

Suchergebnisse Fakultät/Fach "Wirtschaftswissenschaftliche Fakultät", Studienstufe "Bachelor, Master", Sprache "Englisch", Semester "FS25"

Veranstaltungen

Code	Art	Dozent/in	Bezeichnung	Termin	Raum	Seite
FS251012	VL	Affolter / Mostowfi	Corporate Finance	14-tägl. Mi, 16:15 - 20.00 Einzeltermine	div.	3
FS251013	WOS	Bäurle / Bachmann	Forecasting in Economics and Business	wö. Do, 08:15 - 10.00 Einzeltermine	div.	4
FS251133	VL	Beeler / Havranek / Hug	Analysis of Routinely Collected Healthcare Data (ARCHD)	wö. Mo, 14:15 - 18.00 wö. Mi, 09:15 - 12.00 Einzeltermine	div.	4
FS251404	VL	Bigler	Climate Economics	wö. Mo, 14:15 - 16.00 Einzeltermine	div.	6
FS251088	VLUEB	Boes	Economic Evaluation in Health Care	wö. Di, 09:15 - 12.00 Einzeltermine	div.	7
FS251087	VLUEB	Boes / Ackermann / Sepin	Advanced Quantitative Methods	wö. Di, 12:30 - 14.00 wö. Mi, 14:15 - 16.00 Einzeltermine	div.	7
FS251020	VL	Bozkurt Umur	Market Research in Practice	wö. Mi, 10:15 - 12.00	HS 6	9
FS251597	VL	Brandes	Services Marketing	wö. Do, 12:15 - 14.00 Einzeltermine	div.	10
FS251024	VL	Brandes	Brand Management	Einzeltermine	div.	11
FS251025	VL	Bretscher	Corporate Valuation	14-tägl. Mo, 12:15 - 16.00 Einzeltermine	div.	12
FS251026	WOS	Cabane	Data Visualization	wö. Do, 14:15 - 18.00	HS 13	13
FS251027	VL	Chakkol	Operations and Supply Chain Management	14-tägl. Di, 14:15 - 18.00 Einzeltermine	div.	14
FS251028	VL	Cilurzo / Habicht	Unsupervised Machine Learning	14-tägl. Mi, 16:15 - 20.00 Einzeltermine	div.	15
FS251550	MSE	De Angelis	Data Mining for Political and Social Sciences using R	Einzeltermine	div.	16
FS251132	VL	Egli	Strategies and Incomplete Information	wö. Do, 16:15 - 18.00 Einzeltermine	div.	17
FS251029	VL	Emons	Industrial Economics	wö. Do, 14:15 - 16.00 Einzeltermine	div.	18
FS251030	UEB	Fischer	Tutorial Macroeconomics I - Group 1	wö. Di, 08:15 - 10.00 Einzeltermine	div.	19
FS251073	UEB	Fischer	Tutorial Macroeconomics I - Group 2	wö. Di, 10:15 - 12.00 Einzeltermine	div.	20
FS251031	PRX	Forrer	Doing Business in Africa - Field Course in Ghana	Einzeltermine	div.	21
FS251036	VL	Giangreco	Data Modeling and Database Systems	Einzeltermine	div.	22
FS251118	SEM	Kauer	International Comparison of Health Care Systems	wö. Do, 10:15 - 12.00 Einzeltermine	div.	23
FS251117	WOS	Kauer	Health Impact Assessment	wö. Di, 16:15 - 18.00	3.B48	24
FS251181	WOS	Mathis	Law and Economics of Organizations			25
FS251045	SEM	May / Pletscher	Inspiring Leadership	Einzeltermine	div.	26
FS251047	VL	Moser / Savioz	Introduction to Cryptocurrencies, Stablecoins, and Central Bank Digital Currencies	wö. Mo, 12:15 - 14.00 Einzeltermine	div.	27

FS251048	VL	Mosler	Extreme Economics	wö. Mi, 12:15 - 14.00 Einzeltermine	div.	27
FS251051	VL	Murmann	Entrepreneurship	wö. Mi, 16:15 - 20.00 Einzeltermine	div.	29
FS251053	VL	Oechslin	Macroeconomics II	wö. Di, 10:15 - 12.00 Einzeltermine	div.	30
FS251054	VL	Oechslin	Macroeconomics I	wö. Mo, 10:15 - 12.00 Einzeltermine	div.	31
FS251052	VL	Oechslin	Introduction to Macroeconomics	wö. Di, 08:15 - 10.00 Einzeltermine	div.	32
FS251056	VL	Pieper	Advanced Strategic Management	Einzeltermine	div.	33
FS251057	UEB	Rodriguez-Morales	Tutorial Macroeconomics II - Group 2	wö. Mi, 10:15 - 12.00	HS 8	34
FS251058	UEB	Rodriguez-Morales	Tutorial Macroeconomics II - Group 1	wö. Mi, 08:15 - 10.00	HS 8	35
FS251060	VL	Sapegina / Meyer	Strategic Human Resource Management	wö. Mo, 10:15 - 12.00 Einzeltermine	div.	36
FS251061	VL	Savioz	Monetary Economics: Economic Fluctuations, Inflation and Monetary Policy	wö. Mo, 14:15 - 16.00 Einzeltermine	div.	37
FS251062	VL	Schaltegger	Public Economics	wö. Do, 10:15 - 12.00 Einzeltermine	div.	38
FS251067	SEM	Schreiner	Topics in Pharmaceutical Economics	wö. Di, 16:15 - 18.00	4.B47	39
FS251068	SEM	Sichtmann	Global Marketing Simulation	Einzeltermine	div.	40
FS251041	VL	Strittmatter	Causal Machine Learning	Einzeltermine	div.	41
FS251090	MSE	Strobl	Health Economics	wö. Mi, 12:30 - 14.00 Einzeltermine	div.	42
FS251074	VL	Trottmann	Introduction to Health Services Research – Methods and Applications	wö. Di, 18:15 - 20.00	3.B47	43
FS251075	VL	Visconti	Branding in Fashion and Luxury Markets	Einzeltermine	div.	44
FS251076	VL	vom Brocke	Business Process Management	Einzeltermine	4.B54	45

Corporate Finance

Dozent/in	Prof. Dr. oec. Beat Affolter Prof. Dr. Mehdi Mostowfi
Veranstaltungsart	Vorlesung
Code	FS251012
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Mi, 19.02.2025, 16:15 - 20:00 Uhr, 4.B55 Mi, 05.03.2025, 16:15 - 20:00 Uhr, 4.B55 Mi, 19.03.2025, 16:15 - 20:00 Uhr, 4.B55 Mi, 02.04.2025, 16:15 - 20:00 Uhr, 4.B55 Mi, 16.04.2025, 16:15 - 20:00 Uhr, 4.B55 Mi, 30.04.2025, 16:15 - 20:00 Uhr, 4.B55 Mi, 14.05.2025, 16:15 - 20:00 Uhr, 4.B55 Mi, 28.05.2025, 17:15 - 18:15 Uhr, HS 9 Mi, 28.05.2025, 16:15 - 20:00 Uhr, 4.B55
Umfang	2 Semesterwochenstunden
Inhalt	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. Risk and return: Portfolio theory and capital asset pricing model and its critique, risk and return of financial instruments, cost of capital Investment decision: Net present value, IRR, application and problems in practice 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) Debt financing: bond financing, bond valuation, bond duration Equity financing: Overview of sources in the context of raising equity capital, Private Equity / Venture Capital Financing, Seasoned Offerings, IPOs (Unseasoned Offerings) 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.
Schlagworte	Nachhaltigkeit
Lernziel	- 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.
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17654940196
Prüfung	***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
Prüfungsmodus	Written exam / 3 Credits
Hörer/-innen	Ja
Kontakt	beat.affolter@zhaw.ch / mehdi.mostowfi@zhaw.ch
Literatur	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

Dozent/in	Dr. rer. oec. Gregor Bäurle Dr. rer. oec. Andreas Bachmann
Veranstaltungsart	Workshop
Code	FS251013
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Do, 20.02.2025, 08:15 - 10:00 Uhr, 4.B51 Do, 06.03.2025, 08:15 - 10:00 Uhr, 4.B51 Do, 13.03.2025, 08:15 - 10:00 Uhr, 4.B51 Do, 20.03.2025, 08:15 - 10:00 Uhr, 4.B51 Do, 27.03.2025, 08:15 - 10:00 Uhr, 4.B51 Do, 03.04.2025, 08:15 - 10:00 Uhr, 4.B51 Do, 10.04.2025, 08:15 - 10:00 Uhr, 4.B51 Do, 17.04.2025, 08:15 - 10:00 Uhr, 4.B51 Do, 01.05.2025, 08:15 - 10:00 Uhr, 4.B51 Do, 08.05.2025, 08:15 - 10:00 Uhr, 4.B51 Do, 15.05.2025, 08:15 - 10:00 Uhr, 4.B51 Do, 15.05.2025, 10:15 - 12:00 Uhr Do, 22.05.2025, 08:15 - 10:00 Uhr, 4.B51
Umfang	2 Semesterwochenstunden
Tumus	weekly
Inhalt	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.
Lernziel	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.
Voraussetzungen	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.
Sprache	Englisch
Begrenzung	Max. 20 participants
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17654940198
Prüfung	***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
Prüfungsmodus	Written paper, individual / group presentation / 3 Credits
Hörer/-innen	Nach Vereinbarung
Kontakt	gregor.baeurle@snb.ch / andreas.bachmann@doz.unilu.ch
Literatur	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)

Dozent/in	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
Veranstaltungsart	Vorlesung
Code	FS251133
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Gesundheitswissenschaften
Studienstufe	Master
Termine	Mi, 19.02.2025, 09:15 - 12:00 Uhr, E.508 Mi, 26.02.2025, 09:15 - 12:00 Uhr, E.508 Mi, 05.03.2025, 09:15 - 12:00 Uhr, E.508 Mi, 12.03.2025, 09:15 - 12:00 Uhr, E.508 Mi, 19.03.2025, 09:15 - 12:00 Uhr, E.508 Mi, 26.03.2025, 09:15 - 12:00 Uhr, E.508 Mo, 31.03.2025, 14:15 - 18:00 Uhr, 3.A05 (Prüfung) Mi, 02.04.2025, 09:15 - 12:00 Uhr, E.508

	Mi, 09.04.2025, 09:15 - 12:00 Uhr, E.508 Mi, 16.04.2025, 09:15 - 12:00 Uhr, E.508 Mo, 28.04.2025, 14:15 - 18:00 Uhr, 3.A05 Mo, 05.05.2025, 14:15 - 18:00 Uhr, 3.A05 Mo, 12.05.2025, 14:15 - 18:00 Uhr, 3.A05 Mo, 19.05.2025, 14:15 - 18:00 Uhr, 3.A05 (Prüfung)
Umfang	4 Semesterwochenstunden
Inhalt	In healthcare, increasing amounts of 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. 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. Curiosity is an asset in the course “Analysis of Routinely Collected Healthcare Data (ARCHD)”. The students will get the opportunity to exploratively work on anonymized but real patient data routinely collected in electronic health records (e.g. the MIMIC patient datasets). The students will get to know scientific articles based on such data, will practice the handling of large patient datasets, will learn how to process and analyse data and how to apply appropriate statistical methods and machine learning for research purposes. During this course, 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, preprocessing the data, selecting suitable statistical methods, performing these analyses, and interpreting their findings. Thus, the capstone project will bridge the gap between course work and real-world application. This course will optimally prepare students who are planning to do a quantitative Master’s thesis using real-world data.
ELeaming	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. In this course, the students will work on their own devices (tutorials, exercises, MIMIC patient data analysis).
Lernziel	After having completed this course, 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
Voraussetzungen	Prerequisites: • Become a credentialed user by following the instructions on https://mimic.mit.edu/docs/gettingstarted/ before the start of the course. • It’s a hands-on course: Bring your own device. Recommended courses: • Data Modeling and Database Systems Dr. Ivan Giangreco • Advanced Quantitative Methods Prof. Stefan Boes
Sprache	Englisch
Begrenzung	This is a core course in the major "Health Data Science"
Anmeldung	https://elearning.hsm-unilu.ch/course/view.php?id=815
Prüfung	1) First oral presentation with slides of a scientific article, on March 31, 2025, during course (not graded) (submission of slides on March 30, 2025) 2a) Submission of written abstract on May 18, 2025, on student’s own capstone project developed during the course (not graded*) 2b) Submission of code on May 18, 2025: 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 capstone project on May 19, 2025, during course (mean of the three examiners’ grades; *abstract and or code may be considered in cases of disagreement between examiners) (submission of slides on May 18, 2025) IMPORTANT: In order to earn credits and participate at the exam registration via Uni Portal within the exam registration period is MANDATORY. Further information: www.unilu.ch/en/study/courses-exams-regulations/health-sciences-and-medicine/exams/
Prüfungsmodus	First oral presentation with slides, Written abstract, Second oral presentation with slides / 6 Credits
Hinweis	Teaching methods: Longitudinal course 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.
Hörer/-innen	Nein
Kontakt	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.
Literatur	While slides and selected scientific articles will be presented and discussed, in this course 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.

