

Course catalogue, spring semester 2024

search results faculty/field "Faculty of Economics and Management", Study level "Bachelor, Master", language "Englisch", semester "FS24"

courses

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Corporate Finance

Lecturer	Prof. Dr. oec. Beat Affolter Prof. Dr. Mehdi Mostowfi
Type of course	Lecture
Code	FS241187
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	We, 21.02.2024, 16:15 - 20:00, HS 5 We, 06.03.2024, 16:15 - 20:00, HS 5 We, 20.03.2024, 16:15 - 20:00, HS 5 We, 10.04.2024, 16:15 - 20:00, HS 5 We, 24.04.2024, 16:15 - 20:00, HS 5 We, 08.05.2024, 16:15 - 20:00, HS 5 We, 22.05.2024, 16:15 - 20:00, HS 5 We, 29.05.2024, 18:15 - 19:15, HS 9 (Examination)
Duration	2 hours per week per semester
Course content	<p>Students apply the methodologies and concepts of finance theory to a range of problems concerning the investment and financing decision of listed and private companies. The course also deals with practical problems and aspects of raising equity capital for SMEs and corporates in entrepreneurial settings in general and the influence of sustainability considerations on corporate financing.</p> <p>Risk and return: Portfolio theory and capital asset pricing model and its critique, risk and return of financial instruments, cost of capital</p> <p>Investment decision: Net present value, IRR, application and problems in practice</p> <p>Financing decision and capital structure: Financing instruments, risk/return of capital structure decisions, Modigliani/Miller irrelevance theory, trade-off theory, pecking-order theory, payout decision (dividends and share repurchases)</p> <p>Debt financing: bond financing, bond valuation, bond duration</p> <p>Equity financing: Overview of sources in the context of raising equity capital, Private Equity / Venture Capital Financing, Seasoned Offerings, IPOs (Unseasoned Offerings)</p> <p>Sustainability: Overview of the sustainability discourse, the different approaches to measure sustainability (dual materiality, ESG vs. SDG), the impact of sustainability on corporate financing and the different sustainability-related financing instruments.</p>
Tags	Sustainability
Learning objectives	- Understand and apply risk return considerations and the concept of cost of capital - Understand how firms can evaluate projects from a financial point of view and apply net present value and IRR calculations in different situations - Understand and apply capital structure considerations based on different theories (Modigliani/Miller, trade-off, pecking order, payout policy) - Understand and apply credit and bond financing - Know structure and strategies of Private Equity funds and understand pros/cons of Venture Capital financing for entrepreneurial businesses - Know different kinds of seasoned offerings and how to value rights - Know how IPOs work and understand pros/cons of a listing for entrepreneurial businesses - Understand how sustainability considerations affect corporate financing and how ESG and SDG ratings work. - Understand the different sustainability-related financing instruments such as green bonds and sustainability-linked bonds.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505456
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 exam / 3 Credits
Auditors	Yes
Contact	beat.affolter@zhaw.ch / mehdi.mostowfi@zhaw.ch
Literature	Relevant chapters of different books will be made available on OLAT Berk, J., DeMarzo, P. (2019). Corporate Finance – Global Edition, 5. Auflage, Pearson, 2019 ISBN: 978-1292-30415-1

Forecasting in Economics and Business

Lecturer	Dr. rer. oec. Gregor Bäurle Dr. rer. oec. Andreas Bachmann
Type of course	Workshop
Code	FS241190
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	Th, 22.02.2024, 08:15 - 10:00, 4.B51 Th, 29.02.2024, 08:15 - 10:00, 4.B51 Th, 07.03.2024, 08:15 - 10:00, 4.B51 Th, 14.03.2024, 08:15 - 10:00, 4.B51 Th, 21.03.2024, 08:15 - 10:00, 4.B51 Th, 28.03.2024, 08:15 - 10:00, 4.B51 Th, 11.04.2024, 08:15 - 10:00, 4.B51 Th, 18.04.2024, 08:15 - 10:00, 4.B51 Th, 25.04.2024, 08:15 - 10:00, 4.B51 Th, 02.05.2024, 08:15 - 10:00, 4.B51 Th, 16.05.2024, 08:15 - 10:00, 4.B51 Th, 23.05.2024, 08:15 - 10:00, 4.B51
Duration	2 hours per week per semester
Frequency	weekly
Course content	This workshop covers various topics on constructing and evaluating forecasts in economics and business. This includes preparing the data, model specification and selection, modelling forecast uncertainty, evaluation of forecast performance and combining models in order to optimize forecasting performance. A particular focus is given to the presentation and communication of forecasts. While the main goal of the workshop is that students apply these skills to their own forecasting project, fundamental theoretical concepts are taught in class together with examples of real-world applications. The applications will be presented in the software package R.
Learning objectives	Students learn how to implement time-series models for forecasting in practice. This includes preparing the data, model specification and selection, modelling forecast uncertainty, evaluation of forecast performance and combining models in order to optimize forecasting performance. Students understand both the underlying theoretical concepts and are able to implement these concepts to real world forecasting problems. They are able to communicate the results efficiently.
Prerequisites	Solid knowledge in statistics and econometrics as well as knowledge of R or similar statistics programs are a prerequisite. Knowledge in time-series analysis, as taught in the lecture "Analysing and forecasting economic time series", is highly recommended but not strictly required.
Language	English
Limitation	Max. 20 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505457
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, individual / group presentation / 3 Credits
Auditors	According to agreement
Contact	gregor.baeurle@snb.ch / andreas.bachmann@doz.unilu.ch
Literature	Selected parts of Klaus Neusser's "Time Series Econometrics" (2016), to be downloaded free of charge from https://link.springer.com/book/10.1007%2F978-3-319-32862-1 Selected parts of Frank Diebold's "Forecasting in Economics, Business, Finance and Beyond" (2017), to be downloaded free of charge from https://www.sas.upenn.edu/~fdiebold/Textbooks.html

Analysis of routinely collected healthcare data (ARCHD)

Lecturer	Lecturer and course responsible: PD Dr. med. Patrick Beeler; lecturer and co-examiner: Dr. med. Dr. sc. nat. Michael Havranek; co-examiner: Prof. Dr. med. Balthasar Hug
Type of course	Lecture
Code	FS241012
Semester	Spring semester 2024
Department	Health Sciences
Study level	Master
Date	We, 21.02.2024, 09:15 - 12:00, 4.B55 We, 28.02.2024, 09:15 - 12:00, 4.B55 We, 06.03.2024, 09:15 - 12:00, 4.B55 We, 13.03.2024, 09:15 - 12:00, 4.B55 We, 20.03.2024, 09:15 - 12:00, 4.B55 Fr, 22.03.2024, 16:15 - 19:00, 4.B54 We, 27.03.2024, 09:15 - 12:00, 4.B55 We, 10.04.2024, 09:15 - 12:00, 4.B55 We, 17.04.2024, 09:15 - 12:00, 4.B55 We, 24.04.2024, 09:15 - 12:00, 4.B55 Th, 25.04.2024, 16:15 - 20:00, 4.B54 Th, 02.05.2024, 16:15 - 20:00, 4.B54 Th, 16.05.2024, 16:15 - 20:00, 4.B54 Th, 23.05.2024, 16:15 - 20:00, 4.B54 Fr, 31.05.2024, 16:15 - 19:00, 4.B54
Duration	4 hours per week per semester
Course content	<p>In healthcare, more and more data are routinely collected and stored, driven by digitalization. Such data are called real-world data which the U.S. Food and Drug Administration (FDA) defines as "[...] data relating to patient health status and/or the delivery of health care routinely collected from a variety of sources". In the research context, real-world evidence results from the analysis of real-world data.</p> <p>Electronic health records constitute an important real-world data source that collects data during routine clinical practice for patient management and documentation purposes. Electronic health record data can be used to address novel research questions with minimal risks for patients. According to the "Framework for FDA's Real-World Evidence Program", real-world evidence may help expand indications for drugs only approved for specific conditions.</p> <p>Curiosity is an asset in the seminar Analysis of routinely collected healthcare data. The students will get the opportunity to exploratively work on anonymized but real patient data routinely collected in electronic health records in intensive care units (the MIMIC patient datasets). The students will get to know scientific articles based on MIMIC data, will practice the handling of large patient datasets, will learn how to process and analyze data and how to apply appropriate statistical methods and machine learning for research purposes.</p> <p>Over the course of this seminar, the students will generate their own real-world evidence in the form of a capstone project. In the process, they will be guided in posing a research question, selecting suitable statistical methods, preprocessing the data, performing their analyses, and interpreting their findings. Thus, this capstone project bridges the gap between course work and real-world application. This seminar will optimally prepare students who are planning to do a quantitative Master's thesis using real-world data.</p>
E-learning	To become a credentialed user by following the instructions on https://mimic.mit.edu/docs/gettingstarted/ is a prerequisite. This prerequisite includes an e-learning training course before a student gets access to the MIMIC patient datasets.
Learning objectives	In this seminar, the students will work on their own devices (tutorials, exercises, MIMIC patient data analysis). After having completed this seminar, you will - be able to deal with large datasets of real patient data routinely collected in electronic health records - know how to explore, understand and describe such real-world data, be aware of the advantages and disadvantages of real-world data - know what techniques are used to process, transform, aggregate and present patient data - be able to apply the most important statistical methods to generate real-world evidence - and you will have understood the basic principles and methods of machine learning and are able to apply them
Prerequisites	• Become a credentialed user by following the instructions on https://mimic.mit.edu/docs/gettingstarted/ before the start of the seminar. • It's a hands-on seminar: Bring your own device. Recommended courses: • Data Modeling and Database Systems Dr. Ivan Giangreco • Advanced Quantitative Methods Prof. Stefan Boes
Language	English
Limitation	This a core course in the major "Health Data Science"
Registration	https://elearning.hsm-unilu.ch/course/view.php?id=697
Exam	First oral presentation with slides of a scientific article on March 22 during seminar (not graded) 2a) Written abstract on student's own project developed over the course of the seminar, submission before oral presentation on May 31 (not graded*) 2b) Submission of code: R or Python code and all or the most significant SQL statements used (not graded*) 2c) Second oral presentation with slides of student's own project developed over the course of the seminar, on May 31 during seminar (mean grade of the three examiners' grades; *abstract and or code may be considered in cases of disagreement between examiners)
Type of exam	First oral presentation with slides, Written abstract, Second oral presentation with slides / 6 Credits
Note	Teaching methods: Longitudinal seminar with blended learning, including lectures, tutorials, hands-on exercises and class discussions as well as a supervised capstone project during the second part of the course.
Auditors	Yes
Contact	Lecturer and course responsible: PD Dr. med. Patrick Beeler; Lecturer and co-examiner: Dr. med. Dr. sc. nat. Michael Havranek; Co-examiner: Prof. Dr. med. Balthasar Hug patrick.beeler@unilu.ch / michael.havranek@unilu.ch / balthasar.hug@unilu.ch
Material	The teaching material is based on slides, hands-on exercises in class, selected scientific articles, and online resources. Offline material will be provided via moodle.
Literature	While slides and selected scientific articles will be presented and discussed, in this seminar it will be more important for the students - to learn and practice working on data, - to be curious and to explore data, techniques and methods, - to get to know essential online resources, and - to learn resolving issues/overcoming obstacles with the help of online research.

Economic Evaluation in Health Care

Lecturer	Prof. Dr. Stefan Boes
Type of course	Lecture/Exercise
Code	FS241016
Semester	Spring semester 2024
Department	Health Sciences
Study level	Master
Date	Tu, 20.02.2024, 09:15 - 12:00, 4.B47 Tu, 27.02.2024, 09:15 - 12:00, 4.B47 Tu, 05.03.2024, 09:15 - 12:00, 4.B47 Tu, 12.03.2024, 09:15 - 12:00, 4.B47 Tu, 19.03.2024, 09:15 - 12:00, 4.B47 Tu, 26.03.2024, 09:15 - 12:00, 4.B47 Tu, 09.04.2024, 09:15 - 12:00, 4.B47 Tu, 16.04.2024, 09:15 - 12:00, 4.B47 Tu, 23.04.2024, 09:15 - 12:00, 4.B47 Tu, 30.04.2024, 09:15 - 12:00, 4.B47 Tu, 07.05.2024, 09:15 - 12:00, 4.B47 Tu, 14.05.2024, 09:15 - 12:00, 4.B47 Tu, 21.05.2024, 09:15 - 12:00, 4.B47 Tu, 28.05.2024, 09:15 - 12:00, 4.B47 Mo, 10.06.2024, 08:15 - 09:45, HS 10 (Examination)
Duration	4 hours per week per semester
Frequency	weekly
Course content	The course provides an introduction to the principles of economic evaluation. Building on the theoretical foundations of cost-benefit, cost-utility, and cost-effectiveness analyses, the course will cover topics such as the measurement and valuation of health outcomes and costs, decision-analytic modeling, with a focus on decision trees and Markov models, uncertainty and sensitivity analysis, and using real-world evidence to inform decision-making. Time will be devoted to practicing and discussing economic evaluations in the domain of health and health care and the use of economic evaluation results in health policy and practice.
E-learning	Teaching material is provided via the e-learning platform moodle.
Learning objectives	The course has three main objectives: (i) to develop a critical understanding of the main principles and methods of health economic evaluations, (ii) to describe and compare different approaches of health economic modeling and how they can be used to inform decision-making, and (iii) to learn how to design, analyze, and interpret economic evaluation research, drawing on recent examples from the literature.
Prerequisites	Overall grade of 4.0 or better.
Language	English
Limitation	priority MSc Health Sciences students Mandatory for all students in the Major "Health Economics and Policy".
Registration	https://elearning.hsm-unilu.ch/course/view.php?id=599
Exam	Final written examination and homework assignments. Homework assignments, will be distributed in class.
Type of exam	Final written examination and homework assignments / 6 Credits
Note	Teaching method(s): Longitudinal course with blended learning, including lectures, tutorials, exercises and class/online discussions.
Auditors	Yes
Contact	stefan.boes@unilu.ch
Material	Teaching material is based on slides, exercises, and selected book chapters.
Literature	Main readings for this course are - Drummond MF, O'Brien B, Stoddart GL, Torrance GW (2015). Methods for the Economic Evaluation of Health Care Programmes. 4th edition. Oxford UP. - Briggs A, Sculpher M, Claxton K (2006). Decision Modelling for Health Economic Evaluation. Oxford UP. - Gray AM, Clarke PM, Wolstenholme JL, Wordsworth S (2010). Applied Methods of Cost-effectiveness Analysis in Health Care. Oxford UP. All books are available in the library. Additional readings will be distributed via the e-learning platform moodle.

