

2019.FS

<b>Module Name: Introduction to Banking &amp; Finance</b>	
Module Code	w.BA.XX.2BF-en.XX
Module Description	Students gain an overview of the financial industry in general and the banking sector in particular. They learn bank business management theories and concepts of an operating financial industry and what businesses and divisions are industry-specific. Furthermore, students understand the diverse relationships and dependencies between bank structure, bank-regulating, banking crises, and business fields. Students link an international and national outlook, as well as the micro and the macro level, to form a holistic picture of "banking". This module functions as a bridge between the assessment study period and the other banking and finance modules.
Program and Specialization	Business Administration - Banking and Finance (PiE)
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> Main Study Period
ECTS	6
Organizational Unit	W Institut für Wealth & Asset Management
Module Coordinator	Hans Brunner (brnh)
Deputy Module Coordinator	Roland Hofmann (horo)
Prerequisite Knowledge	All material from the assessment level, especially w.2.BWL; prior knowledge in the financial and banking sector.
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ enumerate key business challenges and issues in banking business administration.</li> <li>§ explain the operational characteristics and economic value creation of intermediation by banks.</li> <li>§ analyze specific business issues in a practical context on the basis of theoretical knowledge gained.</li> <li>§ are able to present solutions in an appropriate language and form.</li> <li>§ maintain up to date methodological and technical knowledge.</li> <li>§ develop a willingness to engage with the challenges of modern banking in a manner which is constructive and theoretically sound.</li> <li>§ reflect on their own situation and the state of the industry.</li> </ul>

Module Content	§ Money and monetary economy § Banking and intermediation theory, financial crises § Bank management § Regulation and supervision, banking structure and infrastructure § Foreign exchange markets, international financial system § Banking activities, types of bank, client segments § Accounting § Business models § Banking risks and risk management		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Project Work § Literature Review	<b>Social Settings Used:</b> § Individual Work § Pair Work	
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	28 h	64 h	
Small Class	28 h	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>56 h</b>	<b>64 h</b>	<b>60 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written exam	Specified documentation	60	67,00%
<b>Permitted Resources</b>	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written Assignment	Grade	-	33,00%
Classroom Attendance Requirement	-		
Language of Instruction/Examination	English		
Compulsory Reading	§ Bienert, H. & Ziegler, S. (2013). Foundations in Swiss Banking Management. Compendio. ISBN 978-3-7155-9907-6. § Mishkin, F. (2015). The Economics of Money, Banking, and Financial Markets. Pearson. ISBN 978-1-292-09418-2. § Casu, B., Girardone, C. & Molyneux, P. (2015). Introduction to Banking. Prentice Hall. ISBN 978-0-273-71813-0.		
Recommended Reading	-		
Comments	-		