Climate Economics

Dozent/in	Dr. rer. oec. Patrick Bigler
Veranstaltungsart	Vorlesung
Code	FS251404
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Mo, 17.02.2025, 14:15 - 16:00 Uhr, E.509 Mo, 24.02.2025, 14:15 - 16:00 Uhr, E.509 Mo, 10.03.2025, 14:15 - 16:00 Uhr, E.509 Mo, 17.03.2025, 14:15 - 16:00 Uhr, E.509 Mo, 24.03.2025, 14:15 - 16:00 Uhr, E.509 Mo, 31.03.2025, 14:15 - 16:00 Uhr, E.509 Mo, 07.04.2025, 14:15 - 16:00 Uhr, E.509 Mo, 14.04.2025, 14:15 - 16:00 Uhr, E.509 Mo, 28.04.2025, 14:15 - 16:00 Uhr, E.509 Mo, 05.05.2025, 14:15 - 16:00 Uhr, E.509 Mo, 12.05.2025, 14:15 - 16:00 Uhr, E.509 Mo, 19.05.2025, 14:15 - 16:00 Uhr, E.509 Mo, 19.05.2025, 14:15 - 15:45 Uhr, HS 7 (Prüfung) Mo, 26.05.2025, 14:15 - 16:00 Uhr, E.509
Umfang	2 Semesterwochenstunden
Tumus	weekly
Inhalt	This course introduces students to the economic analysis of climate change and wants to illustrate how climate change is an unintended consequence of economic activities, but also how economists can provide and implement solutions to specific problems related to climate change. Various concepts such as public goods, carbon pricing, quantification of economic damages from climate change as well as the social costs of carbon will be introduced and discussed. Both the theoretical foundations of these concepts as well as benefits, shortcomings and challenges will be discussed. The second part focuses on two specific subfields. First, we study energy markets and the role of decarbonizing energy markets in climate change mitigation. Important concepts such as the merit-order effect, levelized costs of electricity generation as well as energy efficiency measures and energy poverty will be illustrated. Second, the focus will be on the global dimension and coordination issues in international climate change negotiations. Alternative solutions to international treaties and potential disadvantages and solutions to unilateral climate policies will be discussed. The course is structured in five block which all consist of a lecture, the reading of a scientific publication, and a short exercise. All content will be discussed during the sessions.
Lernziel	1. Students understand economic concepts related to environmental, climate and climate change economics. They understand the contribution economics can deliver in measuring climate change impacts and advancing climate change mitigation. 2. Students can explain how damages caused by climate change are quantified. They can differentiate between integrated assessment models and sectoral based approaches and explain the differences. They can judge and assess the social costs of carbon delivered by the different methods. Furthermore, they understand abatement costs and what they measure. 3. Students can differentiate between market based and direct regulation for climate change mitigation. They can explain and evaluate the two dominant market-based instruments of carbon taxes and emission certificates. 4. Students understand energy markets and the challenges of the energy transition. They can explain the essential role of energy markets in climate change mitigation. 5. Students understand opportunities and challenges of international climate change cooperation. They can differentiate between production- and consumption-based emissions, understand the problem of carbon leakage and potential alternative solutions to international climate agreements.
Voraussetzungen	Basic knowledge in Microeconomics.
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17654940204
Prüfung	***IMPORTANT*** In order to take part in the examination, registration via the UniPortal within the examination registration period is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Prüfungsmodus	Written exam / 3 Credits
Hörer/-innen	Ja
Kontakt	patrick.bigler@unil.ch / patrick.bigler@doz.unilu.ch
Literatur	Tol, R. S. (2023). Climate economics: economic analysis of climate, climate change and climate policy. Edward Elgar Publishing. Mandatory reading: - Stavins, R. N. (2011). The problem of the commons: Still unsettled after 100 years. American Economic Review, 101(1), 81-108. - Auffhammer, M. (2018). Quantifying economic damages from climate change. Journal of Economic Perspectives, 32(4), 33-52. - Timilsina, G. R. (2022). Carbon taxes. Journal of Economic Literature, 60(4), 1456-1502. - Covert, T., Greenstone, M., & Knittel, C. R. (2016). Will we ever stop using fossil fuels?. Journal of Economic Perspectives, 30(1), 117-138. - Clausing, K. A., & Wolfram, C. (2023). Carbon border adjustments, climate clubs, and subsidy races when climate policies vary. Journal of Economic Perspectives, 37(3), 137-162.

Economic Evaluation in Health Care

Dozent/in	Prof. Dr. Stefan Boes
Veranstaltungsart	Vorlesung/Übung
Code	FS251088
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Gesundheitswissenschaften
Studienstufe	Master
Termine	Di, 18.02.2025, 09:15 - 12:00 Uhr, 3.B58 Di, 25.02.2025, 09:15 - 12:00 Uhr, 3.B58 Di, 04.03.2025, 09:15 - 12:00 Uhr, 3.B58 Di, 11.03.2025, 09:15 - 12:00 Uhr, 3.B58 Di, 18.03.2025, 09:15 - 12:00 Uhr, 3.B58 Di, 25.03.2025, 09:15 - 12:00 Uhr, 3.B58 Di, 01.04.2025, 09:15 - 12:00 Uhr, 3.B58 Di, 08.04.2025, 09:15 - 12:00 Uhr, 3.B58 Di, 15.04.2025, 09:15 - 12:00 Uhr, 3.B58 Di, 06.05.2025, 09:15 - 12:00 Uhr, 3.B58 Di, 13.05.2025, 09:15 - 12:00 Uhr, 3.B58 Di, 20.05.2025, 09:15 - 12:00 Uhr, 3.B58 Di, 27.05.2025, 09:15 - 12:00 Uhr, 3.B58 Fr, 13.06.2025, 14:00 - 15:30 Uhr, HS 10 (Prüfung)
Umfang	4 Semesterwochenstunden
Tumus	weekly
Inhalt	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.
ELeaning	Teaching material is provided via the e-learning platform moodle.
Lernziel	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.
Voraussetzungen	Overall grade of 4.0 or better.
Sprache	Englisch
Begrenzung	priority MSc Health Sciences students
Anmeldung	https://elearning.hsm-unilu.ch/course/view.php?id=823
Prüfung	Grading is based on a written exam. The date for the exam will be communicated on the faculty website. The exam is closed book and contains open questions and questions in the style of the class exercises. A grade of 4.0 or higher is required to successfully complete the course. In case of a grade lower than 4.0, the exam can be repeated in the next examination period. IMPORTANT: In order to earn credits and participate at the exam registration via Uni Portal within the exam registration period is MANDATORY. Further information: www.unilu.ch/en/study/courses-exams-regulations/health-sciences-and-medicine/exams/
Prüfungsmodus	Final written examination and homework assignments / 6 Credits
Hinweis	Teaching method(s): Longitudinal course with blended learning, including lectures, tutorials, exercises and class/online discussions.
Hörer/-innen	Ja
Kontakt	stefan.boes@unilu.ch
Material	Teaching material is based on slides, exercises, and selected book chapters. Podcast of the Lecture will be provided.
Literatur	Main readings for this course are - Drummond MF, Sculpher MJ, Claxton K, Stoddart GL, Torrance GW (2015). Methods for the Economic Evaluation of Health Care Programmes. 4e. Oxford University Press. [D] - Briggs A, Sculpher M, Claxton K (2006). Decision Modelling for Health Economic Evaluation. Oxford University Press. [B] - Gray AM, Clarke PM, Wolstenholme JL, Wordsworth S (2010). Applied Methods of Cost-effectiveness Analysis in Health Care. Oxford University Press. [G] The textbooks are available in the library. Lecture slides, practice material, and additional readings will be distributed via the e-learning platform.

Advanced Quantitative Methods

Dozent/in	Prof. Dr. Stefan Boes Noel Ackermann, MA Jerome Sepin, MSc
Veranstaltungsart	Vorlesung/Übung
Code	FS251087
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Gesundheitswissenschaften
Studienstufe	Master
Termine	Di, 18.02.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 19.02.2025, 14:15 - 16:00 Uhr, HS 6 Di, 25.02.2025, 12:30 - 14:00 Uhr, 3.B58

	Mi, 26.02.2025, 14:15 - 16:00 Uhr, HS 6 Di, 04.03.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 05.03.2025, 14:15 - 16:00 Uhr, HS 6 Di, 11.03.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 12.03.2025, 14:15 - 16:00 Uhr, HS 6 Di, 18.03.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 19.03.2025, 14:15 - 16:00 Uhr, HS 6 Di, 25.03.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 26.03.2025, 14:15 - 16:00 Uhr, HS 6 Di, 01.04.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 02.04.2025, 14:15 - 16:00 Uhr, HS 6 Di, 08.04.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 09.04.2025, 14:15 - 16:00 Uhr, HS 6 Di, 15.04.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 16.04.2025, 14:15 - 16:00 Uhr, HS 6 Di, 29.04.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 30.04.2025, 14:15 - 16:00 Uhr, HS 6 Di, 06.05.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 07.05.2025, 14:15 - 16:00 Uhr, HS 6 Di, 13.05.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 14.05.2025, 14:15 - 16:00 Uhr, HS 6 Di, 20.05.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 21.05.2025, 14:15 - 16:00 Uhr, HS 1 Di, 27.05.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 28.05.2025, 14:15 - 16:00 Uhr, HS 6 Mi, 11.06.2025, 08:15 - 09:45 Uhr, HS 9 (Prüfung)
Umfang	4 Semesterwochenstunden
Inhalt	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.
Lernziel	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 (SHP) and the application of statistical software (Stata) to practice the discussed methods will be an integral part of the learning experience.
Voraussetzungen	To follow the course, you need to have a good understanding of basic mathematics and statistics; for a refresher, see Appendices A, B and C in Wooldridge (2019).
Sprache	Englisch
Begrenzung	This course is a "Advanced Research Methods" course
Anmeldung	https://elearning.hsm-unilu.ch/course/view.php?id=814
Prüfung	Grading is 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 distributed via the e-learning platform on the day of the computer lab; solutions will have to be submitted by Friday, 11:59 pm, of the same week. The date for the exam will be communicated on the website of the faculty. The exam is closed book, but you will be permitted to take a non-programmable calculator and one sheet (2 pages) sized DIN A4 of notes (written by hand or on a computer, and you are free to write what you wish on the 2 pages). Statistical tables as in Wooldridge (2019) will be provided with the exam material. 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. IMPORTANT: In order to earn credits and participate at the exam registration via Uni Portal within the exam registration period is MANDATORY. Further information: www.unilu.ch/en/study/courses-exams-regulations/health-sciences-and-medicine/exams/
Prüfungsmodus	Schriftliche Prüfung, Schriftliche Arbeit / 6 Credits
Hinweis	Teaching methods: Blended learning with lectures, tutorials, and class/online activities.
Hörer/-innen	Ja
Kontakt	stefan.boes@unilu.ch / noel.ackermann@unilu.ch / jerome.sepin@unilu.ch
Material	The main reference for the course is: Wooldridge JW (2019) Introductory Econometrics: A Modern Approach, 7e, Cengage. [W] Lecture slides and exercises/data will be made available via the e-learning platform. Resources on Stata are available online (links provided on the e-learning platform). Podcast of the Lecture will be provided.
Literatur	References and readings will be provided on the e-learning platform moodle.

