Zurich University
of Applied Sciences

School of
Management and Law

2019.HS

Module Name: Digital Toolkit for Students of Business Administration		
Module Code	w.BA.XX.2DT.XX	
Module Description	Students gain an overview ("big picture") of digitalization. The module presents and explains emerging technologies, enabling students to use these technologies actively. Students gain hands-on insights in applying technologies and gaining deeper insights into their advantages and disadvantages. Students also acquire skills leading to a digital toolkit enabling them to effectively address the "digital" issues they will come across at work.	
Program and Specialization	§ Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PiE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - General Management (Flex) § Business Administration - Risk and Insurance	
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 Elective	**Program Phase:** Main Study Period
ECTS	3	
Organizational Unit	W General Management Ltg.	
Module Coordinator	Roger Seiler (seir)	
Deputy Module Coordinator	-	
Prerequisite Knowledge	Basic knowledge of business administration, a keen interest in technology, and a readiness to work on use cases using the tools to which they are introduced.	
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence	
Contribution to Program Learning Objectives	Professional Competence § 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 § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change	
Module Learning Objectives	Students... § are able to give an overview of the relevant technologies of digitalization. § are able to explain terms such as AR, VR, AI, cloud, and blockchain. § are able to discuss areas of application for the technologies they have learned about and explain related terminology. § are able to demonstrate the practical uses of these technologies and evalute areas of application. § are able to apply the technologies and tools to which they have been introduced in a practical context. § are able to explain the benefits and drawbacks of these technologies.	

Module Content	Technologies relevant to digitalization are presented and applications introduced. Web basics and technologies are presented using a CMS (content management system) and are applied by students immediately. Students are introduced to methods for actively implementing and processing concrete applications of these technologies in the form of initial steps in pilot projects. As they move from conception to implementation, students are introduced to specific technologies. They learn about the basic principles of different areas (such as websites and mobile communication, augmented and virtual reality, artificial intelligence, platforms in the cloud, blockchain, and the automation of business processes (e.g., chatbots). This enables students to see the big picture concerning digitalization technologies and to acquire a digital toolkit.
Links to other modules	-

Methods of Instruction	Social Settings Used:
§ Lecture § Interactive Instruction § Application Tasks § Exercises § Literature Review	§ Individual Work § Pair Work § Group Work

Digital Resources	Multiple Choice Tests

Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	62 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	**28 h**	**62 h**	**0 h**

Performance Assessment

End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	60	100,00 %
Permitted Resources	No calculator		

Others	Assessment	Length (min.)	Weighting
-	-	-	-

Classroom Attendance Requirement	-
Language of Instruction/Examination	German
Compulsory Reading	-
Recommended Reading	-
Comments	-