Advanced Quantitative Methods (ARM)

Lecturer	Prof. Dr. Stefan Boes Noel Ackermann, MA Dr. sc. Tess Bardy
Type of course	Lecture/Exercise
Code	FS241011
Semester	Spring semester 2024
Department	Health Sciences
Study level	Master
Date	Tu, 20.02.2024, 12:30 - 14:00, 3.A05 We, 21.02.2024, 14:15 - 16:00, HS 6 Tu, 27.02.2024, 12:30 - 14:00, 3.A05 We, 28.02.2024, 14:15 - 16:00, HS 6 Tu, 05.03.2024, 12:30 - 14:00, 3.A05 We, 06.03.2024, 14:15 - 16:00, HS 6 Tu, 12.03.2024, 12:30 - 14:00, 3.A05 We, 13.03.2024, 14:15 - 16:00, HS 6 Tu, 19.03.2024, 12:30 - 14:00, 3.A05 We, 20.03.2024, 14:15 - 16:00, HS 6 Tu, 26.03.2024, 12:30 - 14:00, 3.A05 We, 27.03.2024, 14:15 - 16:00, HS 6 Tu, 09.04.2024, 12:30 - 14:00, 3.A05 We, 10.04.2024, 14:15 - 16:00, HS 6 Tu, 16.04.2024, 12:30 - 14:00, 3.A05 We, 17.04.2024, 14:15 - 16:00, HS 6 Tu, 23.04.2024, 12:30 - 14:00, 3.A05 We, 24.04.2024, 14:15 - 16:00, HS 6 Tu, 30.04.2024, 12:30 - 14:00, 3.A05 We, 01.05.2024, 14:15 - 16:00, HS 6 Tu, 07.05.2024, 12:30 - 14:00, 3.A05 We, 08.05.2024, 14:15 - 16:00, HS 6 Tu, 14.05.2024, 12:30 - 14:00, 3.A05 We, 15.05.2024, 14:15 - 16:00, HS 6 Tu, 21.05.2024, 12:30 - 14:00, 3.A05 We, 22.05.2024, 14:15 - 16:00, HS 6 Tu, 28.05.2024, 12:30 - 14:00, 3.A05 We, 29.05.2024, 14:15 - 16:00, HS 6 We, 12.06.2024, 08:15 - 09:45, HS 9 (Examination)
Duration	4 hours per week per semester
Course content	Building on the fundamentals of probability and inferential statistics, the course introduces key methods used in modern quantitative research. Students learn how to carry out an empirical analysis, going beyond simple descriptive statistics and hypothesis testing. Topics include linear regression, the analysis of panel data, discrete dependent variables, and causal inference. Numerous examples and computer tutorials offer hands-on experiences in utilizing the methods. The distinctive feature of the course is a combination of traditional lecture style teaching methods, tutorials, and online activities, including video lectures, online tutorials, and the interactive analysis of a real-world dataset.
Learning objectives	The objectives of this course are: (i) to deepen your understanding of inferential statistics (ii) to learn the basic methodology of modern quantitative research (iii) to acquire the skills to plan and execute your own empirical project The course focuses on applied quantitative tools, i.e., the use of real data (drawn from the Swiss Household Panel) and the application of statistical software (Stata) to practice the discussed methods will be an integral part of the learning experience.
Language	English
Limitation	This course is a "Advanced Research Methods" course
Registration	https://elearning.hsm-unilu.ch/course/view.php?id=690
Exam	Grading will be based on a final written exam (70%) and an individualized homework assignment (30%). The homework assignment consists of three tasks to be solved based on the computer labs. Details on the tasks will be communicated via the e-learning platform. An overall grade of 4.0, or higher, is required to successfully complete the course. In case of a grade lower than 4.0, repetition during the next examination period consists of a written exam only.
Type of exam	Written examination, homework assignment / 6 Credits
Note	Teaching methods: Blended learning with lectures, tutorials, and class/online activities.
Auditors	Yes
Contact	stefan.boes@unilu.ch / noel.ackermann@unilu.ch / tess.bardy@unilu.ch
Material	The teaching material is based on slides, videos, online tutorials, selected book chapters and specific training datasets.
Literature	References and readings will be provided on the e-learning platform moodle.

Market Research in Practice

Lecturer	Itir Bozkurt Umur, MA
Type of course	Lecture
Code	FS241480
Semester	Spring semester 2024
Department	Economics and Management
Study level	Bachelor Master
Date	We, 21.02.2024, 10:15 - 12:00, 4.B01 We, 28.02.2024, 10:15 - 12:00, 4.B01 We, 06.03.2024, 10:15 - 12:00, 4.B01 We, 13.03.2024, 10:15 - 12:00, 4.B01 We, 20.03.2024, 10:15 - 12:00, 4.B01 We, 10.04.2024, 10:15 - 12:00, 4.B01 We, 17.04.2024, 10:15 - 12:00, 4.B01 We, 24.04.2024, 10:15 - 12:00, 4.B01 We, 01.05.2024, 10:15 - 12:00, 4.B01 We, 08.05.2024, 10:15 - 12:00, 4.B01 We, 15.05.2024, 10:15 - 12:00, 4.B01 We, 22.05.2024, 10:15 - 12:00, 4.B01
Duration	2 hours per week per semester
Frequency	Weekly
Course content	The course introduces students the market research process and common research methods in marketing. The course is structured according to the typical research process and will cover both quantitative and qualitative research methods, with a greater emphasize on the conducting quantitative research projects. Overall, the course provides students with the skill set to successfully carry out market research projects in practice, by starting with designing a research project, developing a questionnaire and to analyzing and reporting the results. Students will have the chance to hear from experienced practitioners from different industries how market research is used in practice.
Learning objectives	In particular, students should learn the following skills: - Understand the nature and the scope of market research - Compare and contrast the basic research designs: exploratory, descriptive and causal. - Explain the difference between quantitative and qualitative research in terms of the objectives, sampling, data collection and analysis, outcomes. - Describe the process of designing a questionnaire. - Describe the sampling design process: definition of target population, determination of the sampling frame and sample size. - Explain the data analysis, such as frequency distributions, cross- tabulation and hypothesis testing.
Prerequisites	A basic understanding of marketing and empirical research is helpful, but not necessary.
Language	English
Limitation	Max. 30 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505464
Exam	There will be no examinations. Students will be required to work on one individual, and one group assignment during the semester. ***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 22 February - 1 March 2024 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	individual assignment (30%), group project (50%), in-class participation (20%) / 4.5 Credits
Auditors	No
Contact	itir.bozkurt@unilu.ch
Literature	Malhotra N.K., Marketing Research, An Applied Orientation, Global Edition, 7th.Ed., Pearson (mandatory literature)

Markets & Strategies

<i>Lecturer</i>	Prof. Dr. Leif Brandes
<i>Type of course</i>	Seminar
<i>Code</i>	FS241001
<i>Semester</i>	Spring semester 2024
<i>Department</i>	Economics and Management
<i>Study level</i>	Master
<i>Date</i>	Tu, 20.02.2024, 14:15 - 16:00, 3.B01 Tu, 27.02.2024, 14:15 - 16:00, 3.B01 Tu, 05.03.2024, 14:15 - 16:00, 3.B01 Tu, 12.03.2024, 14:15 - 16:00, 3.B01 Tu, 19.03.2024, 14:15 - 16:00, 3.B01 Tu, 26.03.2024, 14:15 - 16:00, 3.B01 Tu, 09.04.2024, 14:15 - 16:00, 3.B01 Tu, 16.04.2024, 14:15 - 16:00, 3.B01 Tu, 23.04.2024, 14:15 - 16:00, 3.B01 Tu, 30.04.2024, 14:15 - 16:00, 3.B01 Tu, 07.05.2024, 14:15 - 16:00, 3.B01 Tu, 14.05.2024, 14:15 - 16:00, 3.B01 Tu, 21.05.2024, 14:15 - 16:00, 3.B01 Tu, 28.05.2024, 14:15 - 16:00, 3.B01
<i>Duration</i>	2 hours per week per semester
<i>Frequency</i>	weekly
<i>Course content</i>	This seminar provides an in-depth treatment of key considerations in building effective marketing strategies. The seminar builds on your knowledge of marketing strategies from "Advanced Marketing Management", and uses academic articles, practitioner-oriented articles (e.g., from Harvard Business Review), case studies and in-class exercises to illustrate state-of-the-art developments in strategic marketing (e.g., in online relationship marketing, how the role of brands has changed in the digital world) and marketing analytics, and provides guidelines for successful strategy development and implementation. This will be a highly interactive format, in which students are expected to develop and share their own ideas and insights from the articles and cases, and participate in class discussions and exercises.
<i>Learning objectives</i>	Upon seminar completion, students will have achieved the following learning outcomes: Topic-specific skills and knowledge 1. Students have a comprehensive, in-depth knowledge about state-of-the-art developments in strategic marketing. 2. Students have a comprehensive, in-depth knowledge about state-of-the-art developments in marketing analytics. Transferable skills and knowledge: 3. Students will practice their presentation skills. 4. Students will practice their analytical skills in evaluating the contributions, methods, and limitations of research papers and conceptual models in marketing. 5. Students will practice their discussion skills.
<i>Prerequisites</i>	Successful completion of Advanced Marketing Management is required. No exceptions will be made.
<i>Language</i>	English
<i>Limitation</i>	Max. 20 participants Minimum number of participants: 4
<i>Registration</i>	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505468
<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>	40% In-class, 60% Group Presentation / 4.5 Credits
<i>Auditors</i>	No
<i>Contact</i>	leif.brandes@unilu.ch

Introduction to Strategy

Lecturer	Prof. Dr. Leif Brandes
Type of course	Lecture
Code	FS241262
Semester	Spring semester 2024
Department	Economics and Management
Study level	Bachelor
Date	Th, 22.02.2024, 10:15 - 12:00, 4.A05 Th, 29.02.2024, 10:15 - 12:00, 4.A05 Th, 07.03.2024, 10:15 - 12:00, 4.A05 Th, 14.03.2024, 10:15 - 12:00, 4.B01 Th, 21.03.2024, 10:15 - 12:00, 4.B01 Th, 28.03.2024, 10:15 - 12:00, 4.B01 Th, 11.04.2024, 10:15 - 12:00, 4.B01 Th, 18.04.2024, 10:15 - 12:00, 4.A05 Th, 25.04.2024, 10:15 - 12:00, 4.A05 Th, 02.05.2024, 10:15 - 12:00, 4.A05 Th, 16.05.2024, 10:15 - 12:00, 4.A05 Th, 23.05.2024, 10:15 - 12:00, 4.A05 Th, 06.06.2024, 10:15 - 12:00, HS 6 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	<p>Strategy is one of the most dangerous concepts in business: managers agree that it is of vital importance for business success, but often confuse a definition of strategy with other business concepts, such as business models, mission and vision statements, strategic plans, or following best practices in the industry. For example, you may hear managers claim that 'our strategy is to double the number of customers that we serve' or read reports which claim that Google's strategy is to 'organize the world's information and make it universally accessible and useful'. But the truth is: both claims are false!</p> <p>This course covers the fundamentals of business strategy, a firm's deliberate set of integrated choices that uniquely positions the firm in its industry so as to create sustainable competitive advantage and superior value relative to the competition. While the course acknowledges the importance of specific business contexts, it will provide you with an in-depth understanding of strategy as a process that you will find helpful in any type of firm or work organization in the future. This process combines a firm's business purpose and goals with a careful analysis of external and internal environments to drive strategy creation, and sheds light on implementation tactics and performance evaluation.</p> <p>In contrast to typical strategic management courses, you will not only learn a general approach to structure your thinking about business strategy in the abstract, but also how to apply this approach to actual business problems in specific contexts.</p> <p>By the end of the course, you will have acquired a certain savvy about developing and evaluating business strategy. This does not mean having memorized an arsenal of 'rules'.</p> <p>By training your senses how firms can win the competition, the course aims to provide you with a competitive advantage: the ability to predict competitor and customer response to business activities, and hence to create value for all(!) stakeholders by making more insightful strategy decisions in many different industries.</p>
Learning objectives	<p>On completion of this course, students should have reached the following learning outcomes: Topic specific knowledge and skills: You have gained substantial knowledge about strategy in organizations and firms. In particular, you will be able to answer the following questions: 1. What is a business model? What are the key ingredients of a business model? 2. How can you evaluate the attractiveness of an industry? How do you conduct a competitor and industry analysis? 3. How can you position yourself to build sustainable competitive advantage? What are 'red ocean' and 'blue ocean' strategies? 4. Which role do strategic capabilities play in selecting strategies and building competitive advantage? 5. How can firms reinvent their business models? How can firms respond to disruptions in the market environment? 6. How do you successfully implement your strategy? What is a balanced scorecard? Transferable skills: 1. You learn to think about business problems in a structured manner. 2. You are able to apply the concepts, frameworks and analytical tools from class to real-world case studies and business simulations. 3. You are able to clearly articulate your analysis and recommended solution for a case problem. 4. You are able to critically evaluate the practical relevance of conceptual frameworks, theories and analytical tools. 5. You gain experience in a group work environment and improve your skills as a team member. 6. You gain experience to present your solutions in front of an audience.</p>
Prerequisites	No prerequisites.
Language	English
Limitation	Minimum number of participants: 4
Registration	<p>To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study.</p> <p>Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505465</p>
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 22 February - 1 March 2024 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	30% in-class participation, 70% group-presentations / 4.5 Credits
Auditors	No
Contact	leif.brandes@unilu.ch
Literature	There is no textbook for this course. We will use a course package from Harvard Business Publishing. This package contains readings and cases.

Judgment in Managerial Decision-Making

Lecturer	Prof. Dr. Leif Brandes
Type of course	Lecture
Code	FS241261
Semester	Spring semester 2024
Department	Economics and Management
Study level	Bachelor Master
Date	Tu, 20.02.2024, 12:15 - 14:00, 3.B58 Tu, 27.02.2024, 12:15 - 14:00, 3.B58 Tu, 05.03.2024, 12:15 - 14:00, 3.B58 Tu, 12.03.2024, 12:15 - 14:00, 3.B58 Tu, 19.03.2024, 12:15 - 14:00, 3.B58 Tu, 26.03.2024, 12:15 - 14:00, 3.B58 Tu, 09.04.2024, 12:15 - 14:00, 3.B58 Tu, 16.04.2024, 12:15 - 14:00, HS 10 Tu, 23.04.2024, 12:15 - 14:00, HS 10 Tu, 30.04.2024, 12:15 - 14:00, HS 10 Tu, 07.05.2024, 12:15 - 14:00, HS 10 Tu, 14.05.2024, 12:15 - 14:00, HS 10 Tu, 21.05.2024, 12:15 - 14:00, HS 10 Tu, 28.05.2024, 12:15 - 14:00, 3.B58
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
Limitation	Minimum number of participants: 4
Registration	<p>To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study.</p> <p>Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505467</p>
Exam	<p>***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/wfi/pruefungen</p>
Type of exam	Individual/group presentation (50%), written report (50%) / 4.5 Credits
Note	
Auditors	No
Contact	leif.brandes@unilu.ch
Literature	TBA

Marketing and Management in the Entertainment Industry

Lecturer	Prof. Dr. Leif Brandes
Type of course	Lecture/Seminar
Code	FS241263
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	Th, 22.02.2024, 12:15 - 14:00, 4.B02 Th, 29.02.2024, 12:15 - 14:00, 4.B02 Th, 07.03.2024, 12:15 - 14:00, 4.B02 Th, 14.03.2024, 12:15 - 14:00, 4.B02 Th, 21.03.2024, 12:15 - 14:00, 4.B02 Th, 28.03.2024, 12:15 - 14:00, 4.B02 Th, 11.04.2024, 12:15 - 14:00, 4.B02 Th, 18.04.2024, 12:15 - 14:00, 4.B02 Th, 25.04.2024, 12:15 - 14:00, 4.B02 Th, 02.05.2024, 12:15 - 14:00, 4.B02 Th, 16.05.2024, 12:15 - 14:00, 4.B02 Th, 23.05.2024, 12:15 - 14:00, 4.B02
Duration	2 hours per week per semester
Frequency	weekly
Course content	<p>In this course, we will study the peculiarities of the entertainment industry and their implications for marketing and management decisions of firms. The purpose is to provide the students with an overarching framework to systematically analyze different types of entertainment products and markets, and to enable students to make key management (e.g., where and how to compete, which business model to use) and marketing (e.g., how to price, distribute and design entertainment experiences) decisions.</p> <p>This will be a highly interactive course that uses a case-based teaching approach. We will cover a broad range of business cases and types of entertainment products, including sports, movies, games, books, and music.</p>
Learning objectives	<p>On completion of this course, students should have reached the following learning outcomes: Topic specific knowledge and skills: You have gained substantial knowledge about marketing and management in the entertainment industry. In particular, you will be able to answer the following questions: 1. What Makes Entertainment Products and Markets Unique? What Drives Consumption of Entertainment Products? 2. How does value creation work in entertainment industries? Which business models work and, when and why? 3. How can firms compete successfully in entertainment industries? 4. How can you design successful entertainment products and high-quality entertainment experiences? 5. How should you market entertainment products? Transferable skills: 1. You learn to think about business problems in the entertainment industry in a structured and analytical manner. 2. You are able to apply the concepts, frameworks and analytical tools from class to real-world case studies. 3. You are able to clearly articulate your analysis and recommended solution for a case problem. 4. You are able to critically evaluate the practical relevance of conceptual frameworks, theories and analytical tools. 5. You gain experience in a group work environment and improve your skills as a team member. 6. You improve your presentation skills.</p>
Language	English
Limitation	Minimum number of participants: 4
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study.
	Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505466
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 5 February - 1 March 2024 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	in-class participation (40%), group presentation (60%) / 4.5 Credits
Auditors	No
Contact	leif.brandes@unilu.ch
Literature	There is no textbook for this course; we will work with a course package from Harvard Business Publishing.