Market Research in Practice

Dozent/in	Dr. oec. Itir Bozkurt Umur
Veranstaltungsart	Vorlesung
Code	FS251020
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor Master
Termine	Mi, 19.02.2025, 10:15 - 12:00 Uhr, HS 6 Mi, 05.03.2025, 10:15 - 12:00 Uhr, HS 6 Mi, 12.03.2025, 10:15 - 12:00 Uhr, HS 6 Mi, 19.03.2025, 10:15 - 12:00 Uhr, HS 6 Mi, 26.03.2025, 10:15 - 12:00 Uhr, HS 6 Mi, 02.04.2025, 10:15 - 12:00 Uhr, HS 6 Mi, 09.04.2025, 10:15 - 12:00 Uhr, HS 6 Mi, 16.04.2025, 10:15 - 12:00 Uhr, HS 6 Mi, 30.04.2025, 10:15 - 12:00 Uhr, HS 6 Mi, 07.05.2025, 10:15 - 12:00 Uhr, HS 6 Mi, 14.05.2025, 10:15 - 12:00 Uhr, HS 6 Mi, 21.05.2025, 10:15 - 12:00 Uhr, HS 6
Umfang	2 Semesterwochenstunden
Tumus	Weekly
Inhalt	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.
Lernziel	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.
Voraussetzungen	Bachelor Students from 5/6 Semester or Master.
Sprache	Englisch
Begrenzung	Max. 30 participants
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242368
Prüfung	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 19 February - 7 March 2025 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Prüfungsmodus	individual assignment (30%), group project (50%), in-class participation (20%) / 4.5 Credits
Hörer/-innen	Nein
Kontakt	itir.bozkurt@unilu.ch
Literatur	Malhotra N.K., Marketing Research, An Applied Orientation, Global Edition, 7th.Ed., Pearson (mandatory literature)

Services Marketing

Dozent/in	Prof. Dr. Leif Brandes
Veranstaltungsart	Vorlesung
Code	FS251597
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor
Termine	Do, 20.02.2025, 12:15 - 14:00 Uhr, 4.B01 Do, 06.03.2025, 12:15 - 14:00 Uhr, 4.B01 Do, 13.03.2025, 12:15 - 14:00 Uhr, 4.B01 Do, 20.03.2025, 12:15 - 14:00 Uhr, 4.B01 Do, 27.03.2025, 12:15 - 14:00 Uhr, 4.B01 Do, 03.04.2025, 12:15 - 14:00 Uhr, 4.B01 Do, 17.04.2025, 12:15 - 14:00 Uhr, 4.B01 Do, 01.05.2025, 12:15 - 14:00 Uhr, 4.B01 Do, 08.05.2025, 12:15 - 14:00 Uhr, 4.B01 Do, 15.05.2025, 12:15 - 14:00 Uhr, 3.B52 Do, 22.05.2025, 12:15 - 14:00 Uhr, 4.B01
Umfang	2 Semesterwochenstunden
Tumus	weekly
Inhalt	Service sector businesses are extremely important in the global economy. In many Western countries services contribute more than 70% to the national GDP and their importance is growing also in developing economies. This global trend has led to the development of new theories, concepts and frameworks for the management of services. Some have also argued that that all businesses are, in extremis, service businesses and that we entered a new paradigm that requires analyzing market exchanges and customer relationships from a different perspective. In this course you will learn the distinctive features of services and develop skills in creating and managing effectively a service offering.
Lernziel	On completion of this course, students should have reached the following learning outcomes: Topic specific knowledge and skills: The module aims to achieve the following intended learning outcomes (although not necessarily in this order): 1. Service Fundamentals Understanding what a service is and what are the challenges of marketing services; Understanding consumer behavior in a service context; Understanding how human resource management, operations and marketing contribute to service management. 2. Paradigmatic issues in service marketing Understanding Services Marketing and the Service-Dominant Logic; Discuss critically the Service Dominant Logic and consider its implications for managerial practice. 3. Marketing of services Learning the key issues that should be considered when marketing services; Develop the ability to apply the gap model to a service organization and analyze the importance of customer satisfaction and customer experience in the marketing of services. 4. HRM and services Understanding how HRM affects the quality of service delivered and the customer experience; Critically examine key HRM theories in service management and reflect on their implications for service businesses. 5. Operations and innovations Understanding the role of operations in Services Marketing; Understanding the role of the servicescape Using Service Blueprinting for service redesign and innovation; Understanding and discuss issues of service innovations and the innovation practices of service firms. 6. Additional Topics in Services Marketing TBA. 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 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.
Voraussetzungen	Previous attendance of «Marketing Management» is required.
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242373
Prüfung	***IMPORTANT*** In order to acquire credits, resp. to take part in the examination, registration via the UniPortal within 3 - 28 February 2025 is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Prüfungsmodus	Individual/group presentation (70%), oral participation (30%) / 4.5 Credits
Hinweis	
Hörer/-innen	Nein
Kontakt	leif.brandes@unilu.ch
Literatur	Mandatory reading: Jochen Wirtz, Christopher Lovelock (2021). Services Marketing, Ninth Edition, World Scientific Publishing. Johnston, Clark, and Shulver (2012). Service Operations Management, 4th Edition, Pearson.

Brand Management

Dozent/in	Prof. Dr. Leif Brandes
Veranstaltungsart	Vorlesung
Code	FS251024
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor Master
Termine	Mo, 03.02.2025, 09:15 - 17:00 Uhr, 4.B47 Di, 04.02.2025, 09:15 - 17:00 Uhr, 4.B47 Mi, 05.02.2025, 09:15 - 17:00 Uhr, 4.B47 Do, 06.02.2025, 13:30 - 15:30 Uhr, ZOOM
Umfang	2 Semesterwochenstunden
Tumus	weekly
Inhalt	This course provides an introduction to brand management. The goal of course is to enable students to appreciate the strategic importance of brands and brand equity for firm performance, and to gain knowledge about ways to build brand equity. After an introduction to the strategic importance of brands, and their definition, we will cover the importance of customer-based brand equity as a source for brand value, brand resonance, and the design and implementation of brand marketing programs. We will also discuss ways to measure the success of a firm's brand management efforts and investments, and cover dynamic aspects of brand management over time, including brand extensions. Besides classical lectures, the course will also feature a small number of case studies to illustrate the practical implications and relevance of the conceptual frameworks and theories from the lectures.
Lernziel	Topic specific knowledge and skills: Students will have gained substantial knowledge about the strategic importance of brands, and be able to take four management decisions connected to strategic brand management: 1. Developing a brand strategy 2. Designing and implementing brand marketing programs 3. Measuring and interpreting brand performance 4. Growing and sustaining brand equity Transferable skills and learning outcomes: 1. You are able to apply the concepts from class to real-world case studies. 2. You are able to clearly articulate your recommended solution to a case problem, and to argue for its appropriateness. 3. You are able to critically evaluate the practical relevance of conceptual frameworks and theories. 4. You have gained additional team-work experience, and practiced your presentation skills (as they relate to clarity and structure of presentations, as well as time management).
Voraussetzungen	BA students from 5th semester, MA students
Sprache	Englisch
Begrenzung	Max. 40 participants Minimum number of participants: 4
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 20 January – 3 February 2025. 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/17670242371
Prüfung	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 3-4 February 2025 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Prüfungsmodus	In-class participation (30%), group presentation (70%) / 4.5 Credits
Hörer/-innen	Nein
Kontakt	leif.brandes@unilu.ch
Literatur	Mandatory literature: Keller and Swaminathan (2019). Strategic Brand Management, 5th Edition. Pearson. A small set of case studies; a Harvard course package will be announced towards the start of term.

Corporate Valuation

Dozent/in	Prof. Dr. Lorenzo Bretscher
Veranstaltungsart	Vorlesung
Code	FS251025
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor Master
Termine	Mo, 24.02.2025, 12:15 - 16:00 Uhr, E.508 Mo, 17.03.2025, 12:15 - 16:00 Uhr, E.508 Mo, 31.03.2025, 12:15 - 16:00 Uhr, E.508 Mo, 14.04.2025, 12:15 - 16:00 Uhr, E.508 Mo, 05.05.2025, 12:15 - 16:00 Uhr, E.508 Mo, 12.05.2025, 12:15 - 16:00 Uhr, E.508 Mo, 26.05.2025, 14:15 - 15:45 Uhr, HS 10 (Prüfung) Mo, 26.05.2025, 12:15 - 16:00 Uhr, E.508
Umfang	2 Semesterwochenstunden
Tumus	Bi-weekly
Inhalt	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.
Lernziel	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.
Voraussetzungen	Bachelor students in their 6th semester and master students are allowed to join the lecture.
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242374
Prüfung	***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
Prüfungsmodus	Written exam / 3 Credits
Hörer/-innen	Ja
Kontakt	lorenzo.bretscher@unil.ch
Literatur	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

Dozent/in	Charlotte Cabane, PhD
Veranstaltungsart	Workshop
Code	FS251026
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Do, 10.04.2025, 14:15 - 18:00 Uhr, HS 13 Do, 17.04.2025, 14:15 - 18:00 Uhr, HS 13 Do, 01.05.2025, 14:15 - 18:00 Uhr, HS 13 Do, 08.05.2025, 14:15 - 18:00 Uhr, HS 13 Do, 15.05.2025, 14:15 - 18:00 Uhr, HS 13 Do, 22.05.2025, 14:15 - 18:00 Uhr, HS 13
Umfang	2 Semesterwochenstunden
Inhalt	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).
Lernziel	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
Voraussetzungen	1. Solid knowledge in data analysis: collect, clean, organize and analyze data 2. Willingness to actively participate and contribute to the class.
Sprache	Englisch
Begrenzung	Max. 20 participants
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242375
Prüfung	***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
Prüfungsmodus	2 discussions (critically discuss data visualizations) and a final group presentation (presentation of the dashboard) / 3 Credits
Hinweis	Please note that the lectures for this course begin before the Easter Break.
Hörer/-innen	Nach Vereinbarung
Kontakt	charlotte.cabane@doz.unilu.ch

Operations and Supply Chain Management

Dozent/in	Dr. Mehmet Chakkol
Veranstaltungsart	Vorlesung
Code	FS251027
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor
Termine	Di, 04.03.2025, 14:15 - 18:00 Uhr, ZOOM Di, 18.03.2025, 14:15 - 18:00 Uhr, ZOOM Di, 01.04.2025, 14:15 - 18:00 Uhr, ZOOM Di, 15.04.2025, 14:15 - 18:00 Uhr, ZOOM Di, 29.04.2025, 14:15 - 18:00 Uhr, ZOOM Di, 06.05.2025, 14:15 - 18:00 Uhr, HS 9 Di, 13.05.2025, 14:15 - 18:00 Uhr, ZOOM
Umfang	2 Semesterwochenstunden
Inhalt	Session 1: Creating Value with Operations: What is Operations Management?, Operations Characteristics, Input transformation output, 4Vs, Performance Objectives Session 2: How do we design Operations: Process Types, Layout Types, Capacity Management, Balancing Workload Session 3: How do we improve Operations: Process Improvement methods, Lean, Six sigma, TQM, DBR, Breakthrough versus continuous improvement Session 4: How do operations exist in Supply Chains: Outsourcing, Supply Chain Strategies, Supply chain design, Triple A, 4R Session 5: How to manage relationships in Supply Chains: Buyer-supplier relationships typologies, Strategic Relationship Management Strategies, Systems dynamics, Types of SC systems Session 6: Sustainability and Innovation in Supply Chains: Supply Chain integration, Sustainable Operations, Risk Management, Future of SCM, Emergent Technologies
Lernziel	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
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242377
Prüfung	***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
Prüfungsmodus	Written paper (80%), attendance + oral participation (20%) / 3 Credits
Hinweis	All lectures will be held online via Zoom. Please note: Attendance is mandatory. The oral participation 20% is based on attendance + participation in lectures.
Hörer/-innen	Ja
Kontakt	Mehmet.chakkol@wbs.ac.uk
Literatur	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

