

2019.HS

Module Name: Introduction to Banking & Finance	
Module Code	w.BA.XX.2BF.XX
Module Description	Students gain an overview of the financial industry in general and the banking sector in particular. By examining the business management theories and concepts of banking, they learn about the structure of organizations in the financial industry and what the typical businesses and business areas are. The students examine the diverse relationships and interdependencies between bank structure, banking regulation, banking crises, and business segments. Students integrate an international and a national outlook as well as micro- and macro-level aspects to acquire a holistic understanding of banking. This module aims to bridge the gap between first-year studies and the main study period and acts as an introduction to other banking and finance modules.
Program and Specialization	Business Administration - Banking and Finance
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	Module Type: Compulsory
	Program Phase: Main Study Period
ECTS	6
Organizational Unit	W Institut für Wealth & Asset Management
Module Coordinator	Suzanne Ziegler (zisu)
Deputy Module Coordinator	Roland Hofmann (horo)
Prerequisite Knowledge	Prerequisites include the content of all first-year modules, especially w.2BWL1, and foundation knowledge of the world of banking and finance.
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § list key business challenges and issues of banking business administration § explain the operation and economic value of the intermediation of banks § analyze specific practical business issues on the basis of theoretical knowledge § are able to present and explain solutions they have developed using the appropriate language and form § keep their methodical and technical knowledge up to date § develop a willingness to engage with the challenges of modern banking in an international/national context in a manner which is constructive and theoretically sound § reflect on their own situation and the state of the industry

Module Content	§ Cash and cash economy § Theory of banking and intermediation, financial crises § Bank management § Regulation and supervision, banking structure and infrastructure § Foreign exchange markets, international financial system § Banking activities, bank types, customer segments § Accounting § Business models and FinTech § Bank risks and risk management		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Project Work § Literature Review	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	64 h	
Small Class	28 h	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	56 h	64 h	60 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Specified documentation	60	67,00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
Others			
	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	33,00 %
Classroom Attendance Requirement	-		
Language of Instruction/Examination	German		
Compulsory Reading	§ Mishkin, F. (2015). The Economics of Money, Banking, and Financial Markets. 11th edition. Pearson. ISBN 978-1-292-09418-2.		
Recommended Reading	§ Bienert, H. & Ziegler, S. (2013). Schweizerische Bankbetriebslehre. Compendio. ISBN 978-3-7155-9861-1 § Casu, B., Girardone, C. & Molyneux, P. (2015). Introduction to Banking. 2nd edition. Pearson. ISBN 978-0-273-71813-0.		
Comments	-		