Corporate Valuation

<i>Lecturer</i>	Lorenzo Bretscher
<i>Type of course</i>	Lecture
<i>Code</i>	FS241196
<i>Semester</i>	Spring semester 2024
<i>Department</i>	Economics and Management
<i>Study level</i>	Bachelor Master
<i>Date</i>	Mo, 26.02.2024, 14:15 - 18:00, 4.B55 Mo, 11.03.2024, 14:15 - 18:00, 4.B55 Mo, 25.03.2024, 14:15 - 18:00, 4.B55 Mo, 08.04.2024, 14:15 - 18:00, 4.B55 Mo, 22.04.2024, 14:15 - 18:00, 4.B55 Mo, 06.05.2024, 14:15 - 18:00, 4.B55 Mo, 27.05.2024, 14:15 - 15:45, HS 9 (Examination)
<i>Duration</i>	2 hours per week per semester
<i>Frequency</i>	Bi-weekly
<i>Course content</i>	This course develops and applies tools and methods for the valuation of projects and firms. Central topics include: Measuring and forecasting cash flows; firm valuation using the discounted cash flow (DCF), measurement error, relative valuation and multiples, and the valuation of young and private firms.
<i>Learning objectives</i>	Students know the state-of-the art valuation methods. They are familiar with relative valuation and the discounted cash flow approach. Students can make reasonable financial projections based on historical financial statements as well as analyst forecasts and industry reports. Students know the main drivers of firm value. They are familiar with the challenges when estimating continuing value.
<i>Prerequisites</i>	Bachelor students in their 6th semester and master students are allowed to join the lecture.
<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 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505470
<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/wfi/pruefungen
<i>Type of exam</i>	Written exam / 3 Credits
<i>Auditors</i>	Yes
<i>Contact</i>	lorenzo.bretscher@unil.ch
<i>Literature</i>	Investment Valuation. Tools and Techniques for Determining the Value of any Asset by Damodaran, 3rd edition, Wiley Finance. Valuation: measuring and managing the value of companies, by Koller, Goedhart, and Wessels. John Wiley & Sons, 2010. Corporate Finance by Berk and DeMarzo, Global edition (3rd, 4th, or 5th edition), Pearson International.

Data Visualization

Lecturer	Charlotte Cabane, PhD
Type of course	Workshop
Code	FS241197
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	Th, 28.03.2024, 14:15 - 18:00, 4.B46 Th, 11.04.2024, 14:15 - 18:00, 4.B46 Th, 18.04.2024, 14:15 - 18:00, 4.B46 Th, 02.05.2024, 14:15 - 18:00, 4.B46 Th, 16.05.2024, 14:15 - 18:00, 4.B46 Th, 23.05.2024, 14:15 - 18:00, 4.B46
Duration	2 hours per week per semester
Course content	One of the main challenges of a data scientist is to communicate practical implications of quantitative analyses in an approachable and stimulating way. Data visualization is an essential part of exploring and sharing insights of both small and large-scale data. The focus of this course is on data visualization best practice and storytelling. Students will learn how to best use visualization and narrative to convey clear insights and how to leverage a state-of-the-art visualization software. The course will be composed of theoretical sessions (presentation of the core principles of data visualization, for example), hands-on sessions as well as discussions (of the students' work, for examples).
Learning objectives	In this course, students will: 1. Learn the core principles of data visualization and storytelling 2. Build their own dashboard and storytelling on a question and data of their choice, 3. Develop critical judgment around data visualizations, 4. Work together: reflect on and discuss other groups' work, work in groups
Prerequisites	1. Solid knowledge in data analysis: collect, clean, organize and analyze data 2. Willingness to actively participate and contribute to the class.
Language	English
Limitation	Max. 20 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the credibility of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505471
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	2 discussions (critically discuss data visualizations) and a final group presentation (presentation of the dashboard) / 3 Credits
Note	Please note that the lectures for this course begin before the Easter Break.
Auditors	According to agreement
Contact	charlotte.cabane@doz.unilu.ch

Operations and Supply Chain Management

Lecturer	Dr. Mehmet Chakkol
Type of course	Lecture
Code	FS241198
Semester	Spring semester 2024
Department	Economics and Management
Study level	Bachelor
Date	Tu, 12.03.2024, 14:15 - 18:00, ZOOM Tu, 26.03.2024, 14:15 - 18:00, ZOOM Tu, 09.04.2024, 14:15 - 18:00, ZOOM Tu, 23.04.2024, 14:15 - 18:00, ZOOM Tu, 07.05.2024, 14:15 - 18:00, 4.B55 Tu, 21.05.2024, 14:15 - 18:00, ZOOM
Duration	2 hours per week per semester
Course content	<p>Session 1: Creating Value with Operations: What is Operations Management?, Operations Characteristics, Input transformation output, 4Vs, Performance Objectives</p> <p>Session 2: How do we design Operations: Process Types, Layout Types, Capacity Management, Balancing Workload</p> <p>Session 3: How do we improve Operations: Process Improvement methods, Lean, Six sigma, TQM, DBR, Breakthrough versus continuous improvement</p> <p>Session 4: How do operations exist in Supply Chains: Outsourcing, Supply Chain Strategies, Supply chain design, Triple A, 4R</p> <p>Session 5: How to manage relationships in Supply Chains: Buyer-supplier relationships typologies, Strategic Relationship Management Strategies, Systems dynamics, Types of SC systems</p> <p>Session 6: Sustainability and Innovation in Supply Chains: Supply Chain integration, Sustainable Operations, Risk Management, Future of SCM, Emergent Technologies</p>
Learning objectives	On completing the module, students will be able to: - Critically comment on the relationship between the company strategy and the operation -Develop a comprehensive understanding of the strategic supplier relationship management strategies - Apply a number of frameworks that highlight any gaps between strategy and delivery - Clearly categorise the operation in terms of service/production orientation, the typology of an operation and the dominating forces in operation layout - Identify a range of operations improvement techniques/ methodologies, understanding their limitations and their potential rewards - Appraise the application of lean in both production and service environments - Demonstrate an understanding of the main concepts in supply chain dynamics - Critically discuss the reasons why supply chain management is a strategic function in modern organisations - Explain the sustainability issues concerned with complex modern supply chains - Examine the supplier relationships with associated risks, benefits and relationships management strategies
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study.
	Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505472
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 (80%), attendance + oral participation (20%) / 3 Credits
Note	All lectures except 7 Mai 2024 will be held online via Zoom. Please note: Attendance is mandatory. The oral participation 20% is based on attendance + participation in lectures.
Auditors	Yes
Contact	Mehmet.chakkol@wbs.ac.uk
Literature	Slack, N., and Brandon-Jones, A., (2019) Operations Management, 9th Edition. Pearson, Harlow. Christopher, M. (2016) "Logistics and Supply Chain Management: Creating Value added networks" 5th ed. London: Financial Times/Pitman

Unsupervised Machine Learning

Lecturer	MSc, Sandro Cilirzo, MSc, Arthur Habicht
Type of course	Lecture
Code	FS241199
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	We, 28.02.2024, 16:15 - 19:00, 3.A05 We, 13.03.2024, 16:15 - 19:00, 3.A05 We, 27.03.2024, 16:15 - 19:00, 3.A05 We, 17.04.2024, 16:15 - 19:00, 3.A05 We, 01.05.2024, 16:15 - 19:00, 3.A05 We, 15.05.2024, 16:15 - 19:00, 3.A05 We, 29.05.2024, 16:15 - 19:00, 3.A05
Duration	2 hours per week per semester
Frequency	Bi-weekly
Course content	<p>Machine learning algorithms can be separated on a high level in two fundamental different types - supervised and unsupervised. Supervised machine learning algorithms are better known to the general public in comparison to unsupervised approaches. Classifying breast cancer on images which have been annotated by doctors can be seen as one real-world example of supervised machine learning. Supervised machine learning algorithms can be extremely powerful but are often limited by the availability of labeled data. Tedious and costly manual labor is necessary to prepare data sets which can be fed into supervised machine learning algorithms to achieve the expected performance. On the other hand, unsupervised machine learning algorithms are meant to find structures and relationships in the raw data itself, without any labels or prior information provided by human supervisors.</p> <p>This course will introduce several unsupervised machine learning techniques which can be leveraged in different domains - from finding hidden structures in time series data, representing text information in a numerical way until possibilities of generating new image data. To achieve all of that, we will introduce algorithm by algorithm in a rigorous manner guided by examples. The participants will learn when and how an unsupervised machine learning technique could be applicable. Furthermore, they will be able to implement them by themselves and expand their data analysis tools at their disposal.</p> <p>Summarized goals and scope:</p> <ul style="list-style-type: none"> - understand the difference of unsupervised machine learning and supervised machine learning - clustering (K-means, DBSCAN, agglomerative clustering) - dimensionality reduction (robust pca, t-SNE) - semi-supervised machine learning algorithms <ul style="list-style-type: none"> o introduction to autoencoders and their applications (e.g. automated feature engineering) o word2vec algorithm to generate numerical embeddings of textual data - generative models <ul style="list-style-type: none"> o discriminative vs generative models o creating images with variational autoencoders
Learning objectives	- deep understanding of the benefits and limitations of different learning paradigms in machine learning - an overview of different unsupervised machine learning techniques to solve different classes of problems (time series data, textual data & images) - developing an intuition about composition possibilities of using several machine learning algorithms at once - relationship between the curse of dimensionality and lower dimensional representations - automated feature engineering and its pros and cons - generative vs discriminative models - gather hands-on experience in leveraging unsupervised machine learning algorithms in code - the participants are expected to be able to create code implementations by themselves - understand the impact of different parameterizations for each showed algorithm
Prerequisites	- working experience with Python and its most important tools (pip, virtualenv etc.) - statistical foundations - willingness and eagerness to learn - tinkering mindset
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 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505473
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 report / 4.5 Credits
Auditors	According to agreement
Contact	sandro.cilirzo@sedimentum.com arthur.habicht@sedimentum.com
Literature	Deep Learning Book (Ian Goodfellow)

Data Mining for Political and Social Sciences using R

Lecturer	Dr. Andrea De Angelis
Type of course	Master seminar
Code	FS241601
Semester	Spring semester 2024
Department	Political Science
Study level	Master
Date	Fr, 22.03.2024, 09:15 - 17:00, 4.B02 (Scheduling 2) Sa, 23.03.2024, 09:15 - 16:00, 4.B02 Fr, 26.04.2024, 09:15 - 17:00, HS 14 (Scheduling 4) Sa, 27.04.2024, 09:15 - 16:00, HS 14
Duration	2 hours per week per semester
Frequency	Blockveranstaltung
Course content	<i>Data analysis increasingly involves mining data from the</i>

Internet and handling big datasets. However, students often lack the knowledge and experience required to take full advantage of the Internet and social media's data opportunities. This course guides the students to move their first steps into data mining. The course offers case studies and exercises in a friendly class environment. Students will learn (by doing) how to collect and handle web data in their future work. The course covers the primary skills required to access web data confidently.

The course is structured in three blocks:

1. an introductory block covers the essential knowledge for working with big data (notions of R programming, developing reproducible code, reporting in automated notebooks, version control, and Git/GitHub; secondary datasets for social science research & MySQL).

2. A data access block focuses on web scraping and related tools (introduction to regular expressions, HTML language, XML, and JSON data structures).

3. A third block introduces more advanced data access concepts, such as API interaction, and allows students to practice with live coding sessions in class.

Check out the syllabus and the OLAT page of the course for more detail.

Learning objectives	By the end of the course, active participants will: 1. gain proficiency in data analysis, learning to analyze data efficiently and reproducibly. [Data analysis] 2. understand and critically re-assess data-related issues arising in applied research problems with big data. [Data literacy] 3. learn how to develop and debug complex code throughout the data analysis cycle (mining, tidying, analyzing, reporting). [Programming and statistical skills] 4. develop feasible big data research designs. [Research and analytical skills]
Prerequisites	An intrinsic motivation to learn.
Language	English
Limitation	Begrenzung: priority for LUMACSS students
Registration	Masterstudierende
Exam	Active participation and final capstone project
Type of exam	Aktive Teilnahme, Essay (benotet) / 4 Credits
Note	Begrenzung: priority for LUMACSS students. In case of too many registrations by other disciplines, a draw will be made to decide who may remain in the course.
Auditors	According to agreement
Contact	andrea.deangelis@unilu.ch deangelis@ipz.uzh.ch
Literature	- QSS: Imai, K. (2017). Quantitative Social Science: An Introduction. Princeton: Princeton University Press. - R4DS: Wickham, H., and G. Grolemund (2014). R for Data Science. O'Reilly Media. The book is also freely available online: https://r4ds.had.co.nz/ . - ADCR: Munzert et al. (2014). Automated Data Collection with R: A Practical Guide to Web Scraping and Text Mining. London: Wiley & Sons.