Dozent/in	MSc, Sandro Cilurzo, MSc, Arthur Habicht
Veranstaltungsart	Vorlesung
Code	FS251028
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Mi, 26.02.2025, 16:15 - 20:00 Uhr, E.508 Mi, 12.03.2025, 16:15 - 20:00 Uhr, E.508 Mi, 26.03.2025, 16:15 - 20:00 Uhr, E.508 Mi, 09.04.2025, 16:15 - 20:00 Uhr, E.508 Mi, 07.05.2025, 16:15 - 20:00 Uhr, E.508 Mi, 21.05.2025, 16:15 - 20:00 Uhr, HS 2
Umfang	2 Semesterwochenstunden
Tumus	Bi-weekly
Inhalt	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. 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. Summarized goals and scope: o understand the difference of unsupervised machine learning and supervised machine learning o clustering (K-means, DBSCAN, agglomerative clustering) o dimensionality reduction (robust pca, t-SNE) o semi-supervised machine learning algorithms ---- introduction to autoencoders and their applications (e.g. automated feature engineering) ---- word2vec algorithm to generate numerical embeddings of textual data- generative models ---- discriminative vs generative models ---- creating images with variational autoencoders
Lernziel	- 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
Voraussetzungen	- working experience with Python and its most important tools (pip, virtualenv etc.) - statistical foundations - willingness and eagerness to learn - tinkering mindset
Sprache	Englisch
Begrenzung	Max. 25 participants
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242379
Prüfung	***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
Prüfungsmodus	Written report / 4.5 Credits
Hörer/-innen	Nach Vereinbarung
Kontakt	sandro.cilurzo@sedimentum.com arthur.habicht@sedimentum.com
Literatur	Deep Learning Book (Ian Goodfellow)

Data Mining for Political and Social Sciences using R

Dozent/in	Dr. Andrea De Angelis
Veranstaltungsart	Masterseminar
Code	FS251550
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Politikwissenschaft
Studienstufe	Master
Termine	Do, 20.02.2025, 09:15 - 17:00 Uhr, 3.B58 Fr, 21.02.2025, 09:15 - 17:00 Uhr, 4.B51 Fr, 21.03.2025, 09:15 - 17:00 Uhr, 4.B51 Sa, 22.03.2025, 09:15 - 16:30 Uhr, 4.B51
Umfang	2 Semesterwochenstunden
Turnus	Blockveranstaltung
Inhalt	NOTE: Please register for this course by 10th February 2025 on the UniPortal. After that, if too many students have registered, a draw will be made, and you will get notified whether you can attend the course on 11th February. LUMACSS students are prioritized as this course is mandatory for them. CONTENT: Data analysis increasingly involves mining data from the Internet and using innovative tools to handle large datasets. With the rise of Large Language Models (LLMs) such as ChatGPT, data mining practices are undergoing a significant transformation. This course bridges traditional data mining techniques and the potential of LLMs, equipping students with essential skills to automate and enhance their research workflows. The course employs a self-learning approach where students leverage LLMs to explore, self-learn, and apply tools for data mining. Under the guidance of the instructor, this course provides hands-on experience in collecting and handling web data, developing reproducible workflows, and critically evaluating LLM outputs. Students will gain both technical and analytical skills in a collaborative learning environment. 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.
ELeaming	https://lms.uzh.ch/url/RepositoryEntry/17675780113
Lernziel	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. develop critical skills to evaluate LLM outputs and integrate them into research workflows. [Incorporating LLMs] 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]
Voraussetzungen	An intrinsic motivation to learn.
Sprache	Englisch
Begrenzung	Begrenzung: Only Master students, and priority for LUMACSS students.
Anmeldung	***Wichtig*** Um Credits zu erwerben ist die Anmeldung zur Lehrveranstaltung über das UniPortal zwingend erforderlich. Die Anmeldung ist ab zwei Wochen vor bis zwei Wochen nach Beginn des Semesters möglich. An- und Abmeldungen sind nach diesem Zeitraum nicht mehr möglich. Die genauen Anmeldezeiten finden Sie hier: http://www.unilu.ch/ksf/semesterdaten
Prüfung	Active participation and final capstone project
Prüfungsmodus	Aktive Teilnahme, Essay (benotet) / 4 Credits
Hinweis	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. The date of the draw is 11th February. Therefore, registration before this date is essential.
Hörer/-innen	Nach Vereinbarung
Kontakt	andrea.deangelis@unimi.it
Literatur	- 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.

Strategies and Incomplete Information

Dozent/in	Dr. Alain Egli
Veranstaltungsart	Vorlesung
Code	FS251132
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Do, 20.02.2025, 16:15 - 18:00 Uhr, 4.B02 Do, 06.03.2025, 16:15 - 18:00 Uhr, 4.B02 Do, 13.03.2025, 16:15 - 18:00 Uhr, 4.B02 Do, 20.03.2025, 16:15 - 18:00 Uhr, 4.B02 Do, 27.03.2025, 16:15 - 18:00 Uhr, 4.B02 Do, 03.04.2025, 16:15 - 18:00 Uhr, 4.B02 Do, 10.04.2025, 16:15 - 18:00 Uhr, 4.B02 Do, 17.04.2025, 16:15 - 18:00 Uhr, 4.B02 Do, 01.05.2025, 16:15 - 18:00 Uhr, 4.B02 Do, 08.05.2025, 16:15 - 18:00 Uhr, 4.B02 Do, 15.05.2025, 16:15 - 18:00 Uhr, 4.B02 Do, 22.05.2025, 16:15 - 17:45 Uhr, HS 4 (Prüfung) Do, 22.05.2025, 16:15 - 18:00 Uhr, 4.B02
Umfang	2 Semesterwochenstunden
Tumus	weekly
Inhalt	The course develops the analysis for non-cooperative strategic situations and games if information is incomplete. Under incomplete information, players are uncertain about some parameters in a game. Usually, it is that some players' types are not common knowledge. To account for incomplete information, the further development mainly consists in modifying the Nash equilibrium concept. However, this development may fail to provide a unique solution to the game. This indeterminacy in games under incomplete information results in further refinements for the Nash equilibrium.
Lernziel	The course has three objectives. First objective is to learn the main concepts to deal with incomplete information. As second objective, the course enables you to read original literature involving incomplete information. Third objective is to further improve the understanding for strategic situations and to further improve the application of game theory.
Voraussetzungen	Lecture "Games and Strategies"
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242380
Prüfung	***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
Prüfungsmodus	Written exam / 3 Credits
Hörer/-innen	Nach Vereinbarung
Kontakt	alain.egli@gmx.ch
Literatur	Tadelis, Steven, Game Theory – An Introduction, Princeton University Press, Princeton, New Jersey, 2013

Industrial Economics

Dozent/in	Prof. Dr. Winand Emons
Veranstaltungsart	Vorlesung
Code	FS251029
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Do, 20.02.2025, 14:15 - 16:00 Uhr, 3.B57 Do, 06.03.2025, 14:15 - 16:00 Uhr, 3.B57 Do, 13.03.2025, 14:15 - 16:00 Uhr, 3.B57 Do, 20.03.2025, 14:15 - 16:00 Uhr, 3.B57 Do, 27.03.2025, 14:15 - 16:00 Uhr, 3.B57 Do, 03.04.2025, 14:15 - 16:00 Uhr, 3.B57 Do, 10.04.2025, 14:15 - 16:00 Uhr, 3.B57 Do, 17.04.2025, 14:15 - 16:00 Uhr, 3.B57 Do, 01.05.2025, 14:15 - 16:00 Uhr, 3.B57 Do, 08.05.2025, 14:15 - 16:00 Uhr, 3.B57 Do, 15.05.2025, 14:15 - 16:00 Uhr, 3.B57 Do, 22.05.2025, 14:15 - 16:00 Uhr, 3.B57 Do, 05.06.2025, 14:15 - 15:45 Uhr, HS 8 (Prüfung)
Umfang	3 Semesterwochenstunden
Inhalt	The course is an introduction to modern competition theory. First, we look at monopolies from various points of view. For example, we discuss marketing strategies of quality selection, choice of distribution channels, price discrimination, and advertising. We work out both, the effectiveness of marketing strategies (economics of strategy, managerial economics) as well as their welfare properties. In the second part of the lecture, we examine strategic oligopoly situations. We deal with static and dynamic price and quantity competition, quality competition, competition through product differentiation, advertising etc. We analyze these strategic interactions using game theory. Knowledge of basic game theory is an advantage for this course. However, the necessary basics of game theory will be covered in the lecture itself. The course is aimed at students who are interested in competition issues. The course also provides a quantitative analysis of marketing methods and is a useful addition to marketing lectures.
Lernziel	Understanding the effectiveness and the welfare properties of marketing strategies. Understanding oligopolistic competition.
Voraussetzungen	Intermediate microeconomics, basic game theory.
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242382
Prüfung	***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
Prüfungsmodus	Written exam / 3 Credits
Hinweis	The lecture slides that I provide are sufficient to follow the course. It is not necessary -but maybe helpful- to read additional literature. There is more material on the slides I will provide than I will cover in the course. We will decide during the semester which parts we will actually deal with.
Hörer/-innen	Ja
Kontakt	winand.emons@unibe.ch
Literatur	J. Tirole: The Theory of Industrial Organization, MIT Press 1989 (deutsche Übersetzung bei Oldenbourg, 1995). J. Church, R. Ware: Industrial Organization – A Strategic Approach, works.bepress.com/jeffrey_church/23/ H. Bester: Theorie der Industrieökonomik, 6th ed. Springer 2012 P. Belleflamme and M. Peitz: Industrial Organization: Markets and Strategies, Cambridge University Press, 2nd ed. 2015

Tutorial Macroeconomics I - Group 1

Dozent/in	Julia Fischer, MSc
Veranstaltungsart	Übung
Code	FS251030
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor
Termine	Di, 04.03.2025, 08:15 - 10:00 Uhr, HS 8 Di, 11.03.2025, 08:15 - 10:00 Uhr, HS 8 Di, 18.03.2025, 08:15 - 10:00 Uhr, HS 8 Di, 25.03.2025, 08:15 - 10:00 Uhr, HS 8 Di, 01.04.2025, 08:15 - 10:00 Uhr, HS 8 Di, 08.04.2025, 08:15 - 10:00 Uhr, HS 8 Di, 15.04.2025, 08:15 - 10:00 Uhr, HS 8 Di, 29.04.2025, 08:15 - 10:00 Uhr, HS 8 Di, 06.05.2025, 08:15 - 10:00 Uhr, HS 8 Di, 13.05.2025, 08:15 - 10:00 Uhr, HS 8 Di, 20.05.2025, 08:15 - 10:00 Uhr, HS 8 Di, 27.05.2025, 08:15 - 10:00 Uhr, HS 7
Umfang	2 Semesterwochenstunden
Tumus	Weekly
Inhalt	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.
Voraussetzungen	None
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242383
Prüfung	Jointly with lecture (written closed-book exam tba)
Prüfungsmodus	By lecture examination / 3 Credits (für Modul Übung Makroökonomie I) By lecture examination / 0 Credits (für Modul Makroökonomie I (Vorlesung und Übung))
Hinweis	(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.
Hörer/-innen	Nein
Kontakt	julia.fischer@unilu.ch
Material	
Literatur	- 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 2

Dozent/in	Julia Fischer, MSc
Veranstaltungsart	Übung
Code	FS251073
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor
Termine	Di, 04.03.2025, 10:15 - 12:00 Uhr, HS 8 Di, 11.03.2025, 10:15 - 12:00 Uhr, HS 8 Di, 18.03.2025, 10:15 - 12:00 Uhr, HS 8 Di, 25.03.2025, 10:15 - 12:00 Uhr, HS 8 Di, 01.04.2025, 10:15 - 12:00 Uhr, HS 8 Di, 08.04.2025, 10:15 - 12:00 Uhr, HS 8 Di, 15.04.2025, 10:15 - 12:00 Uhr, HS 8 Di, 29.04.2025, 10:15 - 12:00 Uhr, HS 8 Di, 06.05.2025, 10:15 - 12:00 Uhr, HS 8 Di, 13.05.2025, 10:15 - 12:00 Uhr, HS 8 Di, 20.05.2025, 10:15 - 12:00 Uhr, HS 8 Di, 27.05.2025, 10:15 - 12:00 Uhr, 4.A05
Umfang	2 Semesterwochenstunden
Tumus	Weekly
Inhalt	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.
Voraussetzungen	None
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242383
Prüfung	Jointly with lecture (written closed-book exam tba)
Prüfungsmodus	By lecture examination / 3 Credits (für Modul Übung Makroökonomie I) By lecture examination / 0 Credits (für Modul Makroökonomie I (Vorlesung und Übung))
Hinweis	(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.
Hörer/-innen	Nein
Kontakt	julia.fischer@unilu.ch
Material	
Literatur	- 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 - Field Course in Ghana

