-off session on course logistics).
Guest students	No
Contact	markus.meierer@business.uzh.ch

Economic History

Lecturer	Ass.-Prof. Christian Ochsner
Type of course	Lecture
Code	HS221241
Semester	Fall semester 2022
Department	Economics and Management
Study level	Bachelor Master
Date	14-täglich (Th), from 22.09.2022, 14:15 - 18:00, HS 8
Duration	2 hours per week per semester
Frequency	bi-weekly
Course content	<p>Course motivation</p> <p>Economic conditions and our economic lives are constantly changing. During the last decades, the rise of China has fostered deindustrialization in developed countries; the financial crisis in 2008 is still prolonging and visible in unconventional monetary policy measures; and technological change fosters the skill-premium and somewhat translates into radical political movements. How can we classify these current events and how unique are these changes in a historical context? Indeed, technological change, monetary and economic crises, waves of globalization and fertility transitions repeatedly shaped the world during the last 300 years. The lecture "Economic History" deals with the causes and determinants of the long-run evolution of economic and socio-economic variables. We look at economic shocks and their respective policy measures, zoom into the situation in Switzerland and ask whether economic history may help to achieve appropriate policy measures for challenges in the present day.</p> <p>Course outline</p> <p>This course provides an overview of economic history and the long-run development of socio-economic figures and focuses on the situation in Switzerland as well. The course consists of three main blocs. First, the course starts with the question why some regions in the world start to become so much richer than the rest of the world. Explanations for the economic success of Western Europe are, among others, the early fertility transition that caused the so-called "Little Divergence" and the Industrial Revolution starting in the UK around 1780. We also discuss whether the industrialization pattern in Switzerland parallels the situation in Europe. The first bloc ends with a lecture on the formation and evolution of social norms. We will discuss how the natural environment and long-gone historical or institutional legacies are shaping trust and norms until today. We also analyze the effect of culture on economic outcomes along the Swiss "Röstigraben".</p> <p>Second, the course continues with the period between World War I and World War II. During the interwar period, the independence of many countries in Central and Eastern Europe, hyperinflations, the Great Depression and the rise of totalitarian regimes (Soviet Union, Nazi Germany) shaped the economic situation fundamentally. We discuss the economic effects of World War I, the resulting hyperinflations and their ends. We continue with the economic downturn during the Great Depression. We focus on the course and the end of the crisis, analyze differences in the USA and Europe and discuss potential lessons that were somewhat adapted after 2008. We also discuss the economic situation and the temporal economic success of totalitarian regimes in Germany and the USSR.</p> <p>The third bloc investigates the economic development after World War II. The division of Europe into an Eastern and Western bloc provides quasi-experimental settings to study economic growth and convergence. We analyze the liberation and zoning of Europe after World War II to understand the determinants of regional economic growth and political outcomes. We discuss the sources of the so-called "economic miracle" after World War II and analyze the economic effects of trade and monetary integration within the Western Bloc (e.g., GATT/WTO, Bretton Woods/Euro) and compare it to the situation in COMECON countries in Eastern Europe.</p>
Learning objectives	The course will provide a deep understanding of the long-run evolution of socio-economic figures. Students should become critical and discuss potential drawbacks of theories and empirical results. The course also discusses many historical settings. These settings will enable students to learn more on how to do empirical research and provide potential ideas for own research questions for Seminar papers/Master's thesis.
Prerequisites	The course requires basic knowledge of economics and the willingness to read some research papers. Knowledge of basic econometric concepts is an advantage, but not a must. We discuss empirical research papers that often relate to concepts of causal inference (see, for example, Angrist and Pischke 2010: Mostly Harmless Econometrics: An Empiricist's Companion). The instructor will give, however, a short and intuitive introduction to the main concepts discussed in class.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 – 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written examination / 3 Credits
Guest students	Yes
Contact	christian.ochsner@doz.unilu.ch ; christian.ochsner@cerge-ei.cz
Literature	Peer-reviewed journal articles (accessible via OLAT).