Economics of Information

Lecturer	Prof. Dr. Winand Emons
Type of course	Lecture
Code	FS241184
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	Tu, 20.02.2024, 12:15 - 15:00, HS 3 Tu, 27.02.2024, 12:15 - 15:00, HS 14 Tu, 05.03.2024, 12:15 - 15:00, 4.B01 Tu, 12.03.2024, 12:15 - 15:00, 4.B01 Tu, 19.03.2024, 12:15 - 15:00, HS 9 Tu, 26.03.2024, 12:15 - 15:00, 3.B57 Tu, 09.04.2024, 12:15 - 15:00, 3.B57 Tu, 16.04.2024, 12:15 - 15:00, 4.B01 Tu, 23.04.2024, 12:15 - 15:00, HS 6 Tu, 30.04.2024, 12:15 - 15:00, 4.B01 Tu, 07.05.2024, 12:15 - 15:00, 4.B01 Tu, 14.05.2024, 12:15 - 15:00, 3.B48 Tu, 21.05.2024, 12:15 - 13:45, HS 3 (Examination)
Duration	3 hours per week per semester
Course content	I. Moral Hazard 1. Insurance Markets 2. The Principal-Agent Problem II. Adverse Selection 1. The Market for Lemons 2. Job Market Signaling 3. Screening in the Insurance Market 4. Credit Rationing III. Credence Goods
Learning objectives	The course provides an introduction to the modern economics of information. We will present the papers of the Nobel price winners Akerlof, Spence, and Stiglitz. A special focus will be on credit and insurance markets. The course will help students to understand institutions better.
Prerequisites	Intermediate Microeconomics, Introduction to Game Theory.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February - 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505484
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/wfi/pruefungen
Type of exam	Written exam / 3 Credits
Note	The lecture slides should be sufficient to follow the course. It is not necessary to read additional literature.
Auditors	Yes
Contact	winand.emons@unibe.ch
Literature	I.Macho-Stadler and D. Pérez-Castrillo: An Introduction to the Economics of Information, Oxford University Press 2001. J. Hirschleifer und J. Riley, The Analytics of Uncertainty and Information, Cambridge University Press 2012. P. Bolton and M. Dewatripont, Contract Theory, MIT Press 2005.

Tutorial Macroeconomics I - Group 2

Lecturer	Julia Fischer, MSc
Type of course	Exercise
Code	FS241203
Semester	Spring semester 2024
Department	Economics and Management
Study level	Bachelor
Date	Tu, 20.02.2024, 10:15 - 12:00, HS 7 Tu, 27.02.2024, 10:15 - 12:00, HS 1 Tu, 05.03.2024, 10:15 - 12:00, HS 7 Tu, 12.03.2024, 10:15 - 12:00, HS 7 Tu, 19.03.2024, 10:15 - 12:00, HS 7 Tu, 26.03.2024, 10:15 - 12:00, HS 7 Tu, 09.04.2024, 10:15 - 12:00, HS 7 Tu, 16.04.2024, 10:15 - 12:00, HS 7 Tu, 23.04.2024, 10:15 - 12:00, HS 7 Tu, 30.04.2024, 10:15 - 12:00, HS 7 Tu, 07.05.2024, 10:15 - 12:00, HS 7 Tu, 14.05.2024, 10:15 - 12:00, HS 7 Tu, 21.05.2024, 10:15 - 12:00, HS 7 Tu, 28.05.2024, 10:15 - 12:00, HS 7
Duration	2 hours per week per semester
Frequency	Weekly
Course content	The purpose of the tutorials is to give students a chance to advance their understanding of the course material by working on assignments with empirical and theoretical problems.
Prerequisites	None
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505666
Exam	Jointly with lecture (written closed-book exam tba)
Type of exam	By lecture examination / 3 Credits (for module Übung Makroökonomie I) By lecture examination / 0 Credits (for module Makroökonomie I (Vorlesung und Übung))
Note	(i) Students must enroll online in exactly one tutorial group; the maximum number of students per group is 35; (ii) The handout «Introduction» (published on OLAT) provides a more detailed description of this course. For courses consisting of lectures and tutorials, 6 credits are awarded. Credits can only be awarded to those who have successfully completed the examination. Depending on the course of study, the credits are booked differently. For students of Economics and Management the total of 6 credits are booked on the module "Lecture + Tutorial". For students of PPE 3 credits are booked on the module "Lecture" and 3 credits on the module "Tutorial".
Auditors	No
Contact	julia.fischer@unilu.ch
Material	
Literature	- Required materials: eight handouts, a problem set, and an assignment (published on OLAT). - The course is based on the textbook Macroeconomics by Olivier Blanchard (2017, 7th edition)

Tutorial Macroeconomics I - Group 1

Lecturer	Julia Fischer, MSc
Type of course	Exercise
Code	FS241204
Semester	Spring semester 2024
Department	Economics and Management
Study level	Bachelor
Date	Tu, 20.02.2024, 08:15 - 10:00, HS 7 Tu, 05.03.2024, 08:15 - 10:00, HS 7 Tu, 12.03.2024, 08:15 - 10:00, HS 7 Tu, 19.03.2024, 08:15 - 10:00, HS 7 Tu, 26.03.2024, 08:15 - 10:00, HS 7 Tu, 09.04.2024, 08:15 - 10:00, HS 7 Tu, 16.04.2024, 08:15 - 10:00, HS 7 Tu, 23.04.2024, 08:15 - 10:00, HS 7 Tu, 30.04.2024, 08:15 - 10:00, HS 7 Tu, 07.05.2024, 08:15 - 10:00, HS 7 Tu, 14.05.2024, 08:15 - 10:00, HS 7 Tu, 21.05.2024, 08:15 - 10:00, HS 7 Tu, 28.05.2024, 08:15 - 10:00, HS 7
Duration	2 hours per week per semester
Frequency	Weekly
Course content	The purpose of the tutorials is to give students a chance to advance their understanding of the course material by working on assignments with empirical and theoretical problems.
Prerequisites	None
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/uri/RepositoryEntry/17498505666
Exam	Jointly with lecture (written closed-book exam tba)
Type of exam	By lecture examination / 3 Credits (for module Übung Makroökonomie I) By lecture examination / 0 Credits (for module Makroökonomie I (Vorlesung und Übung))
Note	(i) Students must enroll online in exactly one tutorial group; the maximum number of students per group is 35; (ii) The handout «Introduction» (published on OLAT) provides a more detailed description of this course. For courses consisting of lectures and tutorials, 6 credits are awarded. Credits can only be awarded to those who have successfully completed the examination. Depending on the course of study, the credits are booked differently. For students of Economics and Management the total of 6 credits are booked on the module "Lecture + Tutorial". For students of PPE 3 credits are booked on the module "Lecture" and 3 credits on the module "Tutorial".
Auditors	No
Contact	julia.fischer@unilu.ch
Material	
Literature	- Required materials: eight handouts, a problem set, and an assignment (published on OLAT). - The course is based on the textbook Macroeconomics by Olivier Blanchard (2017, 7th edition)

Doing Business in Africa - Kenya Study Tour

Lecturer	Samuel Forrer
Type of course	Practical course
Code	FS241205
Semester	Spring semester 2024
Department	Economics and Management
Study level	Bachelor Master
Date	Fr, 01.12.2023, 14:15 - 18:00 Sa, 03.02.2024, 08:15 - 18:00 Su, 04.02.2024, 08:15 - 18:00 Mo, 05.02.2024, 08:15 - 18:00 Tu, 06.02.2024, 08:15 - 18:00 We, 07.02.2024, 08:15 - 18:00 Th, 08.02.2024, 08:15 - 18:00 Fr, 09.02.2024, 08:15 - 18:00 Sa, 10.02.2024, 08:15 - 18:00 Su, 11.02.2024, 08:15 - 18:00
Duration	2 hours per week per semester
Frequency	Block seminar
Course content	The course will take place on the ground in Kenya and aims at exposing students to the unique business environment in sub-Saharan Africa. Appointed by the management of a company, the students will be confronted with a real-life consulting case in Kenya and will work in groups to develop recommendations, which they will present at the last day of the trip. On top of the independent group work, the students will visit local companies, learn about country & culture and get the chance to engage with different local stakeholders.
Learning objectives	Students will learn how to solve a business case in an emerging market setting incl. analyzing and structuring a problem, doing market research, developing recommendations and presenting findings to different stakeholders. Additionally, the student will learn about the unique business environment in Africa and the opportunities and challenges that come with it.
Prerequisites	Students in the advanced Bachelor's semesters and Master's students.
Language	English
Limitation	Max. 12 participants
Registration	Participants are registered directly by course administration.
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal is ESSENTIALLY REQUIRED. Participants will be registered directly by examination administration.
Type of exam	Group presentation at the end of the trip (50%) & handout submitted 3 weeks after trip (50%) / 3 Credits
Note	Introduction "Doing business in emerging markets", Friday, 1 December 2023 in the afternoon @Katadyn Group HQ in Kempptal (Zurich) Trip dates: Sat 3 February - Sun 11 February 2024. The trip is self-funded.
Auditors	No
Contact	samuel.forrer@doz.unilu.ch

Data Modeling and Database Systems

Lecturer	Dr Ivan Giangreco
Type of course	Lecture
Code	FS241210
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	Tu, 13.02.2024, 09:15 - 16:00, 4.B51 We, 14.02.2024, 09:15 - 16:00, 4.B51 Th, 15.02.2024, 09:15 - 15:00, 4.B51 Fr, 07.06.2024, 14:15 - 15:15, HS 10 (Examination)
Duration	2 hours per week per semester
Course content	<p>Database systems are the underlying technology for many modern data-driven projects. They form the backbone to efficiently persist and retrieve data in a large variety of applications, from websites storing customer data to scientific applications managing experimental data.</p> <p>This course provides an introduction into the fundamentals of database systems, focusing on the relational data model. It is organized around the topic of data modeling and the implementation of a data model in a relational database system.</p> <p>The course introduces the topic of data modeling and the conceptual database design using Entity-Relationship models. It will then focus on how to translate a conceptual database design into a logical database model of a relational database by introducing the design theory for relational databases. In the implementation part of the lecture, the predominant language for querying database systems Structured Query Language (SQL) will be thoroughly introduced and discussed. Moreover, the course will present the internals of a data management system in terms of transaction processing and index structures. To the end of performing data analyses, the course will highlight hands-on methods to access and integrate heterogenous data sources.</p>
Learning objectives	In this course, students will focus on both the modeling aspects of a database design and the implementation perspective. In particular, this course covers the following topics: - Conceptual database design using Entity-Relationship modeling - Logical database design and the relational model - Relational database design theory - Structured Query Language (SQL) - Internals of database systems (transactions, index structures) - Data and information integration - NoSQL databases
Prerequisites	Elementary programming skills, algebra
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505490
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 exam / 3 Credits
Auditors	Yes
Contact	ivan.giangreco@doz.unilu.ch
Literature	Elmasri/Navathe: Fundamentals of Database Systems. Ramakrishnan/Gehrke: Database Management Systems.

Social Policy – From Birth to Death

Lecturer	Dr. oec. Melanie Häner
Type of course	Lecture
Code	FS241211
Semester	Spring semester 2024
Department	Economics and Management
Study level	Bachelor Master
Date	Tu, 20.02.2024, 10:15 - 12:00, HS 4 Tu, 27.02.2024, 10:15 - 12:00, HS 4 Tu, 05.03.2024, 10:15 - 12:00, HS 4 Tu, 12.03.2024, 10:15 - 12:00, HS 4 Tu, 19.03.2024, 10:15 - 12:00, HS 4 Tu, 26.03.2024, 10:15 - 12:00, HS 4 Tu, 09.04.2024, 10:15 - 12:00, HS 4 Tu, 16.04.2024, 10:15 - 12:00, HS 4 Tu, 23.04.2024, 10:15 - 12:00, HS 4 Tu, 30.04.2024, 10:15 - 12:00, HS 4 Tu, 07.05.2024, 10:15 - 12:00, HS 4 Tu, 14.05.2024, 10:15 - 12:00, HS 4 Tu, 21.05.2024, 10:15 - 12:00, HS 4 Tu, 28.05.2024, 10:15 - 11:45, HS 9 (Examination) Tu, 28.05.2024, 10:15 - 12:00, HS 4
Duration	2 hours per week per semester
Frequency	Weekly
Course content	<p>Social policy is one of the most important governmental tasks for social cohesion. It accompanies us throughout the entire life cycle and shows strong interdependencies with the labor market. At the same time, many states face challenges in financing social spending. This course will provide a comprehensive overview of social policy: from birth to death.</p> <p>The lecture is divided into four parts. The first part lays the groundwork. Goals and measures of social policy will be pointed out. At the same time, the needs of social policy are highlighted by elaborating on inequality, poverty, and social mobility. The second part deals with the relationship between social policy and the labor market, including unemployment insurance, welfare programs, parental leave, and wage protection. The third part focuses on social policy over an individual's lifecycle. It covers the economics of education, the impact of marital status, and the significance of old-age pensions. In the last part, the future challenges of social policy will be discussed. Throughout the course, the latest empirical evidence from social policy research will be incorporated. Whenever possible, the Swiss situation will be addressed, always taking a comparative view with other countries.</p> <p>Table of contents:</p> <p>Part I: Basics of Social Policy 1. Introduction: Goals, measures, and development of social policy 2. Concepts of inequality and poverty 3. A dynamic perspective: The extent of social mobility</p> <p>Part II: Social Policy and the labor market 5. Unemployment insurance 6. Welfare programs 7. Parental leave and childcare 8. Wage protection and minimum wages</p> <p>Part III: Social Policy over the lifecycle 9. Economics of education – Social policy in young age 10. Consequences of saying "yes": Relationship between marital status and social policy 11. Old-age provision – Social policy in old age</p> <p>Part IV: Outlook 12. Biggest challenges in social policy 13. Summary and Q&A session</p>
Tags	Sustainability; Gender/diversity
Learning objectives	Know the basic functions of social policy, understand the relationship between social policy and the labor market, be familiar with the social policy instruments over an individual's life cycle, know the most important vessels of Swiss social policy, be able to compare Swiss social policy with the policies of other countries, know the main future economic challenges of social policy.
Prerequisites	No prerequisites
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505492
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 exam / 3 Credits
Auditors	Yes
Contact	melanie.haener@iwp.swiss
Literature	Mandatory papers for the respective sessions will be indicated in the syllabus of the course and are accessible online.