Dozent/in	Samuel Forrer, MSc
Veranstaltungsart	Praxisveranstaltung
Code	FS251031
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Fr, 13.12.2024, 14:15 - 18:00 Uhr, 4.B51 Sa, 01.02.2025, 08:15 - 18:00 Uhr, Externer Standort So, 02.02.2025, 08:15 - 18:00 Uhr, Externer Standort Mo, 03.02.2025, 08:15 - 18:00 Uhr, Externer Standort Di, 04.02.2025, 08:15 - 18:00 Uhr, Externer Standort Mi, 05.02.2025, 08:15 - 18:00 Uhr, Externer Standort Do, 06.02.2025, 08:15 - 18:00 Uhr, Externer Standort Fr, 07.02.2025, 08:15 - 18:00 Uhr, Externer Standort Sa, 08.02.2025, 08:15 - 18:00 Uhr, Externer Standort So, 09.02.2025, 08:15 - 18:00 Uhr, Externer Standort
Umfang	2 Semesterwochenstunden
Tumus	Block seminar
Inhalt	The course will take place on the ground in Ghana 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 Ghana 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.
Schlagworte	Nachhaltigkeit
Lernziel	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.
Voraussetzungen	Master Students (No Mobility Students)
Sprache	Englisch
Begrenzung	Max. 12 participants
Anmeldung	See separate information sent by e-mail. Participants are registered directly by course administration.
Prüfung	***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.
Prüfungsmodus	Group presentation at the end of the trip (50%) & handout submitted 3 weeks after trip (50%) / 3 Credits
Hinweis	• Course Kick-off in Lucerne: Dec 13th 2024 in the afternoon • Trip in Ghana: Sat Feb 1st, 2025 – Sun Feb 9th, 2025 The Trip is self-funded.
Hörer/-innen	Nein
Kontakt	samuel.forrer@doz.unilu.ch

Data Modeling and Database Systems

Dozent/in	Dr Ivan Giangreco
Veranstaltungsart	Vorlesung
Code	FS251036
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Di, 11.02.2025, 09:15 - 16:00 Uhr, 3.B47 Mi, 12.02.2025, 09:15 - 16:00 Uhr, 3.B47 Do, 13.02.2025, 09:15 - 15:00 Uhr, 3.B47 Fr, 06.06.2025, 09:15 - 10:15 Uhr, HS 9 (Prüfung)
Umfang	2 Semesterwochenstunden
Inhalt	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. 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. 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. To the end of performing data analyses, the course will highlight hands-on methods to access and integrate heterogenous data sources.
Lernziel	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
Voraussetzungen	Elementary programming skills, algebra
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3– 11 February 2025. 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/17670242388
Prüfung	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 3 - 11 February 2025 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Prüfungsmodus	Written exam / 3 Credits
Hörer/-innen	Ja
Kontakt	ivan.giangreco@doz.unilu.ch
Literatur	Elmasri/Navathe: Fundamentals of Database Systems. Ramakrishnan/Gehrke: Database Management Systems.

International Comparison of Health Care Systems

Dozent/in	Lukas Kauer, PhD
Veranstaltungsart	Seminar
Code	FS251118
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Gesundheitswissenschaften
Studienstufe	Master
Termine	Do, 20.02.2025, 10:15 - 12:00 Uhr, Inseliquai 10 214 Do, 06.03.2025, 10:15 - 12:00 Uhr, Inseliquai 10 214 Do, 13.03.2025, 10:15 - 12:00 Uhr, Inseliquai 10 214 Do, 20.03.2025, 10:15 - 12:00 Uhr, Inseliquai 10 214 Do, 27.03.2025, 10:15 - 12:00 Uhr, Inseliquai 10 214 Do, 03.04.2025, 10:15 - 12:00 Uhr, Inseliquai 10 214 Do, 10.04.2025, 10:15 - 12:00 Uhr, Inseliquai 10 214 Do, 17.04.2025, 10:15 - 12:00 Uhr, Inseliquai 10 214 Do, 01.05.2025, 10:15 - 12:00 Uhr, Inseliquai 10 214 Do, 08.05.2025, 10:15 - 12:00 Uhr, Inseliquai 10 214 Do, 15.05.2025, 10:15 - 12:00 Uhr, Inseliquai 10 214 Do, 22.05.2025, 10:15 - 12:00 Uhr, Inseliquai 10 214 Do, 12.06.2025, 14:00 - 15:30 Uhr, HS 4 (Prüfung)
Umfang	2 Semesterwochenstunden
Inhalt	In this seminar we compare different health care systems across the globe. Health policy typically has three goals: health, wealth, and equity. However, there is an inherent tradeoff between the three goals so they can never be maximized together. We analyze from an economic perspective how different countries choose to organize and regulate health insurance markets to tackle the many market failures (e.g., adverse selection, moral hazard, monopoly rents, oversupply of medical services). The first part of the seminar will focus on theory and basic concepts. We will set up a framework with which we analyze the different systems worldwide. In the second and main part, every student is expected to present one system based on this framework.
Lernziel	- Understand the key characteristics of international health care markets and the economic problems associated with these characteristics. - Describe systematically how health care markets are organized and identify root causes of market failures. - Analyze the role of government in health financing and service delivery and identify the root causes of government failures.
Sprache	Englisch
Begrenzung	This course is limited to 16 participants. The limitation will be administered via MOODLE according to chronological order of the registrations. From 3 February 2025 (noon) on it will be possible to register via MOODLE. As soon as 16 participants have registered, the registration window will close automatically. If the course is already full and you would like to be put on the waiting list, please send an email to the lecturer to ask to be put on the wait list. Priority will be given to students of the Master in Health Sciences and students who completed classes in health economics and health systems.
Anmeldung	https://elearning.hsm-unilu.ch/course/view.php?id=840
Prüfung	Students are required to give a presentation and write an exam. The grades from these two requirements will be weighted together with the student's participation in class (see the weights below). IMPORTANT: In order to earn credits and participate at the exam registration via Uni Portal within the exam registration period is MANDATORY. Further information: www.unilu.ch/en/study/courses-exams-regulations/health-sciences-and-medicine/exams/
Prüfungsmodus	Student presentation (60%), exam (30%), class participation (10%) / 3 Credits
Hinweis	Teaching methods: In the first part, the lecturer will give a presentation on the theory and basic concepts. In the second part, students will present and guide a discussion.
Hörer/-innen	Nein
Kontakt	lukas.kauer@unilu.ch
Material	Slides will be provided during class.
Literatur	Bhattacharya, Jay; Timothy Hyde and Peter Tu (2014), Health Economics, Palgrave Macmillan, New York. Sloan, Frank A. and Chee-Ruey Hsieh (2017), Health Economics, MIT Press, Cambridge, London. Getzen, Thomas E. (2013) Health Economics and Financing, 5th Edition, Wiley. McGuire, Thomas G. and Richard van Kleef (eds) (2018), Risk Adjustment, Risk Sharing and Premium Regulation in Health Insurance Markets: Theory and Practice, Elsevier Publishing, London, San Diego.

Health Impact Assessment

Dozent/in	Lukas Kauer, PhD
Veranstaltungsart	Workshop
Code	FS251117
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Gesundheitswissenschaften
Studienstufe	Master
Termine	Di, 18.02.2025, 16:15 - 18:00 Uhr, 3.B48 Di, 25.02.2025, 16:15 - 18:00 Uhr, 3.B48 Di, 04.03.2025, 16:15 - 18:00 Uhr, 3.B48 Di, 11.03.2025, 16:15 - 18:00 Uhr, 3.B48 Di, 18.03.2025, 16:15 - 18:00 Uhr, 3.B48 Di, 25.03.2025, 16:15 - 18:00 Uhr, 3.B48 Di, 01.04.2025, 16:15 - 18:00 Uhr, 3.B48 Di, 08.04.2025, 16:15 - 18:00 Uhr, 3.B48 Di, 15.04.2025, 16:15 - 18:00 Uhr, 3.B48 Di, 29.04.2025, 16:15 - 18:00 Uhr, 3.B48 Di, 06.05.2025, 16:15 - 18:00 Uhr, 3.B48 Di, 13.05.2025, 16:15 - 18:00 Uhr, 3.B48 Di, 20.05.2025, 16:15 - 18:00 Uhr, 3.B48 Di, 27.05.2025, 16:15 - 18:00 Uhr, 3.B48
Umfang	2 Semesterwochenstunden
Inhalt	Imagine a new plan for a major infrastructure project is being put forward by your government. What frameworks or tools can you use to explore the effects of this project on the health of the local population? Health Impact Assessment (HIA) is a relatively new field and is defined as a combination of procedures, methods and tools by which a policy, program or plan may be judged as to its potential effects on the health of a population and the distribution of those effects within the population. The class starts with lectures about the short history, typologies, and frameworks of HIA. Students will learn the theoretical foundations of HIA followed by a thorough discussion of the strengths and limitations of this field. Students will then search for a policy, program or plan that they wish to assess in their own HIA. This exercise of their own HIA will be the main requirement (written report and presentation), but the students will also document their learning process during this exercise as part of a personal reflection exercise.
Lernziel	This course has three main learning objectives. Students will learn to - identify tools used in Health Impact Assessment (HIA), - examine the strengths and limitations of HIA, and - design their own HIA based on the theoretical framework.
Sprache	Englisch
Anmeldung	https://elearning.hsm-unilu.ch/course/view.php?id=838
Prüfung	Grading is based on a written paper on one's own HIA (60%), a presentation on it (20%), a reflection report (10%), and oral participation in class (10%). IMPORTANT: In order to earn credits and participate at the exam registration via Uni Portal within the exam registration period is MANDATORY. Further information: www.unilu.ch/en/study/courses-exams-regulations/health-sciences-and-medicine/exams/
Prüfungsmodus	Written paper (60%), presentation (20%), reflective writing (10%), oral participation (10%) / 3 Credits
Hinweis	Teaching methods: Blended learning with lectures, exercises and discussions.
Hörer/-innen	Nein
Kontakt	lukas.kauer@unilu.ch
Material	Will be provided in class.

Law and Economics of Organizations

Dozent/in	Prof. Dr. iur. Klaus Mathis, MA in Economics weitere Referentinnen und Referenten
Veranstaltungsart	Workshop
Code	FS251181
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Grundlagenfächer
Studienstufe	Master
Weitere Daten	Tagung: 7.-8. März 2025 Abgabetermin schriftliche Arbeit: 31. Mai 2025 Conference: 7.-8. March 2025 Submission of the essay: 31. May 2025
Umfang	2 Semesterwochenstunden
Tumus	2 tägige Blockveranstaltung Block of 2 days
Inhalt	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.
ELeaming	https://lms.uzh.ch/auth/repositoryentry/17675780191/infos/0
Lernziel	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.
Voraussetzungen	Besuch der Vorlesung „Rechtsökonomie“ oder gute ökonomische Kenntnisse Attendance of the course „Rechtsökonomie“ or good knowledge of economics
Sprache	Englisch
Anmeldung	Ja, via UniPortal bis 15. Mai 2025, ab 03.01.25-14.02.25 via https://portal.unilu.ch/site/vv/default.aspx (Login nicht vergessen!), gilt als Prüfungsanmeldung. Registration mandatory on the UniPortal by 15 May 2025, from 03.01.25-14.02.25 via https://portal.unilu.ch/site/vv/default.aspx (don't forget to log in!), counts as exam registration.
Prüfung	Verfassen eines Kommentars zu einem Working Paper, benotete Arbeit Writing a comment to a working paper, graded essay
Prüfungsmodus	Graded essay / 5 Credits
Hinweis	Die Präsenz an der am 7./8. März 2025 stattfindenden Tagung „Law and Economics of Organizations“ 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 2025 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 Organizations“ which takes place on the 7./8. March 2025 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 2025 and will be graded.
Hörer/-innen	Ja
Kontakt	lehrstuhl-mathis@unilu.ch
Material	Die Unterlagen sind über https://drive.switch.ch/index.php/s/2PIgK578157TWak abrufbar. The course documents will be distributed via https://drive.switch.ch/index.php/s/2PIgK578157TWak .