Leadership

Lecturer	Dr. Feena May
Type of course	Seminar
Code	HS221347
Semester	Fall semester 2022
Department	Economics and Management
Study level	Bachelor Master
Date	Th, 27.10.2022, 10:15 - 17:45, 4.A05 Mo, 31.10.2022, 10:15 - 17:45, HS 3 Mo, 21.11.2022, 10:15 - 17:45, HS 3 Tu, 22.11.2022, 10:15 - 17:45
Duration	block course
Frequency	Block course
Course content	<p>Reinventing Leadership – being a leader in the world of today. This is not your regular kind of course. This course provides an in-depth introduction into the topic of leadership and focuses on four central leadership elements in a highly interactive way. It involves a lot of personal reflection, sharing and exploration. It's about you as a leader as much as it is about leadership theory.</p> <p>Day 1: What is this thing called leadership Exploring leadership in theory and practice.</p> <p>Day 2: Leadership in context An experiential-based exploration of leadership in the context of my environment and me.</p> <p>Day 3: The flow of leadership Get to know key elements, which make leadership dynamic and impactful. This includes creativity, collective intelligence, and trust.</p> <p>Day 4: Reinventing Leadership A co-creation of what leadership needs to be for the emerging future.</p>
Learning objectives	At the end of the course module, the participant will: 1. Be able to understand and explain the various theories of leadership and how context impacts the shaping of responsible leadership and management 2. Have explored the story of their leadership vision and approach 3. Understand aspects of leadership such as trust, motivation, presence, collaboration 3. Know expectations on leadership from different perspectives and contexts 5. Have identified the role of leadership in the future and what it is to be a leader in the transformation of business and society at any level
Language	English
Limitation	Max. 30 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from September 5 to September 30, 2022. The students themselves are responsible for checking the creditability of the course to their course of study.
	<p>Direct link to OLAT course: to follow</p> <p>As this is a seminar, the binding UniPortal registration will be brought forward. It takes place at the same time as the OLAT registration (until September 30, 2022). The UniPortal registration at the beginning of the semester is mandatory for this seminar so that the credits can be credited. It is no longer possible to cancel your registration after the end of the second week of the semester.</p>
Exam	Prerequisites: Class attendance 100% ***IMPORTANT*** In order to acquire credits, registration via the Uni Portal within 05.09. - 30.09.2022 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefung
Type of exam	Active participation and contributions (20%), group presentation (30%), individual paper (50%) / 3 Credits
Note	Her course is open for all students. It is open to students who want to actively explore leadership and who they are/can be as leaders. The course is offered by the Faculty of Economics and Management, University of Lucerne. The course is highly interactive. It will take place entirely in English (though it is not a test of your English so don't worry!). Attendance is limited to 30 students. Registrations will be considered on the basis of the date of receipt (via OLAT).
Guest students	No
Contact	marina.pletscher@unilu.ch
Literature	<p>Compulsory reading:</p> <ul style="list-style-type: none"> - George et al (2007). Discovering your authentic leadership. Harvard Business Review, February Issue - Langer, E. (2014). Mindfulness in the Age of Complexity. Harvard Business Review, March Issue - May, F. (2010). The Theory of Leadership in The Power of a Lollipop, pages 39-50 - Hill, L. (2007). Becoming the Boss, Harvard Business Review, January Issue - Zaleznik, A. (2000). Managers and Leaders – are they different? Harvard Business Review, January Issue. - Laloux, F. (2015). The Future of Management is Teal. Strategy and Business, 80 - Goffee, R., Jones, G. (2000). Why Should Anyone Be Led by You? Harvard Business Review, September-October Issue - Goleman, D. (2013), The Focused Leader. Harvard Business Review, December Issue - Hill, L. (2020). Being an Agile Leader. SMR MIT <p>Suggested further reading:</p> <ul style="list-style-type: none"> - Graham, P. (1995). Mary Parker Follett: Prophet of Management. A Celebration of Writings from the 1920s. Washington D.C.: Beard Books - Greenleaf, R. (1977). Servant Leadership: A Journey in the nature of legitimate Power and Greatness. New Jersey: Paulist Press - Collins, J. and Hansen, M. (2011). Great by Choice: Uncertainty, Chaos, and Luck--Why Some Thrive Despite Them All. New York: Harper Business - Hamel, G. (2012). What Matters Now: How to Win in a World of Relentless Change, Ferocious Competition, and Unstoppable Innovation. San Francisco: Jossey-Bass - Kouzes, J. and Posner, B. (2012). The Leadership Challenge: How to Make Extraordinary things happen in organizations (5th ed.). San Francisco: Jossey-Bass - Jaworski, J., (1998). Synchronicity: The Inner Path of Leadership. San Francisco: Berret Koehler