Blockchain Marketing Seminar

<i>Lecturer</i>	Prof. Dr. Reto Hofstetter
<i>Type of course</i>	Seminar
<i>Code</i>	FS241378
<i>Semester</i>	Spring semester 2024
<i>Department</i>	Economics and Management
<i>Study level</i>	Master
<i>Date</i>	Fr, 15.03.2024, 14:15 - 18:00, 3.B55 Fr, 19.04.2024, 14:15 - 18:00, 3.B55 Fr, 17.05.2024, 14:15 - 18:00, 3.B55
<i>Duration</i>	1 hour per week per semester
<i>Frequency</i>	Block course
<i>Course content</i>	<p>Blockchain is one of the most significant technological advances of this century, and it extends beyond cryptocurrencies like Bitcoin. Some blockchain applications have the potential to challenge and change current marketing practice and research by improving supply chain management, advertising market efficiency, or marketing analytics in general. The application that has gained the most attention from a marketing perspective so far is non-fungible tokens (NFTs), which allow for new forms of ownership in the digital world. This course will delve into the implications of blockchain, NFTs, and related topics on marketing practice and research.</p> <p>This seminar starts with an introduction to the fundamentals of blockchain and NFTs and their implications for marketing, including related topics such as digital goods and the metaverse. Some expert guests will be invited to demonstrate practical blockchain applications in marketing.</p> <p>In the final session, participants will present a paper from a marketing journal focusing on a subject related to blockchain.</p>
<i>Learning objectives</i>	Students will have achieved the following learning outcomes by the end of the seminar: • Understanding of the fundamentals of blockchain with a focus on its implications on marketing • Learning about practical applications of blockchain in marketing • Working on own projects related to blockchain in marketing
<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 February – 1 March 2024. The students themselves are responsible for checking the credibility of the course to their course of study.
	Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505494
<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>	Presentation and participation during the seminar / 3 Credits
<i>Auditors</i>	No
<i>Contact</i>	reto.hofstetter@unilu.ch; lucas.nann@unilu.ch

Causal Machine Learning

Lecturer	Michael Knaus
Type of course	Lecture
Code	FS241215
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	Mo, 05.02.2024, 10:15 - 17:00, HS 7 Tu, 06.02.2024, 10:15 - 17:00, HS 7 We, 07.02.2024, 10:15 - 17:00, HS 7 Fr, 09.02.2024, 10:15 - 17:00, HS 7
Duration	2 hours per week per semester
Frequency	Block course
Course content	Standard machine learning methods are powerful prediction tools, but they cannot be deployed for causal inference without putting additional structure on the estimation problem. This course provides a practical introduction to causal machine learning. We discuss the difference between predictive and causal machine learning and when which method should be applied. In particular, we focus on methods that allow to control for high-dimensional confounders (double machine learning), estimate heterogeneous effects of policy and business interventions (causal forest), and decision rules about the targeted implementation of these interventions (policy learning). We apply the methods to synthetic and real datasets in practical R sessions.
Learning objectives	1) Students can distinguish between questions that can be answered with predictive and causal methods. 2) Students can deploy machine learning methods to account for control variables. 3) Students can estimate heterogeneous effects with causal forests. 4) Students know different machine learning approaches that can be used to estimate decision rules and can apply these approaches to economic and business problems.
Prerequisites	Prerequisites are the courses Causal Analysis (Prof. Lukas Schmid) and Supervised Machine Learning (Dr. Massimo Mannino).
Language	English
Limitation	Max. 24 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 22 January – 5 February 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505495
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 6 -7 February 2024 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written paper / 3 Credits
Auditors	According to agreement
Contact	michael.knaus@uni-tuebingen.de
Literature	Mandatory literature: An Introduction to Statistical Learning with Applications in R (Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani). Free download: http://www-bcf.usc.edu/~gareth/ISL/ More literature references (mostly journal articles) will be provided during the lecture.

Law and Economics of Corporate Governance: Shareholders, Stakeholders, and Beyond

Lecturer	Prof. Dr. iur. Klaus Mathis, MA in Economics weitere Referentinnen und Referenten
Type of course	Workshop
Code	FS241396
Semester	Spring semester 2024
Department	Grundlagenfächer EN
Study level	Master
Further dates	Tagung: 15.-16. März 2024 Abgabetermin schriftliche Arbeit: 31. Mai 2024 Conference: 15.-16. March 2024 Submission of the essay: 31. May 2024
Duration	2 hours per week per semester
Frequency	2 tägige Blockveranstaltung Block of 2 days
Course content	In dieser Veranstaltung stellen internationale Wissenschaftler im Bereich Law and Economics ihre Forschungsergebnisse vor. Die Working Papers werden durch die Teilnehmenden kritisch diskutiert und kommentiert. In this course international scholars in the field of Law and Economics present their research findings. The participants critically discuss the working papers and comment on them.
E-learning	24FS RF Law and Economics of Corporate Governance
Learning objectives	Die Studierenden setzen sich kritisch mit wissenschaftlichen Referaten und Working Papers im Bereich Law and Economics auseinander. Students have a critical look at scientific lectures and working papers in the field of Law and Economics.
Prerequisites	Besuch der Vorlesung „Rechtsökonomie“ oder gute ökonomische Kenntnisse Attendance of the course „Rechtsökonomie“ or good knowledge of economics
Language	English
Registration	Ja, via UniPortal bis am 15. Mai 2024, gilt als Prüfungsanmeldung Registration mandatory on the UniPortal by 15 May 2024, counts as exam registration
Exam	Verfassen eines Kommentars zu einem Working Paper, benotete Arbeit Writing a comment to a working paper, graded essay
Type of exam	Graded essay / 5 Credits
Note	Die Präsenz an der am 15./16. März 2024 stattfindenden Tagung „Law and Economics of Corporate Governance: Shareholders, Stakeholders, and Beyond“ in Luzern ist obligatorisch. Anschliessend ist eine Arbeit von 8-10 Seiten zum Thema eines der vorgestellten Papers auf Deutsch oder auf Englisch zu verfassen. Eine Auswahl der Papers wird ab Anfang März auf OLAT zur Verfügung gestellt. Diese Arbeit ist bis zum 31. Mai 2024 in elektronischer Form und zusätzlich als unterzeichnete Hardcopy einzureichen und wird benotet. Students must fulfil a mandatory attendance requirement at the conference „Law and Economics of Corporate Governance: Shareholders, Stakeholders, and Beyond“ which takes place on the 15./16. March 2024 in Lucerne, as well as write an 8-10 page essay in either German or English on the topic of one of the presented papers. A selection of the papers will be made available on OLAT starting in the beginning of March. The essay must be submitted electronically and, additionally, as a signed hardcopy by 31 May 2024 and will be graded.
Auditors	Yes
Contact	elias.aliverti@unilu.ch
Material	Die Unterlagen werden über OLAT zugestellt. The course documents will be distributed via OLAT.

Big Data Analytics

<i>Lecturer</i>	Prof. Dr. Ulrich Matter
<i>Type of course</i>	Lecture
<i>Code</i>	FS241220
<i>Semester</i>	Spring semester 2024
<i>Department</i>	Economics and Management
<i>Study level</i>	Master
<i>Date</i>	Mo, 11.03.2024, 10:15 - 18:00, Inseliquai 10 220 Tu, 12.03.2024, 10:15 - 18:00, Inseliquai 10 220 Fr, 15.03.2024, 10:15 - 18:00, 3.A05 Mo, 27.05.2024, 14:15 - 18:00, 3.B58
<i>Duration</i>	2 hours per week per semester
<i>Course content</i>	This course introduces students to the concept of Big Data in the context of empirical economic research. Students learn about the computational constraints underlying Big Data Analytics and how to handle them in the statistical computing environment R (local and in the cloud). Revisiting basic statistical/econometric concepts, we look at each step of dealing with large data sets in empirical economic research (storage/import, transformation, visualization, aggregation).
<i>Learning objectives</i>	1) Students will know the concept of Big Data in the context of empirical economic research. 2) Students will understand the technical challenges of Big Data Analytics and how to practically deal with them. 3) Students will know how to apply the relevant R packages and programming practices to effectively and efficiently handle large data sets.
<i>Prerequisites</i>	"Causal Analysis" and "Introduction to Computer Science and Programming" mandatory. "Data Science Toolkits and Architectures" recommended.
<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 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505640
<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>	Individual/group presentation; written paper / 3 Credits
<i>Auditors</i>	Yes
<i>Contact</i>	ulrich.matter@unisg.ch
<i>Literature</i>	Walkowiak, Simon (2016): Big Data Analytics with R. Birmingham, UK: Packt Publishing. Wickham, Hadley (2019): Advanced R. Second Edition, CRC Press, FL: Boca Raton. Wickham, Hadley and Dianne Cook and Heike Hofmann (2015): Visualizing statistical models: Removing the blindfold. Statistical Analysis and Data Mining: The ASA Data Science Journal. 8(4):203-225. Schwabish, Jonathan A. (2014): An Economist's Guide to Visualizing Data. Journal of Economic Perspectives. 28(1):209-234.

Inspiring Leadership

Lecturer	Dr. Feena May Marina Pletscher, MA
Type of course	Seminar
Code	FS241221
Semester	Spring semester 2024
Department	Economics and Management
Study level	Bachelor Master
Date	Th, 21.03.2024, 10:15 - 18:00, HS 4 Fr, 22.03.2024, 10:15 - 18:00, 3.A05 Mo, 15.04.2024, 10:15 - 18:00, HS 14 Tu, 16.04.2024, 12:15 - 20:00, 4.B55
Duration	block course
Frequency	Block course
Course content	<p>Inspiring 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 and me. An experiential-based exploration of leadership in the context of my environment and me.</p> <p>Day 3 and 4: The flow and future leadership Get to know key elements, which make leadership inspiring, and impactful. This includes creativity, collective intelligence, and trust. 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. Explore each individuals own leadership 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 theory and practice of their own leadership 3. Know expectations on leadership from different perspectives 4. Be able to explain the ethics and values that underlay responsibility, power and trust at an individual level and how that translates into teams, organizations, and society 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 5 February - 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study.
	Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505641
Exam	Prerequisites: Class attendance 100% ***IMPORTANT*** In order to acquire credits, registration via the Uni Portal within 22 - 29 March 2024 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written reflection paper / 3 Credits
Note	This course is open for all students of the University of Lucerne who would like to know more about leadership and about themselves as leaders. 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!). Registrations will be considered on the basis of the date of receipt (via OLAT).
Auditors	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

Introduction to Cryptocurrencies, Stablecoins, and Central Bank Digital Currencies

Lecturer	Dr. Thomas Moser Dr. rer. pol. Marcel R. Savioz
Type of course	Lecture
Code	FS241225
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	Mo, 19.02.2024, 12:15 - 14:00, 4.A05 Mo, 26.02.2024, 12:15 - 14:00, 4.A05 Mo, 04.03.2024, 12:15 - 14:00, 4.A05 Mo, 11.03.2024, 12:15 - 14:00, 4.A05 Mo, 18.03.2024, 12:15 - 14:00, 4.A05 Mo, 25.03.2024, 12:15 - 14:00, 4.A05 Mo, 08.04.2024, 12:15 - 14:00, 4.A05 Mo, 15.04.2024, 12:15 - 14:00, 4.A05 Mo, 22.04.2024, 12:15 - 14:00, 4.A05 Mo, 29.04.2024, 12:15 - 14:00, 4.A05 Mo, 06.05.2024, 12:15 - 14:00, 4.A05 Mo, 13.05.2024, 12:15 - 14:00, 4.A05 Mo, 27.05.2024, 12:15 - 14:00, 4.A05 Mo, 03.06.2024, 12:15 - 14:15, HS 10 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	This course covers monetary and technical issues associated with cryptocurrencies and blockchain technology. In the first part of the course, we will study fundamental monetary questions such as: What is money? Should government play a role in money? What is the rationale for central banks? Is a competitive supply of money efficient? In the second part, we will provide an introduction to some technical aspects such as public-key cryptography and blockchain technology. We will also look at applications like Bitcoin, Stablecoins, Central Bank Digital Currency and close with an outlook on Decentralized Finance (DeFi).
Learning objectives	Students will gain a basic understanding of the public debates surrounding cryptocurrencies, DeFi, and central bank digital currency from both a technical and economic perspective.
Prerequisites	A completed bachelor's degree.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505644
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 exam / 3 Credits
Auditors	According to agreement
Contact	thomas.moser@snb.ch / marcel.savioz@bluewin.ch
Literature	List of publications

Extreme Economics

Lecturer	Dr. oec. publ. Martin Mosler
Type of course	Lecture
Code	FS241253
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	We, 21.02.2024, 14:15 - 16:00, 3.B48 We, 28.02.2024, 14:15 - 16:00, 3.B48 We, 06.03.2024, 14:15 - 16:00, 3.B48 We, 13.03.2024, 14:15 - 16:00, HS 13 We, 20.03.2024, 14:15 - 16:00, 3.B48 We, 27.03.2024, 14:15 - 16:00, 3.B48 We, 10.04.2024, 14:15 - 16:00, 3.B48 We, 17.04.2024, 14:15 - 16:00, 3.B48 We, 24.04.2024, 14:15 - 16:00, 3.B48 We, 01.05.2024, 14:15 - 16:00, 3.B48 We, 08.05.2024, 14:15 - 16:00, 3.B48 We, 15.05.2024, 14:15 - 16:00, 3.B48 We, 22.05.2024, 14:15 - 15:45, HS 7 (Examination) We, 22.05.2024, 14:15 - 16:00, 3.B48 We, 29.05.2024, 14:15 - 16:00, 3.B48
Duration	2 hours per week per semester
Frequency	Weekly
Course content	We will examine economic behavior in extreme situations. While extreme situations themselves are rare, the underlying economic forces shape our world even in normal times. The lecture will touch upon both differences and similarities of incentives, decisions and outcomes compared to standard scenarios. The topics are divided into four parts. First, we will highlight the importance of law and order for economic prosperity and the impacts of lack thereof. The methodological approach relies on empirical spatial models. Second, we will discuss how violence shapes economics, both on the macroeconomic level through wars or civil conflict and at the microeconomic level of terrorists. The focus will be on theory models of decision making and empirical models of timing. Third, we will discuss topics relating to health, including both diseases and pandemics as well as age and (natural) death. Methodically, we will turn towards empirical approaches to model forward-looking parameters. Fourth, we will close the lecture series with topics

relating to extreme nature phenomena. We will see how weather affects economic outcomes, with special emphasis on the impact of climate change, and evaluate the costs of and reactions after natural disasters. We will use the examples to explain econometric methods to identify causal relationships in non-experimental data.

Lectures may have several specific components: First, an economic theory or empirical approach tailored to a topic will usually kick-off or will be incorporated in a lecture. The methodological background will link extreme examples to standard economic tools which is can be used in any undergraduate or graduate course, while motivating students how such basic knowledge can be applied to fascinating cases. Second, we will discuss peer-reviewed articles from top journals for each topic to show the depth of economic research and the broadness of how economics touches diverse aspects of life. Third, many lectures will feature non-standard teaching styles depending on each topic. The teaching will stimulate senses other than listening to amend the learning experience, and we will use practical examples from policy-making.

Given the topic of this lecture series, the papers may be thought-provoking and controversial. In-class discussions are encouraged. Moreover, 20% of the final grade will be determined by a written paper that shall specifically criticize the content and/or presented view of the course based on competing papers and economic rationale. 80% of the grade will be determined by a written exam.

Provisional table of contents with examples:

1. Introduction: Course overview including content, teaching style, evaluation. Discussion of first introductory topics regarding sports corruption, diplomatic immunity or interstellar trade.

Part I: Extreme Crime

2. Organized crime: political economy of the Mafia, piracy, drug cartels.
3. Unorganized crime: cybersecurity, prisons, 911 calls.
4. Financial crime: tax misreporting, international profit shifting, aid capture.

Part II: Extreme Violence

5. Terrorism: decision-making of suicide terrorists, , taxation by non-state actors, rebel leaders.
6. War and civil conflicts: identity formation, private sector in civil conflicts, soccer teams.
7. Domestic violence: divorce laws, gold price, prostitution.

Part III: Extreme Health

8. Environment: airports, pollution, insects.
9. Diseases and pandemics: de-worming, mental health, obesity.
10. Age and death: demographic change, labor standards, bequest taxation.

Part IV: Extreme Nature

11. Weather: rainfall, hurricanes, drought.
12. Climate: historical shipping, fossil fuels, cap-and-trade
13. Natural disasters: tsunamis, earth quakes, volcanoes.