Inspiring Leadership

Dozent/in	Dr. Feena May Marina Pletscher, MA
Veranstaltungsart	Seminar
Code	FS251045
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor Master
Termine	Mo, 24.03.2025, 10:15 - 18:00 Uhr, E.508 Di, 25.03.2025, 10:15 - 18:00 Uhr, HS 14 Mo, 12.05.2025, 10:15 - 18:00 Uhr, HS 8 Di, 13.05.2025, 10:15 - 18:00 Uhr, HS 14
Umfang	Blockveranstaltung
Tumus	Block course
Inhalt	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. Days 1 and 2: What is this thing called leadership. Exploring leadership in theory and practice and who am I as a leader Day 3 and 4: The flow and future leadership Get to know key elements, which make leadership inspiring and impactful. This includes emotional intelligence, DEI (Diversity, Equity, Inclusion), and trust. A co-creation of what leadership needs to be for the emerging future.
Lernziel	At the end of the course module, the participant will: 1. Be able to understand and explain the various theories of leadership and how context impacts the shaping of responsible leadership and management 2. Have explored the 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
Sprache	Englisch
Begrenzung	Max. 30 participants - selection by lecturer after registration deadline.
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 16 February 2025. Students who have been successfully added to the course list will receive an official request by email to confirm their enrollment from February 17 to 19. Based on these confirmations, the course administration will generate binding UniPortal registrations; course cancellation will not be possible after that. 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/17670242391
Prüfung	Prerequisites: Class attendance 100% Selected participants will automatically be registered in the UniPortal by examination administration.
Prüfungsmodus	Active participation and contributions (10%), group presentation (40%), individual paper (50%) / 3 Credits
Hinweis	This course is open to students who want to actively explore leadership and who they are/can be as leaders. It will take place entirely in English (though it is not a test of your English so don't worry!).
Hörer/-innen	Nein
Kontakt	marina.pletscher@unilu.ch
Literatur	Compulsory reading: - 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 Suggested further reading: - 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: Berrett Koehler

Introduction to Cryptocurrencies, Stablecoins, and Central Bank Digital Currencies

Dozent/in	Dr. rer. pol. Marcel R. Savioz
Veranstaltungsart	Vorlesung
Code	FS251047
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Mo, 17.02.2025, 12:15 - 14:00 Uhr, 4.A05 Mo, 24.02.2025, 12:15 - 14:00 Uhr, 4.A05 Mo, 10.03.2025, 12:15 - 14:00 Uhr, 4.A05 Mo, 17.03.2025, 12:15 - 14:00 Uhr, 4.A05 Mo, 24.03.2025, 12:15 - 14:00 Uhr, 4.A05 Mo, 31.03.2025, 12:15 - 14:00 Uhr, 4.A05 Mo, 07.04.2025, 12:15 - 14:00 Uhr, 4.A05 Mo, 14.04.2025, 12:15 - 14:00 Uhr, 4.A05 Mo, 28.04.2025, 12:15 - 14:00 Uhr, 4.A05 Mo, 05.05.2025, 12:15 - 14:00 Uhr, 4.A05 Mo, 12.05.2025, 12:15 - 14:00 Uhr, 4.A05 Mo, 19.05.2025, 12:15 - 14:00 Uhr, 4.A05 Mo, 26.05.2025, 12:15 - 14:00 Uhr, 4.A05 Mo, 02.06.2025, 11:15 - 13:15 Uhr, HS 10 (Prüfung)
Umfang	2 Semesterwochenstunden
Tumus	weekly
Inhalt	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).
Lernziel	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.
Voraussetzungen	A completed bachelor's degree.
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242393
Prüfung	***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
Prüfungsmodus	Written exam / 3 Credits
Hörer/-innen	Nach Vereinbarung
Kontakt	thomas.moser@snb.ch / marcel.savioz@bluewin.ch
Literatur	List of publications

Extreme Economics

Dozent/in	Dr. oec. publ. Martin Mosler
Veranstaltungsart	Vorlesung
Code	FS251048
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Mi, 19.02.2025, 12:15 - 14:00 Uhr, 3.B47 Mi, 26.02.2025, 12:15 - 14:00 Uhr, 3.B47 Mi, 05.03.2025, 12:15 - 14:00 Uhr, 3.B47 Mi, 12.03.2025, 12:15 - 14:00 Uhr, 3.B47 Mi, 19.03.2025, 12:15 - 14:00 Uhr, 3.B47 Mi, 26.03.2025, 12:15 - 14:00 Uhr, 3.B47 Mi, 02.04.2025, 12:15 - 14:00 Uhr, 3.B47 Mi, 09.04.2025, 12:15 - 14:00 Uhr, 3.B47 Mi, 16.04.2025, 12:15 - 14:00 Uhr, 3.B47 Mi, 30.04.2025, 12:15 - 14:00 Uhr, 3.B47 Mi, 07.05.2025, 12:15 - 14:00 Uhr, 3.B47 Mi, 14.05.2025, 12:15 - 14:00 Uhr, 3.B47 Mi, 21.05.2025, 14:15 - 15:45 Uhr, HS 6 (Prüfung) Mi, 21.05.2025, 12:15 - 14:00 Uhr, 3.B47 Mi, 28.05.2025, 12:15 - 14:00 Uhr, 3.B47

Umfang	2 Semesterwochenstunden
Turnus	Weekly
Inhalt	<p>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.</p>
Schlagworte	Gender/Diversity ; Nachhaltigkeit
Lernziel	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 economics.
Voraussetzungen	Knowledge of basic econometrics and microeconomics is recommended.
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242394
Prüfung	***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
Prüfungsmodus	Written exam / 3 Credits
Hinweis	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.
Hörer/-innen	Ja
Kontakt	martin.mosler@iwp.swiss
Literatur	Mandatory papers for each session will be indicated in the syllabus of the course and are accessible online.

Entrepreneurship

Dozent/in	Prof. Dr. oec. Martin Murmann
Veranstaltungsart	Vorlesung
Code	FS251051
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor
Termine	Mi, 16.04.2025, 16:15 - 20:00 Uhr, HS 8 Mi, 30.04.2025, 16:15 - 20:00 Uhr, HS 8 Mi, 07.05.2025, 16:15 - 20:00 Uhr, HS 8 Mi, 14.05.2025, 16:15 - 20:00 Uhr, HS 8 Mi, 21.05.2025, 16:15 - 20:00 Uhr, HS 8 Mi, 28.05.2025, 16:15 - 20:00 Uhr, HS 7 Mi, 11.06.2025, 18:15 - 19:15 Uhr, HS 1 (Prüfung)
Umfang	2 Semesterwochenstunden
Inhalt	The course will provide an introduction to entrepreneurship from both a practical and general economic perspective and will debunk common beliefs about entrepreneurs and the success potential of their businesses. Building on this foundation, the course will provide an overview of common tools that help aspiring entrepreneurs develop business ideas, and viable businesses from these ideas.
Lernziel	In this course, students will gain an understanding of the economic value of entrepreneurship and obtain an overview of the tools and techniques that successful entrepreneurs use to assess the commercial potential of business ideas and develop them into viable businesses. A secondary goal of the course is to demystify entrepreneurship and help students realistically assess the expected rewards and risks of entrepreneurship.
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242400
Prüfung	***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
Prüfungsmodus	Written exam; multiple choice / 3 Credits
Hinweis	The examination will take place in presence at the University of Lucerne, digitally on the OLAT platform ("bring your own device").
Hörer/-innen	Nach Vereinbarung
Kontakt	martin.murmann@business.uzh.ch
Literatur	Barringer, B. and D., Ireland (2019): Entrepreneurship - Successfully Launching New Ventures, 6th, Global Edition, Pearson (or newer editions).

Macroeconomics II

Dozent/in	Prof. Dr. Manuel Oechslin
Veranstaltungsart	Vorlesung
Code	FS251053
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor
Termine	Di, 18.02.2025, 10:15 - 12:00 Uhr, HS 8 Di, 25.02.2025, 10:15 - 12:00 Uhr, HS 8 Di, 04.03.2025, 10:15 - 12:00 Uhr, 4.A05 Di, 11.03.2025, 10:15 - 12:00 Uhr, 4.A05 Di, 18.03.2025, 10:15 - 12:00 Uhr, 4.A05 Di, 25.03.2025, 10:15 - 12:00 Uhr, 4.A05 Di, 01.04.2025, 10:15 - 12:00 Uhr, 4.A05 Di, 08.04.2025, 10:15 - 12:00 Uhr, 4.A05 Di, 15.04.2025, 10:15 - 12:00 Uhr, 4.A05 Di, 29.04.2025, 10:15 - 12:00 Uhr, 4.A05 Di, 06.05.2025, 10:15 - 12:00 Uhr, HS 1 Di, 13.05.2025, 10:15 - 12:00 Uhr, HS 5 Di, 20.05.2025, 10:15 - 12:00 Uhr, 4.A05 Di, 27.05.2025, 10:15 - 12:00 Uhr, HS 9 Di, 17.06.2025, 08:15 - 09:15 Uhr, HS 1 (Prüfung)
Umfang	2 Semesterwochenstunden
Tumus	weekly
Inhalt	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? Does economic growth inevitably lead to more pollution? These are longstanding questions of interest to economists. This course provides an overview of what we know. We begin by examining 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 drive sustained productivity growth through technological advancements. Finally, we explore the deeper determinants of cross-country differences in accumulation and productivity, including the role of institutions, culture, and geography.
Voraussetzungen	Macroeconomics I
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242403
Prüfung	***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
Prüfungsmodus	Written exam / 3 Credits (für Modul Vorlesung Makroökonomie II) Written exam / 6 Credits (für Modul Makroökonomie II (Vorlesung und Übung)) Written exam / 3 Credits (für Modul Weitere Studienleistungen im Bereich Volkswirtschaftslehre) Written exam / 6 Credits (für Modul Weitere Studienleistungen im Bereich Volkswirtschaftslehre)
Hinweis	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.
Hörer/-innen	Ja
Kontakt	manuel.oechslin@unilu.ch
Literatur	Required materials: nine handouts, a problem set, and an assignment (published on OLAT).

Macroeconomics I

Dozent/in	Prof. Dr. Manuel Oechslin
Veranstaltungsart	Vorlesung
Code	FS251054
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor
Termine	Mo, 17.02.2025, 10:15 - 12:00 Uhr, HS 10 Mo, 24.02.2025, 10:15 - 12:00 Uhr, HS 10 Mo, 10.03.2025, 10:15 - 12:00 Uhr, HS 10 Mo, 17.03.2025, 10:15 - 12:00 Uhr, HS 10 Mo, 24.03.2025, 10:15 - 12:00 Uhr, HS 10 Mo, 31.03.2025, 10:15 - 12:00 Uhr, HS 10 Mo, 07.04.2025, 10:15 - 12:00 Uhr, HS 10 Mo, 14.04.2025, 10:15 - 12:00 Uhr, HS 10 Mo, 28.04.2025, 10:15 - 12:00 Uhr, HS 10 Mo, 12.05.2025, 10:15 - 12:00 Uhr, HS 10 Mo, 19.05.2025, 10:15 - 12:00 Uhr, HS 10 Mo, 26.05.2025, 10:15 - 12:00 Uhr, HS 10 Mo, 16.06.2025, 08:15 - 09:15 Uhr, HS 10 (Prüfung) Mo, 16.06.2025, 08:15 - 09:15 Uhr, HS 9 (Prüfung)
Umfang	2 Semesterwochenstunden
Tumus	weekly
Inhalt	Why do economies sometimes experience recessions, characterized by declining output and rising unemployment? What factors contribute to persistently high unemployment rates in some countries, while others consistently maintain full employment? Inflation recently made a forceful return—why did this happen? Moreover, what role can economic policy play in combating negative output growth, unemployment, and inflation? To systematically address these questions (and many others), Macroeconomics I will develop a coherent and highly tractable theoretical framework through a step-by-step approach. This framework, known as the IS-LM-PC model, will also be applied to a number of real-world scenarios, among them the recent pandemic.
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242402
Prüfung	***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
Prüfungsmodus	Written exam / 3 Credits (für Modul Vorlesung Makroökonomie I) Written exam / 6 Credits (für Modul Makroökonomie I (Vorlesung und Übung))
Hinweis	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.
Hörer/-innen	Ja
Kontakt	manuel.oechslin@unilu.ch
Literatur	- Required materials: eight handouts, a problem set, and an assignment (published on OLAT). - The course is based on the textbook Macroeconomics by Olivier Blanchard (7th edition)