Global Marketing

Lecturer	Christina Sichtmann
Type of course	Lecture
Code	HS221252
Semester	Fall semester 2022
Department	Economics and Management
Study level	Bachelor
Date	Mo, 26.09.2022, 16:15 - 20:00, 4.A05 Mo, 10.10.2022, 16:15 - 18:00, ZOOM Mo, 17.10.2022, 16:15 - 18:00, ZOOM Mo, 24.10.2022, 16:15 - 20:00, 4.A05 Mo, 31.10.2022, 16:15 - 18:00, ZOOM Mo, 07.11.2022, 16:15 - 18:00, ZOOM Mo, 14.11.2022, 16:15 - 18:00, ZOOM Mo, 21.11.2022, 16:15 - 20:00, 4.A05 Mo, 28.11.2022, 16:15 - 18:00, ZOOM Mo, 05.12.2022, 16:15 - 20:00, 4.A05
Duration	2 hours per week per semester
Frequency	weekly
Course content	The course seeks to provide an overview of key concepts and analytical techniques of global marketing and illustrate its role in the global economy. The course enables students to appreciate the complexity, challenges, and opportunities in the context of marketing across borders. After an introduction to recent global developments, and internationalization decisions in firms, we will cover theories of firm internationalization, market segmentation approaches, levels of customer culture, market entry mode decisions, and the international marketing mix. In this latter context, the course's core focus will be on a firm's decision to standardize or adapt its marketing mix across boundaries. Students will see that the international marketing decision-making process requires rigorous analysis of the global environment and the internal resources of the company. Besides classical lecture parts, this course will also feature a number of case studies from a broad range of countries and industries to illustrate the practical implications and relevance of the conceptual frameworks and theories.
Learning objectives	On completion of this course, students will have gained substantial knowledge about six key stages of management decisions connected with global marketing: 1. The decision whether to internationalize as a firm. 2. Deciding which markets to enter. 3. The timing of market entry. 4. Market entry strategies. 5. Designing the global marketing program. 6. Implementing and coordinating the global marketing program. Based on this new knowledge, students will develop the capacity to apply the conceptual and theoretical concepts from the lectures to analyze actual international marketing scenarios, and to develop solutions for a broad range of marketing challenges.
Prerequisites	Previous attendance of «Marketing Management» is recommended.
Language	English
Limitation	Limited no. of participants: 50
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 - 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	multiple choice; individual/group presentation / 3 Credits
Guest students	No
Contact	christina.sichtmann@doz.unilu.ch
Literature	Mandatory literature: Hollensen, S. (2020): Global Marketing, 8th ed., Pearson. Additional references will be announced at the start of the course.