Please note that the order of lectures or its content is subject to updates during the semester.

<i>Tags</i>	Gender/diversity ; Sustainability
<i>Learning objectives</i>	Know research in frontier fields of economics. Understand economic behavior and market formation under non-standard conditions. Apply basic economic principles to real-world, yet unconventional examples. Be able to consider extreme events for policy-making. Know the importance of "black swan" events, violations of norms and frameworks as well as macroeconomic dynamics for ensuring resilience of economies.
<i>Prerequisites</i>	Knowledge of basic econometrics and microeconomics is recommended.
<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 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505645
<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 exam / 3 Credits
<i>Note</i>	Trigger warning: This lecture may cover sensitive topics including but not limited to disasters, violence, crime, diseases or death. Some lectures may be held outside of the classroom or university. Kindly inform the lecturer about any mobility limitations which he shall account for. Some lectures may be in a classroom or non-classroom environment that engages with your senses including but not limited to hearing, seeing or feeling. Such environments may hinder your regular standard learning experience, e.g. complete darkness in the classroom may not let you take notes. Please inform the lecturer about any learning difficulties which he shall account for.
<i>Auditors</i>	Yes
<i>Contact</i>	martin.mosler@iwp.swiss
<i>Literature</i>	Mandatory papers for each session will be indicated in the syllabus of the course and are accessible online.

Entrepreneurship

Lecturer	Dr. oec. Martin Murmann
Type of course	Lecture
Code	FS241226
Semester	Spring semester 2024
Department	Economics and Management
Study level	Bachelor
Date	We, 17.04.2024, 16:15 - 20:00, HS 8 We, 24.04.2024, 16:15 - 20:00, HS 8 We, 08.05.2024, 16:15 - 20:00, HS 8 We, 15.05.2024, 16:15 - 20:00, HS 8 We, 22.05.2024, 16:15 - 20:00, HS 8 We, 29.05.2024, 16:15 - 20:00, HS 8 We, 12.06.2024, 18:15 - 19:15, HS 1 (Examination)
Duration	2 hours per week per semester
Course content	The course will provide an introduction to entrepreneurship from both a practical and a general economic perspective.
Learning objectives	Gain an understanding of the economic value of entrepreneurship and obtain an overview over tools and techniques that many successful entrepreneurs use to assess the commercial potential of business ideas and develop them into businesses.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505646
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 exam; multiple choice / 3 Credits
Auditors	According to agreement
Contact	martin.murmann@business.uzh.ch
Literature	Barringer, B. and D., Ireland (2019): Entrepreneurship - Successfully Launching New Ventures, 6th, Global Edition, Pearson.

Introduction to Macroeconomics

Lecturer	Prof. Dr. Manuel Oechslin
Type of course	Lecture
Code	FS241228
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	Tu, 20.02.2024, 08:15 - 10:00, 4.B51 Tu, 27.02.2024, 08:15 - 10:00, 4.B51 Tu, 05.03.2024, 08:15 - 10:00, 4.B51 Tu, 12.03.2024, 08:15 - 10:00, 4.B51 Tu, 19.03.2024, 08:15 - 10:00, 4.B51 Tu, 26.03.2024, 08:15 - 10:00, ZOOM Tu, 09.04.2024, 08:15 - 10:00, 4.B51 Tu, 16.04.2024, 08:15 - 10:00, 4.B51 Tu, 23.04.2024, 08:15 - 10:00, 4.B51 Tu, 30.04.2024, 08:15 - 10:00, 4.B51 Tu, 07.05.2024, 08:15 - 10:00, 4.B51 Tu, 14.05.2024, 08:15 - 10:00, 4.B51 Tu, 21.05.2024, 08:15 - 10:00, 4.B51 Tu, 28.05.2024, 08:15 - 10:00, 4.B51 Tu, 28.05.2024, 08:15 - 09:15, HS 1 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	This introductory course is designed for students who are not pursuing a BA/MA degree in economics. It explores a range of critical economic questions, including: Why are economies sometimes hit by recessions, characterized by periods of declining output and rising unemployment? What causes some countries to regularly experience high unemployment rates, while others maintain full employment most of the time? Why has inflation returned so forcefully, and what can economic policy do to combat negative output growth, unemployment, and inflation? Introduction to Macroeconomics addresses these questions (and many others) in a systematic and transparent manner. Using a step-by-step approach, the course develops a coherent and highly tractable theoretical framework, known as the IS-LM-PC model. Additionally, the course includes three integrated problem-solving sessions to reinforce learning.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505647
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 exam / 3 Credits
Note	The handout «Introduction» (to be published on OLAT) provides a more detailed description of this course.
Auditors	No
Contact	manuel.oechslin@unilu.ch
Literature	- Required materials: eight handouts and a problem set (published on OLAT). - The course is based on the textbook Macroeconomics by Olivier Blanchard (2017, 7th edition)

Macroeconomics II

Lecturer	Prof. Dr. Manuel Oechslin
Type of course	Lecture
Code	FS241227
Semester	Spring semester 2024
Department	Economics and Management
Study level	Bachelor
Date	Tu, 20.02.2024, 10:15 - 12:00, 4.B55 Tu, 27.02.2024, 10:15 - 12:00, 4.B55 Tu, 05.03.2024, 10:15 - 12:00, 4.B55 Tu, 12.03.2024, 10:15 - 12:00, 4.B55 Tu, 19.03.2024, 10:15 - 12:00, 4.B55 Tu, 26.03.2024, 10:15 - 12:00, ZOOM Tu, 09.04.2024, 10:15 - 12:00, 4.B55 Tu, 16.04.2024, 10:15 - 12:00, 4.B55 Tu, 23.04.2024, 10:15 - 12:00, 4.B55 Tu, 30.04.2024, 10:15 - 12:00, 4.B55 Tu, 07.05.2024, 10:15 - 12:00, 4.B55 Tu, 14.05.2024, 10:15 - 12:00, 4.B55 Tu, 21.05.2024, 10:15 - 12:00, 4.B55 Tu, 28.05.2024, 10:15 - 12:00, 4.B55 Tu, 11.06.2024, 08:15 - 09:15, HS 10 (Examination) Tu, 11.06.2024, 08:15 - 09:15, HS 9 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	Why are some countries richer than others? What enables certain economies to sustain high growth rates for decades, while others suffer from economic stagnation? Does the scarcity of natural resources constrain economic growth? These are longstanding questions of interest to economists. This course offers an overview of the known answers. We begin by exploring the engines of economic growth: capital accumulation (both physical and human) and productivity improvements. Specifically, we investigate the extent to which variations in income across countries can be attributed to differences in human and physical capital accumulation, and how research and development can drive sustained productivity growth through technological improvements. We then delve into the deeper determinants of cross-country differences in accumulation and productivity, including the impact of institutions and geography.
Prerequisites	Macroeconomics I
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505649
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 (for module Vorlesung Makroökonomie II) Written examination / 6 Credits (for module Makroökonomie II (Vorlesung und Übung)) Written examination / 3 Credits (for module Weitere Studienleistungen im Bereich Volkswirtschaftslehre) Written examination / 6 Credits (for module Weitere Studienleistungen im Bereich Volkswirtschaftslehre)
Note	The handout «Facts to Be Explained» (to be published on OLAT) provides a more detailed description of this course. For courses consisting of lectures and tutorials, 6 credits are awarded. Credits can only be awarded to those who have successfully completed the examination. Depending on the course of study, the credits are booked differently. For students of Economics and Management the total of 6 credits are booked on the module "Lecture + Tutorial". For students of PPE 3 credits are booked on the module "Lecture" and 3 credits on the module "Tutorial".
Auditors	Yes
Contact	manuel.oechslin@unilu.ch
Literature	Required materials: nine handouts, a problem set, and an assignment (published on OLAT).

Macroeconomics I

Lecturer	Prof. Dr. Manuel Oechslin
Type of course	Lecture
Code	FS241229
Semester	Spring semester 2024
Department	Economics and Management
Study level	Bachelor
Date	Mo, 19.02.2024, 10:15 - 12:00, HS 9 Mo, 26.02.2024, 10:15 - 12:00, HS 9 Mo, 04.03.2024, 10:15 - 12:00, HS 9 Mo, 11.03.2024, 10:15 - 12:00, HS 9 Mo, 18.03.2024, 10:15 - 12:00, HS 9 Mo, 25.03.2024, 10:15 - 12:00, HS 9 Mo, 08.04.2024, 10:15 - 12:00, HS 9 Mo, 15.04.2024, 10:15 - 12:00, HS 9 Mo, 22.04.2024, 10:15 - 12:00, HS 9 Mo, 29.04.2024, 10:15 - 12:00, HS 9 Mo, 06.05.2024, 10:15 - 12:00, HS 9 Mo, 13.05.2024, 10:15 - 12:00, HS 9 Mo, 27.05.2024, 10:15 - 12:00, HS 9 Mo, 17.06.2024, 08:15 - 09:15, HS 10 (Examination) Mo, 17.06.2024, 08:15 - 09:15, HS 9 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	Why do economies sometimes experience recessions, characterized by declining output and rising unemployment? What factors contribute to persistent high unemployment rates in some countries, while others consistently maintain full employment? Recently, we have seen a forceful return of inflation – why is this happening? Additionally, what role can economic policy play in combating negative output growth, unemployment, and inflation? To systematically and transparently explore these questions (and many others), "Macroeconomics I" will develop a coherent and highly tractable theoretical framework using a step-by-step approach. This framework, known as the IS-LM-PC model, will also be applied towards the end of the course to analyze macroeconomic policy during the recent pandemic, among other real-world scenarios.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505648
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 (for module Vorlesung Makroökonomie I) Written examination / 6 Credits (for module Makroökonomie I (Vorlesung und Übung))
Note	The handout «Introduction» (published on OLAT) provides a more detailed description of this course. For courses consisting of lectures and tutorials, 6 credits are awarded. Credits can only be awarded to those who have successfully completed the examination. Depending on the course of study, the credits are booked differently. For students of Economics and Management the total of 6 credits are booked on the module "Lecture + Tutorial". For students of PPE 3 credits are booked on the module "Lecture" and 3 credits on the module "Tutorial".
Auditors	Yes
Contact	manuel.oechslin@unilu.ch
Literature	- Required materials: eight handouts, a problem set, and an assignment (published on OLAT). - The course is based on the textbook Macroeconomics by Olivier Blanchard (2017, 7th edition)

Advanced Strategic Management

<i>Lecturer</i>	Prof. Dr. Jan Pieper
<i>Type of course</i>	Lecture
<i>Code</i>	FS241230
<i>Semester</i>	Spring semester 2024
<i>Department</i>	Economics and Management
<i>Study level</i>	Master
<i>Date</i>	Th, 25.04.2024, 14:15 - 18:00, 3.B58 Fr, 26.04.2024, 08:15 - 12:00, 3.B58 Sa, 27.04.2024, 09:15 - 13:00, 3.A05 Th, 16.05.2024, 08:15 - 12:00, ZOOM Th, 23.05.2024, 14:15 - 18:00, 3.B58 Fr, 24.05.2024, 08:15 - 12:00, 3.B58
<i>Duration</i>	2 hours per week per semester
<i>Frequency</i>	Block course
<i>Course content</i>	In this course, we examine advanced themes and issues in the theory and practice of strategic management.
<i>Learning objectives</i>	To familiarize students with the dynamic nature of business and the role of strategic management in generating and sustaining competitive advantage.
<i>Prerequisites</i>	None.
<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 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505650
<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>	Individual/group presentation / 3 Credits
<i>Auditors</i>	According to agreement
<i>Contact</i>	jan.pieper@doz.unilu.ch
<i>Literature</i>	Johnson, J., Whittington, R., Regnér, P., Angwin, D., Johnson, G., & Scholes, K. (2020). Exploring strategy. Pearson UK. All mandatory and non-mandatory literature will be provided digitally by the lecturer.

Tutorial Macroeconomics II - Group 2

Lecturer	Alejandra Rodriguez-Morales, MSc Paula Sanchez Gil, MA
Type of course	Exercise
Code	FS241189
Semester	Spring semester 2024
Department	Economics and Management
Study level	Bachelor
Date	We, 21.02.2024, 10:15 - 12:00, HS 7 We, 28.02.2024, 10:15 - 12:00, HS 7 We, 06.03.2024, 10:15 - 12:00, HS 7 We, 13.03.2024, 10:15 - 12:00, HS 7 We, 20.03.2024, 10:15 - 12:00, HS 7 We, 27.03.2024, 10:15 - 12:00, HS 7 We, 10.04.2024, 10:15 - 12:00, HS 7 We, 17.04.2024, 10:15 - 12:00, HS 7 We, 24.04.2024, 10:15 - 12:00, HS 7 We, 01.05.2024, 10:15 - 12:00, HS 7 We, 08.05.2024, 10:15 - 12:00, HS 7 We, 15.05.2024, 10:15 - 12:00, HS 7 We, 22.05.2024, 10:15 - 12:00, HS 7 We, 29.05.2024, 10:15 - 12:00, HS 7
Duration	2 hours per week per semester
Frequency	weekly
Course content	The purpose of the tutorials is to give students a chance to advance their understanding of the course material by working on assignments with empirical and theoretical problems.
Prerequisites	None
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505667
Exam	Jointly with lecture (written closed-book exam tba)
Type of exam	By lecture examination / 3 Credits (for module Übung Makroökonomie II) By lecture examination / 0 Credits (for module Makroökonomie II (Vorlesung und Übung)) By lecture examination / 3 Credits (for module Weitere Studienleistungen im Bereich Volkswirtschaftslehre) By lecture examination / 0 Credits (for module Weitere Studienleistungen im Bereich Volkswirtschaftslehre)
Note	- The handout «Facts to Be Explained» (to be published on OLAT) provides a more detailed description of this course. For courses consisting of lectures and tutorials, 6 credits are awarded. Credits can only be awarded to those who have successfully completed the examination. Depending on the course of study, the credits are booked differently. For students of Economics and Management the total of 6 credits are booked on the module "Lecture + Tutorial". For students of PPE 3 credits are booked on the module "Lecture" and 3 credits on the module "Tutorial".
Auditors	No
Contact	alejandra.rodriguez@unilu.ch / paula.sanchez@unilu.ch
Literature	Required materials: nine handouts, a problem set, and an assignment (published on OLAT).