Introduction to Macroeconomics

Dozent/in	Prof. Dr. Manuel Oechslin
Veranstaltungsart	Vorlesung
Code	FS251052
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Di, 18.02.2025, 08:15 - 10:00 Uhr, 4.B51 Di, 04.03.2025, 08:15 - 10:00 Uhr, 4.B51 Di, 11.03.2025, 08:15 - 10:00 Uhr, 4.B51 Di, 18.03.2025, 08:15 - 10:00 Uhr, 4.B51 Di, 25.03.2025, 08:15 - 10:00 Uhr, 4.B51 Di, 01.04.2025, 08:15 - 10:00 Uhr, 4.B51 Di, 08.04.2025, 08:15 - 10:00 Uhr, 4.B51 Di, 15.04.2025, 08:15 - 10:00 Uhr, 4.B51 Di, 29.04.2025, 08:15 - 10:00 Uhr, 4.B51 Di, 06.05.2025, 08:15 - 10:00 Uhr, 4.B51 Di, 13.05.2025, 08:15 - 10:00 Uhr, 4.B51 Di, 20.05.2025, 08:15 - 09:15 Uhr, HS 10 (Prüfung)
Umfang	2 Semesterwochenstunden
Tumus	weekly
Inhalt	This introductory course is designed for students who are not pursuing a BA/MA degree in economics. It explores a range of critical macroeconomic questions, including: Why do economies sometimes experience recessions, characterized by declining output and rising unemployment? What factors contribute to persistently high unemployment rates in some countries, while others consistently maintain full employment? Inflation recently made a forceful return—why did this happen? Moreover, what role can economic policy play in combating negative output growth, unemployment, and inflation? To systematically address these questions (and many others), Introduction to Macroeconomics will develop a coherent and highly tractable theoretical framework through a step-by-step approach. This framework, known as the IS-LM-PC model, will also be applied to a number of real-world scenarios, among them the recent pandemic. Additionally, the course includes three integrated problem-solving sessions to reinforce learning.
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242401
Prüfung	***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
Prüfungsmodus	Written exam / 3 Credits
Hinweis	The handout «Introduction» (to be published on OLAT) provides a more detailed description of this course.
Hörer/-innen	Nein
Kontakt	manuel.oechslin@unilu.ch
Literatur	- Required materials: eight handouts and a problem set (published on OLAT). - The course is based on the textbook Macroeconomics by Olivier Blanchard (7th edition)

Advanced Strategic Management

Dozent/in	Prof. Dr. Jan Pieper
Veranstaltungsart	Vorlesung
Code	FS251056
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Do, 20.03.2025, 08:15 - 18:00 Uhr, 4.A05 Fr, 21.03.2025, 08:15 - 18:00 Uhr, 4.A05 Sa, 22.03.2025, 08:15 - 14:00 Uhr, 4.B47
Umfang	2 Semesterwochenstunden
Tumus	Block course
Inhalt	In this course, we examine advanced themes and issues in the theory and practice of strategic management.
Lernziel	To familiarize students with the dynamic nature of business and the role of strategic management in generating and sustaining competitive advantage.
Voraussetzungen	None.
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242404
Prüfung	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 3 - 28 February 2025 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Prüfungsmodus	individual/group presentation / 3 Credits
Hörer/-innen	Nach Vereinbarung
Kontakt	jan.pieper@doz.unilu.ch
Literatur	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

Dozent/in	Alejandra Rodriguez-Morales, MSc
Veranstaltungsart	Übung
Code	FS251057
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor
Termine	Mi, 19.02.2025, 10:15 - 12:00 Uhr, HS 8 Mi, 26.02.2025, 10:15 - 12:00 Uhr, HS 8 Mi, 05.03.2025, 10:15 - 12:00 Uhr, HS 8 Mi, 12.03.2025, 10:15 - 12:00 Uhr, HS 8 Mi, 19.03.2025, 10:15 - 12:00 Uhr, HS 8 Mi, 26.03.2025, 10:15 - 12:00 Uhr, HS 8 Mi, 02.04.2025, 10:15 - 12:00 Uhr, HS 8 Mi, 09.04.2025, 10:15 - 12:00 Uhr, HS 8 Mi, 16.04.2025, 10:15 - 12:00 Uhr, HS 8 Mi, 30.04.2025, 10:15 - 12:00 Uhr, HS 8 Mi, 07.05.2025, 10:15 - 12:00 Uhr, HS 8 Mi, 14.05.2025, 10:15 - 12:00 Uhr, HS 8 Mi, 21.05.2025, 10:15 - 12:00 Uhr, HS 8 Mi, 28.05.2025, 10:15 - 12:00 Uhr, HS 8
Umfang	2 Semesterwochenstunden
Tumus	weekly
Inhalt	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.
Voraussetzungen	None
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242405
Prüfung	Jointly with lecture (written closed-book exam tba)
Prüfungsmodus	By lecture examination / 3 Credits (für Modul Übung Makroökonomie II) By lecture examination / 0 Credits (für Modul Makroökonomie II (Vorlesung und Übung)) By lecture examination / 3 Credits (für Modul Weitere Studienleistungen im Bereich Volkswirtschaftslehre) By lecture examination / 0 Credits (für Modul Weitere Studienleistungen im Bereich Volkswirtschaftslehre) By lecture examination / 0 Credits (für Modul Weitere Studienleistungen im Bereich Volkswirtschaftslehre)
Hinweis	- 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.
Hörer/-innen	Nein
Kontakt	alejandra.rodriguez@unilu.ch
Literatur	Required materials: nine handouts, a problem set, and an assignment (published on OLAT).

Tutorial Macroeconomics II - Group 1

Dozent/in	Alejandra Rodriguez-Morales, MSc
Veranstaltungsart	Übung
Code	FS251058
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor
Termine	Mi, 19.02.2025, 08:15 - 10:00 Uhr, HS 8 Mi, 26.02.2025, 08:15 - 10:00 Uhr, HS 8 Mi, 05.03.2025, 08:15 - 10:00 Uhr, HS 8 Mi, 12.03.2025, 08:15 - 10:00 Uhr, HS 8 Mi, 19.03.2025, 08:15 - 10:00 Uhr, HS 8 Mi, 26.03.2025, 08:15 - 10:00 Uhr, HS 8 Mi, 02.04.2025, 08:15 - 10:00 Uhr, HS 8 Mi, 09.04.2025, 08:15 - 10:00 Uhr, HS 8 Mi, 16.04.2025, 08:15 - 10:00 Uhr, HS 8 Mi, 30.04.2025, 08:15 - 10:00 Uhr, HS 8 Mi, 07.05.2025, 08:15 - 10:00 Uhr, HS 8 Mi, 14.05.2025, 08:15 - 10:00 Uhr, HS 8 Mi, 21.05.2025, 08:15 - 10:00 Uhr, HS 8 Mi, 28.05.2025, 08:15 - 10:00 Uhr, HS 8
Umfang	2 Semesterwochenstunden
Tumus	weekly
Inhalt	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.
Voraussetzungen	None
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242405
Prüfung	Jointly with lecture (written closed-book exam tba)
Prüfungsmodus	By lecture examination / 3 Credits (für Modul Übung Makroökonomie II) By lecture examination / 0 Credits (für Modul Makroökonomie II (Vorlesung und Übung)) By lecture examination / 3 Credits (für Modul Weitere Studienleistungen im Bereich Volkswirtschaftslehre) By lecture examination / 0 Credits (für Modul Weitere Studienleistungen im Bereich Volkswirtschaftslehre) By lecture examination / 0 Credits (für Modul Weitere Studienleistungen im Bereich Volkswirtschaftslehre)
Hinweis	- 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.
Hörer/-innen	Nein
Kontakt	alejandra.rodriguez@unilu.ch
Literatur	Required materials: nine handouts, a problem set, and an assignment (published on OLAT).

Strategic Human Resource Management

Dozent/in	Dr. oec. Anastasia Sapegina Delia Meyer, MSc
Veranstaltungsart	Vorlesung
Code	FS251060
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Mo, 17.02.2025, 10:15 - 12:00 Uhr, 4.A05 Mo, 24.02.2025, 10:15 - 12:00 Uhr, 4.A05 Mo, 10.03.2025, 10:15 - 12:00 Uhr, 4.A05 Mo, 17.03.2025, 10:15 - 12:00 Uhr, 4.A05 Mo, 24.03.2025, 10:15 - 12:00 Uhr, 4.A05 Mo, 31.03.2025, 10:15 - 12:00 Uhr, 4.A05 Mo, 07.04.2025, 10:15 - 12:00 Uhr, 4.A05 Mo, 14.04.2025, 10:15 - 12:00 Uhr, 4.A05 Mo, 28.04.2025, 10:15 - 12:00 Uhr, 4.A05 Mo, 05.05.2025, 10:15 - 12:00 Uhr, 4.A05 Mo, 12.05.2025, 10:15 - 12:00 Uhr, 4.A05 Mo, 19.05.2025, 10:15 - 12:00 Uhr, 4.A05 Mo, 26.05.2025, 10:15 - 11:45 Uhr, HS 9 (Prüfung) Mo, 26.05.2025, 10:15 - 12:00 Uhr, 4.A05
Umfang	2 Semesterwochenstunden
Tumus	Weekly
Inhalt	The lecture addresses current topics in Strategic Human Resource Management (SHRM). 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. 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.
Lernziel	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
Voraussetzungen	This is a core module for Master students. No further prerequisites are needed.
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242407
Prüfung	***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
Prüfungsmodus	Written exam / 3 Credits
Hörer/-innen	Nach Vereinbarung
Kontakt	anastasia.sapegina@unilu.ch / delia.meyer@unilu.ch
Literatur	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

Dozent/in	Dr. rer. pol. Marcel R. Savioz
Veranstaltungsart	Vorlesung
Code	FS251061
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor Master
Termine	Mo, 24.02.2025, 14:15 - 16:00 Uhr, 3.B58 Mo, 10.03.2025, 14:15 - 16:00 Uhr, 3.B58 Mo, 17.03.2025, 14:15 - 16:00 Uhr, 3.B58 Mo, 24.03.2025, 14:15 - 16:00 Uhr, 3.B58 Mo, 31.03.2025, 14:15 - 16:00 Uhr, 3.B58 Mo, 07.04.2025, 14:15 - 16:00 Uhr, 3.B58 Mo, 14.04.2025, 14:15 - 16:00 Uhr, 3.B58 Mo, 28.04.2025, 14:15 - 16:00 Uhr, 3.B58 Mo, 05.05.2025, 14:15 - 16:00 Uhr, 3.B58 Mo, 12.05.2025, 14:15 - 16:00 Uhr, 3.B58 Mo, 19.05.2025, 14:15 - 16:00 Uhr, 3.B58 Mo, 26.05.2025, 14:15 - 16:00 Uhr, 3.B58 Mo, 02.06.2025, 15:15 - 17:15 Uhr, HS 10 (Prüfung)
Umfang	2 Semesterwochenstunden
Tumus	weekly
Inhalt	The lecture deals with monetary policy and the related issues of monetary economics. The following are examples of questions that are addressed: Is inflation harmful? Why is there an inflation bias? Why are some countries confronted with high inflation or even hyperinflation? What is seignorage and fiscal dominance? Why is interest-rate targeting superior to money targeting? What is the difference between inflation targeting and price level targeting? What are the advantages and disadvantages of central bank independence? What is unconventional monetary policy and is it effective? What is the forward guidance puzzle? What is the Taylor rule? Why is the monetary condition index important to understand Swiss monetary policy? Etc.
Lernziel	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.
Voraussetzungen	The course is suitable for advanced Bachelor or Master students.
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242409
Prüfung	***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
Prüfungsmodus	Written exam / 3 Credits
Hörer/-innen	Ja
Kontakt	marcel.savioz@bluewin.ch
Literatur	David Romer, Advanced Macroeconomics, Fifth Edition, McGraw-Hill 2019

Public Economics

Dozent/in	Prof. Dr. Christoph A. Schaltegger
Veranstaltungsart	Vorlesung
Code	FS251062
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Do, 20.02.2025, 10:15 - 12:00 Uhr, HS 1 Do, 06.03.2025, 10:15 - 12:00 Uhr, HS 1 Do, 13.03.2025, 10:15 - 12:00 Uhr, HS 1 Do, 20.03.2025, 10:15 - 12:00 Uhr, HS 1 Do, 27.03.2025, 10:15 - 12:00 Uhr, HS 1 Do, 03.04.2025, 10:15 - 12:00 Uhr, HS 1 Do, 10.04.2025, 10:15 - 12:00 Uhr, HS 1 Do, 17.04.2025, 10:15 - 12:00 Uhr, HS 1 Do, 01.05.2025, 10:15 - 12:00 Uhr, HS 1 Do, 08.05.2025, 10:15 - 12:00 Uhr, HS 1 Do, 15.05.2025, 10:15 - 12:00 Uhr, HS 1 Do, 22.05.2025, 10:15 - 12:00 Uhr, HS 1 (Prüfung) Do, 05.06.2025, 10:15 - 12:00 Uhr, HS 9
Umfang	2 Semesterwochenstunden
Tumus	Weekly
Inhalt	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.
Lernziel	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.
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242410
Prüfung	***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
Prüfungsmodus	Written examination / 3 Credits
Hörer/-innen	Ja
Kontakt	martin.mosler@iwp.swiss
Literatur	Please see lecture slides.