Judgment in Managerial Decision-Making

Lecturer	Prof. Dr. Leif Brandes
Type of course	Lecture
Code	HS221265
Semester	Fall semester 2022
Department	Economics and Management
Study level	Bachelor Master
Date	Tu, 20.09.2022, 14:15 - 16:00, HS 2 Tu, 27.09.2022, 14:15 - 16:00, 4.B55 Tu, 04.10.2022, 14:15 - 16:00, 4.B55 Tu, 11.10.2022, 14:15 - 16:00, 4.B55 Tu, 18.10.2022, 14:15 - 16:00, 4.B55 Tu, 25.10.2022, 14:15 - 16:00, 4.B55 Tu, 08.11.2022, 14:15 - 16:00, 4.B55 Tu, 15.11.2022, 14:15 - 16:00, 4.B55 Tu, 22.11.2022, 14:15 - 16:00, 4.B55 Tu, 29.11.2022, 14:15 - 16:00, 4.B55 Tu, 06.12.2022, 14:15 - 16:00, 4.B55 Tu, 13.12.2022, 14:15 - 16:00, 4.B55
Duration	2 hours per week per semester
Frequency	weekly
Course content	<p>Each day, we all make numerous decisions. Based on our level of experience, we would thus expect that every one of us is an expert in decision-making. And yet, we sometimes continue to make poor choices and bad decisions – often in a predictable way. In this course, we discuss why even smart people often make bad decisions. Starting from insights on how people 'should' make decisions, we turn our focus to understanding how people 'actually' make decisions. The goal will be on familiarizing you with a series of well-documented decision-rules and biases, and to help you improve decision-making. We will discuss the relevance of these decision-rules and biases for management decisions (e.g., investment decisions, negotiations etc). During the course, you will perform in a series of decision-making tasks to help you reflect on your personal decision-making style.</p> <p>The assessment will be based on a group presentation (50%) and an individual report (50%).</p>
Learning objectives	<p>Upon completion of this course, students should have achieved the following learning outcomes: 1. Students can explain the normative model of decision-making 2. Students can explain why people often deviate from this normative model – and appreciate the role of adaptive decision-making. 3. Students are familiar with common biases in individual decision-making 4. Students can explain the effects of bounded awareness and how this can lead to the ignorance of available information 5. Students know about drivers of preference reversal 6. Students appreciate the role of emotions in decision-making 7. Students are familiar with key aspects related to fairness and ethics in decision-making 8. Students learn tools to help them improve their decision-making</p>
Prerequisites	None
Language	English
Registration	<p>o attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 – 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study.</p> <p>Direct link to OLAT course:</p>
Exam	***IMPORTANT*** In order to acquire credits, resp. to take part in the examination, registration via the UniPortal within September 5 - September 30, 2022 is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	Individual/group presentation (50%), written report (50%) / 4.5 Credits
Note	
Guest students	No
Contact	leif.brandes@unilu.ch TA for this course: tba
Literature	TBA

Climate Politics

<i>Lecturer</i>	Prof. Michael M. Bechtel
<i>Type of course</i>	Seminar
<i>Code</i>	HS221365
<i>Semester</i>	Fall semester 2022
<i>Department</i>	Economics and Management
<i>Study level</i>	Bachelor Master
<i>Date</i>	Tu, 20.09.2022, 10:15 - 12:00, 3.A05 Fr, 14.10.2022, 09:15 - 17:00, 4.B47 Fr, 11.11.2022, 09:15 - 17:00, 3.A05
<i>Duration</i>	2 hours per week per semester
<i>Frequency</i>	Block seminar
<i>Course content</i>	Climate change has become one of the most pressing and conflictual issues of our times as evidenced by large-scale social movements such as the world-wide Fridays for Future protests or the Yellow Vests in France. We employ an analytical perspective on how countries and individuals are trying to address climate change. Our focus is on understanding the relationships between environmental conditions and policy choices by states and non-state actors. We cover key topics such as global climate negotiations, public opinion on climate policy, policy design, climate fairness, environmental inequality, and issue linkage.
<i>Learning objectives</i>	The specific aims of this course are as follows: - to familiarize students with key topics in climate politics, international relations, political economy, and political behavior. - to provide students with knowledge about climate issues and how they relate to politics, fairness, and inequality. - to provide an intellectual basis for studying phenomena from different viewpoints. - to improve students' research skills.
<i>Prerequisites</i>	Students should have taken a first course in international or comparative politics, international economics, public economics, international law, public law, or political economy and should have basic research design and quantitative methods skills.
<i>Language</i>	English
<i>Limitation</i>	Limited no. of participants: 30
<i>Registration</i>	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 – 30 September 2022. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: to follow
<i>Exam</i>	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal from 5 - 30 September 2022 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
<i>Type of exam</i>	Individual/group presentation, Written paper, Speech / presentation, Case studies / 3 Credits
<i>Note</i>	Articles will be available online.
<i>Guest students</i>	No
<i>Contact</i>	mbechtel.mail@gmail.com
<i>Literature</i>	Giddens, Anthony. 2011. The Politics of Climate Change. Cambridge: Policy Press.