Tutorial Macroeconomics II - Group 1

Lecturer	Alejandra Rodriguez-Morales, MSc Paula Sanchez Gil, MA
Type of course	Exercise
Code	FS241188
Semester	Spring semester 2024
Department	Economics and Management
Study level	Bachelor
Date	We, 21.02.2024, 08:15 - 10:00, HS 7 We, 28.02.2024, 08:15 - 10:00, HS 7 We, 06.03.2024, 08:15 - 10:00, HS 7 We, 13.03.2024, 08:15 - 10:00, HS 7 We, 20.03.2024, 08:15 - 10:00, HS 7 We, 27.03.2024, 08:15 - 10:00, HS 7 We, 10.04.2024, 08:15 - 10:00, HS 7 We, 17.04.2024, 08:15 - 10:00, HS 7 We, 24.04.2024, 08:15 - 10:00, HS 7 We, 01.05.2024, 08:15 - 10:00, HS 7 We, 08.05.2024, 08:15 - 10:00, HS 7 We, 15.05.2024, 08:15 - 10:00, HS 7 We, 22.05.2024, 08:15 - 10:00, HS 7 We, 29.05.2024, 08:15 - 10:00, HS 7
Duration	2 hours per week per semester
Frequency	weekly
Course content	The purpose of the tutorials is to give students a chance to advance their understanding of the course material by working on assignments with empirical and theoretical problems.
Prerequisites	None
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505667
Exam	Jointly with lecture (written closed-book exam tba)
Type of exam	By lecture examination / 3 Credits (for module Übung Makroökonomie II) By lecture examination / 0 Credits (for module Makroökonomie II (Vorlesung und Übung)) By lecture examination / 3 Credits (for module Weitere Studienleistungen im Bereich Volkswirtschaftslehre) By lecture examination / 0 Credits (for module Weitere Studienleistungen im Bereich Volkswirtschaftslehre)
Note	- The handout «Facts to Be Explained» (to be published on OLAT) provides a more detailed description of this course. For courses consisting of lectures and tutorials, 6 credits are awarded. Credits can only be awarded to those who have successfully completed the examination. Depending on the course of study, the credits are booked differently. For students of Economics and Management the total of 6 credits are booked on the module "Lecture + Tutorial". For students of PPE 3 credits are booked on the module "Lecture" and 3 credits on the module "Tutorial".
Auditors	No
Contact	alejandra.rodriguez@unilu.ch / paula.sanchez@unilu.ch
Literature	Required materials: nine handouts, a problem set, and an assignment (published on OLAT).

Strategic Human Resource Management

Lecturer	Dr. oec. Anastasia Sapegina Delia Meyer, MSc
Type of course	Lecture
Code	FS241232
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	Mo, 19.02.2024, 10:15 - 12:00, 4.A05 Mo, 26.02.2024, 10:15 - 12:00, 4.A05 Mo, 04.03.2024, 10:15 - 12:00, 4.A05 Mo, 11.03.2024, 10:15 - 12:00, 4.A05 Mo, 18.03.2024, 10:15 - 12:00, 4.A05 Mo, 25.03.2024, 10:15 - 12:00, 4.A05 Mo, 08.04.2024, 10:15 - 12:00, 4.A05 Mo, 15.04.2024, 10:15 - 12:00, 4.A05 Mo, 22.04.2024, 10:15 - 12:00, 4.A05 Mo, 29.04.2024, 10:15 - 12:00, 4.A05 Mo, 06.05.2024, 10:15 - 12:00, 4.A05 Mo, 13.05.2024, 10:15 - 12:00, 4.A05 Mo, 27.05.2024, 10:15 - 12:00, 4.A05 Fr, 07.06.2024, 09:15 - 10:45, HS 10 (Examination)
Duration	2 hours per week per semester
Frequency	Weekly
Course content	<p>Welcome to the lecture Strategic Human Resource Management. Strategic Human Resource Management (SHRM) results from linking Strategic Management with Human Resources Management in the organization. Specifically, we discuss how Human Resource Management contributes to implementation of the organizational strategy and how it can shape the strategy development.</p> <p>By the end of this course, you should think systematically about how internal and external environmental forces and stakeholders shape HRM activities and you should be able to describe how specific HR practices can be used to increase business effectiveness.</p>
Learning objectives	Having actively participated in the lecture, you would be able to: 1. understand key concepts in SHRM 2. assess the contribution of SHRM to an organization's bottom line 3. identify the factors that give rise to different ways of managing human resources 4. apply strategic perspectives to HRM using case studies 5. critically engage with contemporary research and practice in the field of SHRM
Prerequisites	This is a core module for Master students. No further prerequisites are needed.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study.
	Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505643
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	Critical analysis of a journal article provided by the instructor (group work) 40% and final exam (individual work) 60% / 3 Credits
Auditors	According to agreement
Contact	anastasia.sapegina@unilu.ch / delia.meyer@unilu.ch
Literature	Selected chapters in: Wilkinson, A., & Dundon, T., Riedman, T. (2021). Contemporary Human Resource Management: Text and Cases. Sage.
	Additional references may be announced during the course.

Monetary Economics: Macroeconomic Fluctuations and Monetary Policy

Lecturer	Dr. Marcel Savioz
Type of course	Lecture
Code	FS241233
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	Mo, 19.02.2024, 14:15 - 16:00, 3.B52 Mo, 26.02.2024, 14:15 - 16:00, 3.B52 Mo, 04.03.2024, 14:15 - 16:00, 3.B52 Mo, 11.03.2024, 14:15 - 16:00, 3.B52 Mo, 18.03.2024, 14:15 - 16:00, 3.B52 Mo, 25.03.2024, 14:15 - 16:00, 3.B52 Mo, 08.04.2024, 14:15 - 16:00, 3.B52 Mo, 15.04.2024, 14:15 - 16:00, 3.B52 Mo, 22.04.2024, 14:15 - 16:00, 3.B52 Mo, 29.04.2024, 14:15 - 16:00, 3.B52 Mo, 06.05.2024, 14:15 - 16:00, 3.B52 Mo, 13.05.2024, 14:15 - 16:00, 3.B52 Mo, 27.05.2024, 14:15 - 16:00, 3.B52 Mo, 03.06.2024, 09:15 - 11:15, HS 7 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	The lecture deals with business cycle theory and monetary stabilization policy. First, we examine macroeconomic theories that point to real disturbances, such as technology shocks, as the main source of fluctuations in economic activity ('real business cycle models'). Second, we are learning models in which monetary disturbances, such as a change in interest rates, are also a source of economic fluctuations. Nominal rigidities or imperfect-information explain why monetary disturbances can have such real effects. In a third step, we analyze the consequences of real and monetary disturbances in the framework of 'dynamic stochastic general equilibrium' models (DSGE). We will examine monetary policy (e.g., 'optimal monetary policy') and 'unconventional monetary policy' (when the short-term interest rate reaches a lower limit). Finally, we will study the causes and remedies to financial crises, high inflation and hyperinflation. We will also touch on various current monetary policy issues.
Learning objectives	The objective is to learn the different models through verbal, graphical and formal means while successively developing the "tools of the trade" of modern macroeconomics.
Prerequisites	A bachelor's degree is recommended for participation in this course.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the credibility of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505653
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 exam / 3 Credits
Auditors	Yes
Contact	marcel.savioz@bluewin.ch
Literature	David Romer, Advanced Macroeconomics, Fifth Edition, McGraw-Hill 2019

Public Economics

Lecturer	Prof. Dr. Christoph A. Schaltegger
Type of course	Lecture
Code	FS241234
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	Th, 22.02.2024, 10:15 - 12:00, HS 10 Th, 29.02.2024, 10:15 - 12:00, HS 10 Th, 07.03.2024, 10:15 - 12:00, HS 10 Th, 14.03.2024, 10:15 - 12:00, HS 10 Th, 21.03.2024, 10:15 - 12:00, HS 10 Th, 28.03.2024, 10:15 - 12:00, HS 10 Th, 11.04.2024, 10:15 - 12:00, HS 10 Th, 18.04.2024, 10:15 - 12:00, HS 10 Th, 25.04.2024, 10:15 - 12:00, HS 10 Th, 02.05.2024, 10:15 - 12:00, HS 10 Th, 16.05.2024, 10:15 - 12:00, HS 10 Th, 23.05.2024, 10:15 - 11:45, HS 10 (Examination)
Duration	2 hours per week per semester
Frequency	Weekly
Course content	This is an advanced course in public sector economics whose purpose is to study the role of government in the economy. It covers basic issues in the treatment of externalities, optimal tax design, social insurance, fiscal sustainability and fiscal federalism with an emphasis on practical relevance and empirical evidence. Topics include public goods and externalities, efficiency costs and incidence of taxation, income taxation, labor supply responses to taxation, retirement policies, (re-)distribution of income, social mobility, fiscal and debt policy, budget rules, tax competition etc. The course specifically highlights and discusses Swiss evidence and experiences on these topics.
Learning objectives	Students will learn to understand key topics in public sector economics and how they are linked to economic policy issues. In addition, the course intends to advance students' development as applied economists by providing training in the knowledge transfer from scientific debate to policy solutions. While methodological concepts are important to understand the evidence on policy evaluation, they are not introduced for the sake of discussions on inference or modeling.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505654
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
Auditors	Yes
Contact	martin.mosler@iwip.swiss
Literature	Please see lecture slides.

International Trade

<i>Lecturer</i>	Dr. Ulrich Schetter David Torun, PhD
<i>Type of course</i>	Lecture
<i>Code</i>	FS241235
<i>Semester</i>	Spring semester 2024
<i>Department</i>	Economics and Management
<i>Study level</i>	Bachelor Master
<i>Date</i>	Th, 22.02.2024, 14:15 - 18:00, HS 5 Th, 29.02.2024, 14:15 - 18:00, HS 5 Th, 07.03.2024, 14:15 - 18:00, HS 5 Th, 14.03.2024, 14:15 - 18:00, ZOOM Th, 21.03.2024, 14:15 - 18:00, ZOOM Th, 28.03.2024, 14:15 - 15:45, HS 10 (Examination)
<i>Duration</i>	2 hours per week per semester
<i>Frequency</i>	weekly
<i>Course content</i>	<p>Why do countries trade, and who gains from trade liberalizations and globalization? To answer these central questions, this course provides an in-depth treatment of modern theories of international trade. We discuss their empirical validity and illustrate their relevance through anecdotal evidence.</p> <p>First, we review classical trade theory: trade occurs due to (i) productivity differences (Ricardo model) or (ii) different factor endowments (Heckscher-Ohlin). We investigate the general reason why there are gains from trade and discuss the empirical validity of classic trade models. Second, we analyze "gravity" models of international trade. We first discuss the Ricardian benchmark, the Eaton-Kortum (2002) model, and then turn to the new trade theory. Here, trade happens within industries (intra-industry) due to increasing returns to scale and love-of-variety. We consider the case of homogeneous firms (Krugman model) and heterogeneous firms (Melitz model). We finally discuss how these models give rise to a gravity equation and their empirical merit. We conclude by giving an outlook on other topics in international trade and related fields.</p>
<i>Learning objectives</i>	Understand why countries trade, how they (might) benefit from openness, and how to study international trade empirically. Be able to follow public and policy debates in this area and to form and express critical views. The students will understand and learn to apply central methods on which the literature on international trade is founded. This will enable them to conduct research – e.g. for their Master's or Ph.D. theses or in central banks – on topics related to international trade.
<i>Prerequisites</i>	Basics in micro- and macroeconomics. The course is designed for master and advanced bachelor students in economics.
<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 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study.
	Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505655
<i>Exam</i>	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 5 February - 1 March 2024 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
<i>Type of exam</i>	Written exam (80%) / Problem Set (20%) / 3 Credits
<i>Auditors</i>	Yes
<i>Contact</i>	ulrich.schetter@unipv.it / david.torun@unisg.ch
<i>Literature</i>	Robert C. Feenstra, Advanced International Trade: Theory and Evidence, Second Edition, Princeton University Press, 2016 (mandatory literature) Markusen, James, James Melvin, William Kaempfer, and Keith Markus; International Trade: Theory and Evidence, McGraw Hill, 1995 References to journal articles are given in class.

Topics in Pharmaceutical Economics

Lecturer	Dr. Nicolas Schreiner
Type of course	Seminar
Code	FS241240
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	Tu, 20.02.2024, 16:15 - 18:00, 3.B01 Tu, 27.02.2024, 16:15 - 18:00, 3.B01 Tu, 05.03.2024, 16:15 - 18:00, 3.B01 Tu, 12.03.2024, 16:15 - 18:00, 3.B01 Tu, 19.03.2024, 16:15 - 18:00, 3.B01 Tu, 26.03.2024, 16:15 - 18:00, 3.B01 Tu, 09.04.2024, 16:15 - 18:00, 3.B01 Tu, 16.04.2024, 16:15 - 18:00, 3.B01 Tu, 23.04.2024, 16:15 - 18:00, 3.B01 Tu, 30.04.2024, 16:15 - 18:00, 3.B01 Tu, 07.05.2024, 16:15 - 18:00, 3.B01 Tu, 14.05.2024, 16:15 - 18:00, 3.B01 Tu, 21.05.2024, 16:15 - 18:00, 3.B01 Tu, 28.05.2024, 16:15 - 18:00, 3.B01
Duration	2 hours per week per semester
Frequency	weekly
Course content	The aim of the course is to provide students with a robust understanding of specific issues in the market for pharmaceuticals. Students will be asked to read and summarize empirical research in order to answer real policy questions (problem-based learning). The topics covered in the course include pricing and price regulation, generic drugs, and the promotion of pharmaceuticals.
Learning objectives	The students are able to (a) effectively read, summarize, present, and discuss empirical research, (b) critically assess caveats in empirical papers (c) derive questions for future research
Prerequisites	Bachelor's degree. The students are expected to have a good knowledge of microeconomics and econometrics. The prior attendance of the lecture "The Economics of Pharmaceutical Markets" is an asset, but not a strict requirement (if there are too many students who would like to participate, priority will be given to students who successfully attended the lecture).
Language	English
Limitation	Max. 12 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505659
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 21 February - 1 March 2024 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Individual/group presentation / 6 Credits
Note	There will be lectures during a preparation phase (from February 20 to March 26) and six dates for the presentations (from April 09 to May 14). Students will have to submit their final report before May 28, 11.59 p.m.
Auditors	No
Contact	nicolas.schreiner@doz.unilu.ch nicolas.schreiner@css-institut.ch
Literature	Bhattacharya, Jay, Timothy Hyde and Peter Tu (2014), Health Economics, Palgrave Macmillan, New York. (Chapters 8, 12 – 14) Danzon, Patricia M. and Sean Nicholson (eds.) (2012), The Oxford Handbook of the Economics of the Biopharmaceutical Industry, Oxford University Press, New York Additional literature (e.g. the papers for the presentations) will be provided on OLAT.