Topics in Pharmaceutical Economics

Dozent/in	Dr. Nicolas Schreiner
Veranstaltungsart	Seminar
Code	FS251067
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	wöchentlich (Di), ab 18.02.2025, 16:15 - 18:00 Uhr, 4.B47
Umfang	2 Semesterwochenstunden
Tumult	weekly
Inhalt	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.
Lernziel	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
Voraussetzungen	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).
Sprache	Englisch
Begrenzung	Max. 12 participants
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242418
Prüfung	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 3 - 28 February 2025 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Prüfungsmodus	Individual/group presentation / 6 Credits
Hinweis	There will be lectures during a preparation phase (from February 18 to April 01) and six dates for the presentations (from April 15 to May 20). Students will have to submit their final report before May 27, 11.59 p.m.
Hörer/-innen	Nein
Kontakt	nicolas.schreiner@doz.unilu.ch nicolas.schreiner@css-institut.ch
Literatur	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

Dozent/in	Christina Sichtmann
Veranstaltungsart	Seminar
Code	FS251068
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor Master
Termine	Mi, 26.02.2025, 16:15 - 18:00 Uhr, E.509 Mi, 12.03.2025, 12:15 - 14:00 Uhr, E.509 Mo, 07.04.2025, 14:15 - 20:00 Uhr, HS 8 Di, 08.04.2025, 14:15 - 20:00 Uhr, HS 2 Mi, 09.04.2025, 14:15 - 20:00 Uhr, HS 8
Umfang	2 Semesterwochenstunden
Tumus	Block course
Inhalt	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. Each participant will have to pay an amount of CHF 55 for the required software in the session on February 26nd, 2025. Please note that you cannot participate in the course without buying the software! Later payments are not possible! 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.
Lernziel	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: • 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
Voraussetzungen	Bachelor students should have taken a Global Marketing course. For master students this is recommended. At least they should have taken «Marketing Management».
Sprache	Englisch
Begrenzung	Max. 50 participants
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242419
Prüfung	***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
Prüfungsmodus	Performance in the simulation; written paper; speech / presentation / 3 Credits
Hörer/-innen	Nach Vereinbarung
Kontakt	christina.sichtmann@doz.unilu.ch
Literatur	Materials provided with the software (included in fee) Hollensen, S. (2020): Global Marketing, 8th ed., Pearson

Causal Machine Learning

Dozent/in	Prof. Anthony Strittmatter, PhD
Veranstaltungsart	Vorlesung
Code	FS251041
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Mo, 03.02.2025, 09:15 - 16:00 Uhr, 3.B47 Di, 04.02.2025, 09:15 - 16:00 Uhr, 3.B47 Mi, 05.02.2025, 09:15 - 16:00 Uhr, 3.B47 Do, 06.02.2025, 09:15 - 16:00 Uhr, 4.B51 Fr, 07.02.2025, 09:15 - 16:00 Uhr, 4.B51
Umfang	2 Semesterwochenstunden
Tumus	Block course
Inhalt	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.
Lernziel	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.
Voraussetzungen	Basic knowledge of econometrics and statistics is required. For example, from the courses Causal Analysis and Supervised Machine Learning.
Sprache	Englisch
Begrenzung	Max. 24 participants
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 20 January – 3 February 2025. 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/17670242421
Prüfung	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 3 - 5 February is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Prüfungsmodus	Written exam, multiple choice / 3 Credits
Hinweis	Please bring a notebook to the lectures for coding.
Hörer/-innen	Nach Vereinbarung
Kontakt	Anthony.strittmatter@unidistance.ch
Literatur	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.

Health Economics

Dozent/in	Dr. rer. pol. Renate Susanna Strobl
Veranstaltungsart	Masterseminar
Code	FS251090
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Gesundheitswissenschaften
Studienstufe	Master
Termine	Mi, 19.02.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 26.02.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 05.03.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 12.03.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 19.03.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 26.03.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 02.04.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 09.04.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 16.04.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 30.04.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 07.05.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 14.05.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 21.05.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 28.05.2025, 12:30 - 14:00 Uhr, 3.B58 Mi, 18.06.2025, 08:15 - 09:45 Uhr, HS 10 (Prüfung)
Umfang	2 Semesterwochenstunden
Tumus	weekly
Inhalt	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.
ELeaming	Teaching material is provided via the e-learning platform moodle.
Lernziel	The objectives of the course are: - to apply economic principles to describe and understand the behavior of key actors in the health system, - to assess the functioning of health care markets from an economic perspective, and - to demonstrate how economic analysis can be used to inform decision-making on all levels of the health system.
Voraussetzungen	Overall grade of 4.0 or better.
Sprache	Englisch
Begrenzung	priority MSc Health Sciences students
Anmeldung	https://elearning.hsm-unilu.ch/course/view.php?id=837
Prüfung	Final written exam. IMPORTANT: In order to earn credits and participate at the exam registration via Uni Portal within the exam registration period is MANDATORY. Further information: www.unilu.ch/en/study/courses-exams-regulations/health-sciences-and-medicine/exams/
Prüfungsmodus	Final written exam / 3 Credits
Hinweis	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.
Hörer/-innen	Ja
Kontakt	renate.strobl@unilu.ch
Material	Teaching material is based on slides, worksheets, and selected book chapters.
Literatur	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

Dozent/in	Dr. Maria Trottmann
Veranstaltungsart	Vorlesung
Code	FS251074
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Bachelor Master
Termine	Di, 18.02.2025, 18:15 - 20:00 Uhr, 3.B47 Di, 25.02.2025, 18:15 - 20:00 Uhr, 3.B47 Di, 04.03.2025, 18:15 - 20:00 Uhr, 3.B47 Di, 11.03.2025, 18:15 - 20:00 Uhr, 3.B47 Di, 18.03.2025, 18:15 - 20:00 Uhr, 3.B47 Di, 25.03.2025, 18:15 - 20:00 Uhr, 3.B47 Di, 01.04.2025, 18:15 - 20:00 Uhr, 3.B47 Di, 08.04.2025, 18:15 - 20:00 Uhr, 3.B47 Di, 15.04.2025, 18:15 - 20:00 Uhr, 3.B47 Di, 29.04.2025, 18:15 - 20:00 Uhr, 3.B47 Di, 06.05.2025, 18:15 - 20:00 Uhr, 3.B47 Di, 13.05.2025, 18:15 - 20:00 Uhr, 3.B47 Di, 20.05.2025, 18:15 - 20:00 Uhr, 3.B47 Di, 27.05.2025, 18:15 - 20:00 Uhr, 3.B47
Umfang	2 Semesterwochenstunden
Tumus	Weekly
Inhalt	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. 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, will undertake their statistical analyses employing real-world data provided by a Swiss insurer. Important steps include getting a comprehensive understanding of the data and checking its plausibility in a real world context. 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.
Lernziel	Goals and principal methods in health services research. Practical experience conducting a statistical research project using real world data.
Voraussetzungen	• Introductory course in statistical methods • Experience working with a statistical software such as R or Stata would be a plus
Sprache	Englisch
Begrenzung	max. 16 participants
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 28 February 2025. 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/17670242424
Prüfung	The written paper will be separated into four separate homework assignments: Deadline for 1. homework assignment: Sat 22.03.2025 Deadline for 2. homework assignment: Sat, 05.04.2025 Deadline for 3. homework assignment: Thurs, 17.04.2025 Deadline for 4. homework assignment: Sat, 03.05.2025 Dates for oral presentation: Tue, 13.05.2025 / 20.05.2025 / 27.05.2025 Students may work in groups of up to three people for the homework assignments. The four homework assignments account for 60% of the final mark (15% each). At the end of the semester, 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
Prüfungsmodus	Presentation and discussion (40%), written paper separated into four home work assignments (15% each) / 3 Credits
Hinweis	A student project using real-world data is a significant part of this lecture. The course will be available both in person and on zoom.
Hörer/-innen	Ja
Kontakt	maria.trottmann@swica.ch
Literatur	Weber, Jeremy G. 2024. “Statistics for Public Policy: A Practical Guide to Being Mostly Right (or at Least Respectably Wrong).” Chicago?; London: The University of Chicago Press. ISBN: 9780226830759 Walker, Dawn-Marie (ed). 2014. “An Introduction to health services research”. Los Angeles: SAGE Publications. ISBN 978-1-4462-4739-6 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 Hill, A. B. 1965. “The Environment and the Disease: Association or Causation?” Proceedings of the Royal Society of Medicine 58 (5): 295–300.

Branding in Fashion and Luxury Markets

Dozent/in	Prof. Dr. Luca Visconti
Veranstaltungsart	Vorlesung
Code	FS251075
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Mi, 12.02.2025, 14:15 - 18:00 Uhr, 4.B47 Do, 13.02.2025, 09:15 - 17:00 Uhr, 4.B47 Fr, 21.02.2025, 09:15 - 17:00 Uhr, 4.B54 Sa, 22.02.2025, 09:15 - 13:00 Uhr, 4.B54
Umfang	2 Semesterwochenstunden
Turnus	Block course
Inhalt	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: (1) from trademarks to branding; (2) branding in the creative and luxury industries; (3) effects of brands on consumers; (4) managing luxury brands (codification, sense of purpose, and narrative contents).
Schlagworte	Gender/Diversity
Lernziel	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.
Voraussetzungen	No prerequisite.
Sprache	Englisch
Begrenzung	Max. 40 participants
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 12 February 2025. 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/17670242426
Prüfung	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 12 - 19 February 2025 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Prüfungsmodus	Group Work / 3 Credits
Hörer/-innen	Nach Vereinbarung
Kontakt	luca.visconti@usi.ch
Literatur	Holt, Douglas B. (2012), How Brands Become Icons, Boston, MA: Harvard Business School Press, chapters 1 and 2. Keller, Kevin L. (2012), Strategic Brand Management, Upper Saddle River, NJ: Prentice-Hall, fourth edition, chapters 1; 2; 3; 4; 7; 8; 9; 10; 11. Visconti, Luca M. (2020), "Communicating Luxury Brands through Stories," in Felicitas Morhart, Sandor Czellar, and Keith Wilcox (ed.), Research Handbook on Luxury Branding, Cheltenham, UK: Edward Elgar Publishing, 225-247.

Business Process Management

Dozent/in	Prof. Dr. Jan vom Brocke
Veranstaltungsart	Vorlesung
Code	FS251076
Semester	Frühjahrssemester 2025
Durchführender Fachbereich	Wirtschaftswissenschaften
Studienstufe	Master
Termine	Mo, 10.02.2025, 09:15 - 18:00 Uhr, 4.B54 Di, 11.02.2025, 09:15 - 18:00 Uhr, 4.B54 Mi, 12.02.2025, 09:15 - 18:00 Uhr, 4.B54
Umfang	2 Semesterwochenstunden
Turnus	Block course
Inhalt	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.
Lernziel	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
Voraussetzungen	Bachelor degree in a business or computer science related topic.
Sprache	Englisch
Anmeldung	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 3 – 10 February 2025. 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/17670242428
Prüfung	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 3 - 10 February 2025 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Prüfungsmodus	Individual/group presentation / 3 Credits
Hörer/-innen	Ja
Kontakt	jan.vom.brocke@uni.li http://www.janvombrocke.com
Literatur	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"