Global Marketing Simulation

<i>Lecturer</i>	Christina Sichtmann
<i>Type of course</i>	Seminar
<i>Code</i>	FS241242
<i>Semester</i>	Spring semester 2024
<i>Department</i>	Economics and Management
<i>Study level</i>	Bachelor Master
<i>Date</i>	We, 28.02.2024, 16:15 - 18:00, HS 7 We, 24.04.2024, 16:15 - 18:00, HS 3 Mo, 13.05.2024, 14:15 - 20:00, HS 7 Tu, 14.05.2024, 14:15 - 20:00, HS 3 We, 15.05.2024, 14:15 - 20:00, HS 7
<i>Duration</i>	2 hours per week per semester
<i>Frequency</i>	Block course
<i>Course content</i>	<p>The objective of this strategy simulation course is to develop hands-on skills of how to make international marketing decisions. Emphasis is put on the computer simulation game Country Manager which focuses on the managerial issues arising when companies plan and execute market entry into new countries. This exercise allows students to experience the challenges pertaining to corresponding decisions by playing the role of a responsible manager for a major consumer products company. Students have to decide on the countries to enter, the mode of entry, the segments to target, and every aspect of the marketing mix (price, promotion, place and product) and will get immediate feedback on the consequences of their actions.</p> <p>Each participant will have to pay an amount of CHF 55 for the required software in the session on February 22nd, 2023. Please note that you cannot participate in the course without buying the software! Later payments are not possible!</p> <p>The course involves a combination of playing the simulation, discussion sessions and presentations, placing particular emphasis on student participation. All students must come prepared to all sessions. This is an integral part of the course and the material covered is relevant for further advancement in the simulation game.</p>
<i>Learning objectives</i>	<p>After completion of the course, participants should have gained a broad appreciation of critical decisions in international marketing, thus complementing the knowledge gained from (International) Marketing courses. More specifically, students should acquire the following by the end of the course:</p> <ul style="list-style-type: none"> • Understanding of fundamental issues in and approaches to global marketing • Ability to analyze global marketing situations and develop effective marketing plans and solutions • Appreciation of culture and its impact on marketing and management • Development of both independent and cooperative work skills for the international marketing profession
<i>Prerequisites</i>	Bachelor students should have taken a Global Marketing course. For master students this is recommended. At least they should have taken «Marketing Management».
<i>Language</i>	English
<i>Limitation</i>	Max. 50 participants
<i>Registration</i>	<p>To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study.</p> <p>Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505669</p>
<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/wfi/pruefungen
<i>Type of exam</i>	Performance in the simulation; written paper; speech / presentation / 3 Credits
<i>Auditors</i>	According to agreement
<i>Contact</i>	christina.sichtmann@doz.unilu.ch
<i>Literature</i>	<p>Materials provided with the software (included in fee)</p> <p>Hollensen, S. (2020): Global Marketing, 8th ed., Pearson</p>

Health Economics

Lecturer	Dr. rer. pol. Renate Susanna Strobl
Type of course	Master seminar
Code	FS241029
Semester	Spring semester 2024
Department	Health Sciences
Study level	Master
Date	We, 21.02.2024, 12:30 - 14:00, 3.B58 We, 28.02.2024, 12:30 - 14:00, 3.B58 We, 06.03.2024, 12:30 - 14:00, 3.B58 We, 13.03.2024, 12:30 - 14:00, 3.B58 We, 20.03.2024, 12:30 - 14:00, 3.B58 We, 27.03.2024, 12:30 - 14:00, 3.B58 We, 10.04.2024, 12:30 - 14:00, 3.B58 We, 17.04.2024, 12:30 - 14:00, 3.B58 We, 24.04.2024, 12:30 - 14:00, 3.B58 We, 01.05.2024, 12:30 - 14:00, 3.B58 We, 08.05.2024, 12:30 - 14:00, 3.B58 We, 15.05.2024, 12:30 - 14:00, 3.B58 We, 22.05.2024, 12:30 - 14:00, 3.B58 We, 29.05.2024, 12:30 - 14:00, 3.B58 Tu, 18.06.2024, 08:15 - 09:45, HS 9 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	What determines the demand and supply of health care? How do informational problems affect decisions in the health care market? What role does insurance play in the determination of demand and supply? Should governments regulate the health care market? These and other questions will be addressed in this introductory course in health economics. Topics include the demand for health and health care, the supply of health care, health insurance, the economics of health innovation, and public health economics. Economic principles will be applied to analyze current issues in the health system in Switzerland and in other countries, and we will discuss the relevance and limits of health economics to inform health policy and practice.
E-learning	Teaching material is provided via the e-learning platform moodle.
Learning objectives	The objectives of the course are: (i) to apply economic principles to describe and understand the behavior of key actors in the health system, (ii) to assess the functioning of health care markets from an economic perspective, and (iii) to demonstrate how economic analysis can be used to inform decision-making on all levels of the health system.
Prerequisites	Overall grade of 4.0 or better.
Language	English
Limitation	priority MSc Health Sciences students Mandatory for all students in the Major "Health Economics and Policy".
Registration	https://elearning.hsm-unilu.ch/course/view.php?id=698
Exam	Final written exam.
Type of exam	Final written exam / 3 Credits
Note	The lecture overlaps to a large extent with the Bachelor lecture "Einführung in die Gesundheitsökonomie" (GMF/Strobl) and is therefore not recommended for students who have already taken this course.
Auditors	Yes
Contact	renate.strobl@unilu.ch
Material	Teaching material is based on slides, worksheets, and selected book chapters.
Literature	Readings for this course are Bhattacharya J, Hyde T, Tu P (2013) Health Economics, Palgrave Macmillan. Folland S, Goodman AC, Stano M (2013) The Economics of Health and Health Care, International Edition, 7e, Pearson. The textbooks are available in the library. In addition, there will be slides for each lecture.

Introduction to Health Services Research – Methods and Applications

Lecturer	Dr. Maria Trottmann
Type of course	Lecture
Code	FS241247
Semester	Spring semester 2024
Department	Economics and Management
Study level	Bachelor Master
Date	Tu, 20.02.2024, 18:15 - 20:00, 4.B47 Tu, 27.02.2024, 18:15 - 20:00, 4.B47 Tu, 05.03.2024, 18:15 - 20:00, 4.B47 Tu, 12.03.2024, 18:15 - 20:00, 4.B47 Tu, 19.03.2024, 18:15 - 20:00, 4.B47 Tu, 26.03.2024, 18:15 - 20:00, 4.B47 Tu, 09.04.2024, 18:15 - 20:00, 4.B47 Tu, 16.04.2024, 18:15 - 20:00, 4.B47 Tu, 23.04.2024, 18:15 - 20:00, 4.B47 Tu, 30.04.2024, 18:15 - 20:00, 4.B47 Tu, 07.05.2024, 18:15 - 20:00, 4.B47 Tu, 14.05.2024, 18:15 - 20:00, 4.B47 Tu, 21.05.2024, 18:15 - 20:00, 4.B47 Tu, 28.05.2024, 18:15 - 20:00, 4.B47
Duration	2 hours per week per semester
Frequency	Weekly
Course content	<p>Health Services Research systematically evaluates the effectiveness of health interventions within real-world contexts. In contrast to clinical research, which concentrates on the development and assessment of medical treatments, health services research aims to identify optimal strategies for the organization, management, financing, and ongoing enhancement of care and assistance for patients and the broader population. This inherently interdisciplinary field integrates methodologies and perspectives from health economics, psychology, sociology, epidemiology, medicine, and management.</p> <p>Throughout the course, we follow the advice of Prof. Dawn-Marie Walker who said "The best way to learn about research is to actually do it". Students, either individually or in small groups of 2-3 members, will undertake their statistical analyses employing real-world data provided by a Swiss insurer. The instructional journey starts with a comprehensive understanding of the data, its contextual relevance, and the identification of relevant literature to underpin the project. Subsequent tasks include the formulation of a research question and the development of a statistical analysis plan. Descriptive and graphical analysis of the data pave the way for hypothesis testing and the subsequent interpretation of findings. Each of these steps will be explained and accompanied by illustrative code in the statistical software R. Prior experience with R or similar statistical software is advantageous, but not a mandatory prerequisite.</p>
Learning objectives	Goals and principal methods in health services research. Practical experience conducting a statistical research project using real world data.
Prerequisites	• Introductory course in statistical methods • Experience working with a statistical software such as R or Stata would be a plus
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study.
	Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505662
Exam	The written paper will be separated into six separate home work assignments: Deadline for 1. home work assignment: Mon, 25.03.2024 Deadline for 2. home work assignment: Sat, 06.04.2024 Deadline for 3. home work assignment: Mon, 15.04.2024 Deadline for 4. home work assignment: Mon, 29.04.2024 Deadline for 5. home work assignment: Mon, 06.05.2024 Deadline for 6. home work assignment: Mon, 13.05.2024 Oral presentation and discussion: Tue, 21.05.2024 Students will individually do a short oral presentation of the project, followed by a discussion with the teacher. ***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 discussion (40%), written paper separated into six home work assignments (10% each) / 3 Credits
Auditors	Yes
Contact	maria.trottmann@swica.ch
Literature	Walker, Dawn-Marie (ed). 2014. "An Introduction to health services research". Los Angeles: SAGE Publications. ISBN 978-1-4462-4739-6 Motheral, Brenda et al. 2003. „A Checklist for Retrospective Database Studies—Report of the ISPOR Task Force on Retrospective Databases". Value in Health 6 (2): 90–97. https://doi.org/10.1046/j.1524-4733.2003.00242.x Pflichtlektüre: Kennedy, Peter E. „Sinning in the Basement: What Are the Rules? The Ten Commandments of Applied Econometrics". Journal of Economic Surveys 16, Nr. 4 (September 2002): 569–89. https://doi.org/10.1111/1467-6419.00179

Branding in Fashion and Luxury Markets

Lecturer	Prof. Dr. Luca Visconti
Type of course	Lecture
Code	FS241248
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	Th, 22.02.2024, 14:15 - 18:00, 3.B48 Fr, 23.02.2024, 08:15 - 14:00, 3.B48 Th, 18.04.2024, 14:15 - 18:00, HS 2 Fr, 19.04.2024, 08:15 - 14:00, 4.B54 Th, 16.05.2024, 14:15 - 18:00, HS 5 Fr, 17.05.2024, 08:15 - 14:00, 4.B54 We, 05.06.2024, 14:15 - 15:00, HS 8 (Examination)
Duration	2 hours per week per semester
Frequency	Block course
Course content	<p>The Course targets students interested in developing a theoretical and practical understanding of brand management in the context of fashion and luxury markets. Following an introductory discussion of the specificities of branding within a brand economy and of branding in the luxury context, participants will learn two radically distinct approaches to branding. First, a product-plus approach that considers brands as add-ons to products/services/ experiences. Second is a holistic brand approach, which considers brands the cornerstone of a company's marketing strategy and its most valuable asset. The Course engages students in potentially rich and critical discussions about brands' function, nature, construction, and execution, which address contemporary issues such as gender fluidity, inclusivity, democratization of luxury, and sustainability. The discussion combines research-driven evidence with real-life examples. In detail, the Course covers the following parts:</p> <p>(1) from trademarks to branding;</p> <p>(2) branding in the creative and luxury industries;</p> <p>(3) effects of brands on consumers;</p> <p>(4) managing luxury brands (codification, sense of purpose, and narrative contents).</p>
Tags	Gender/diversity
Learning objectives	This Course aims at (1) developing a multidisciplinary and multi-epistemological understanding of processes behind luxury brand management and consumer interaction with creative/luxury brands; (2) improving students' ability in designing and fostering luxury brand recognition (brand morphology), brand essence (brand axiology), and brand narratives (brand storytelling); and, (3) complementing theoretical understanding of luxury branding with in-field practical experience.
Prerequisites	No prerequisite.
Language	English
Limitation	Max. 40 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study.
	Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505663
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/wfi/pruefungen
Type of exam	Written exam (multiple choice) / 3 Credits
Auditors	According to agreement
Contact	luca.visconti@usi.ch
Literature	<p>Holt, Douglas B. (2012), <i>How Brands Become Icons</i>, Boston, MA: Harvard Business School Press, chapters 1 and 2.</p> <p>Keller, Kevin L. (2012), <i>Strategic Brand Management</i>, Upper Saddle River, NJ: Prentice-Hall, fourth edition, chapters 1; 2; 3; 4; 7; 8; 9; 10; 11.</p> <p>Visconti, Luca M. (2020), "Communicating Luxury Brands through Stories," in Felicitas Morhart, Sandor Czellar, and Keith Wilcox (ed.), <i>Research Handbook on Luxury Branding</i>, Cheltenham, UK: Edward Elgar Publishing, 225-247.</p>

Business Process Management

Lecturer	Prof. Dr. Jan vom Brocke
Type of course	Lecture
Code	FS241249
Semester	Spring semester 2024
Department	Economics and Management
Study level	Master
Date	Fr, 03.05.2024, 08:15 - 14:00, 3.B48 Sa, 04.05.2024, 08:15 - 14:00, 4.B51 Fr, 10.05.2024, 08:15 - 16:00, 3.B48 Sa, 11.05.2024, 08:15 - 14:00, 3.B48
Duration	2 hours per week per semester
Frequency	Block course
Course content	Managing business processes has always been key to management science and practice. Today, driven by pervasive digitalization, capabilities of analyzing, improving and innovating business processes are of ever higher importance than ever before. They are subject to everyday business and for many organizations they are vital for succeeding in competitive markets. Innovative technology, such as blockchain, data analytics, artificial intelligence and Internet of Things (IoT), in specific, drive both speed and extent of market change. Modern business process management (BPM) does not only focus on processes inside an organization, but increasingly focusses on creating and managing processes in emerging ecosystems of co-innovating organizations. Against this backdrop, this lecture provides a theoretically sound and practically relevant introduction to Business Process Management (BPM). In a nutshell, BPM concerns the development of capabilities to plan, design and manage work in organizations. While early contributions to BPM have primarily focused on modeling processes, contemporary BPM – as thought in this class – focuses on the development of organizational capabilities to empowering enterprises to compete in excellence and innovation. Contemporary BPM enables organization to continuously reflect their business processes, and evaluate them in light of dynamically changing markets and technology. It provides means for managers to systematically analyze and engineer as well as to successfully transform processes. The course applies a well-established Six Elements Framework for BPM, comprising of capabilities in: Strategic Alignment, Governance, Methods, IT, People und Culture. Each capability area will be introduced in detail and cases will be discussed to how organizations develop capabilities across all six capability areas. The framework also provides the structure for two seminal BPM books we use in class: the BPM Handbook and the BPM Cases Book. That way, students will be provided a well thought through structure that is used throughout class as well in the reading material.
Learning objectives	Participants will be able to (1) Use BPM as an approach for systematically designing and managing business processes in organizations (2) Develop tailor-made BPM-strategies and roadmaps considering the specific requirements of an organization (3) Systematically design processes, to efficiently implement both existing business and new business opportunities (4) Systematically consider both challenges and opportunities of digital innovation and transformation in their BPM work (5) Provide an organizational frame to allow for continuing and sustaining BPM in organizations as new challenges and opportunities arise in ever faster speed
Prerequisites	Bachelor degree in a business or computer science related topic.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 5 February – 1 March 2024. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: https://lms.uzh.ch/url/RepositoryEntry/17498505664
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/wfi/pruefungen
Type of exam	Individual/group presentation / 3 Credits
Auditors	Yes
Contact	jan.vom.brocke@uni.li http://www.janvombrocke.com
Literature	vom Brocke, J., Mendling, J., Rosemann, M. (2021), BPM Cases. Digital Transformation – Strategy, Processes and Execution, Berlin: Springer, pp. 1-17. * vom Brocke, J., Mendling, J. (Eds.) (2018), BPM Cases. Digital Innovation and Business Transformation in Practice, Berlin: Springer, pp. 1-36. * vom Brocke, J., Rosemann, M. (Eds.) (2015), Handbook on Business Process Management (International Handbooks on Information Systems) (Vols. 1 and 2). 2nd edition, Berlin: Springer, pp. 105 - 122. vom Brocke, J., & Rosemann, M. (2014). Business Process Management. In Wiley Encyclopedia of Management : Volume 7. Management Information Systems, 2014 vom Brocke, J., Schmiedel, T., Recker, J., Trkman, P., Mertens, W., & Viaene, S. (2014). Ten Principles of Good Business Process Management. Business Process Management Journal (BPMJ), 20(4), pp. 530-548. Free access to articles via the lecturer's website: http://www.janvombrocke.com * available at "Studiladen"