

2019.HS

Module Name: SAQ - Preparing for Certification			
Module Code	w.BA.XX.2SAQ.XX		
Module Description	The module focuses on providing advice to bank customers. With new regulatory requirements, increased competitive pressure, and demanding customers, customers' expectations concerning consultations have also increased. Accordingly, client advisors require not only professional competence but also in-depth methodological, personal, and social skills. The module, which is carried out jointly with bbz St Gallen, offers students an opportunity practice typical advisory situations and prepare for certification on the basis of the state-accredited certification standard (ISO standard 17024 "Client Advisors in Banking"). If certain requirements are met, it is also possible to take a certification exam.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § 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	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
Module Type: Compulsory Elective	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Abt. Banking, Finance, Insurance LtG.		
Module Coordinator	Marion Pester (pesr)		
Deputy Module Coordinator	Holger Hohgardt (hohg)		
Prerequisite Knowledge	The module is basically aimed at all students interested in the advisory role. For those students who already have their own customers, it is possible to acquire certification parallel to the module. The prerequisite for this is, among other things, a formal confirmation from the employer specifying the client segment. For details, please contact the module coordinator.		
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	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	Students... <ul style="list-style-type: none"> § are able to communicate with clients in a structured manner. They understand client needs and can present appropriate solutions depending on a client's profile. Students establish and confirm commitments based on their customer meetings. § are able to manage customer contacts effectively at an emotional level and communicate with clients in a competent and confident manner. § learn how to deal with difficult client situations constructively and how to resolve them. § reflect on their strengths and areas of improvement in meetings and other advisory situations. 		

Module Content	§ Preparation of a genuine, challenging client situation § Theoretical phases of the advisory process for various advisor profiles of respective client segments (private clients, individual clients, CWMA, etc.) § Practical exercises and group work on the phases of an advisory process § Maintaining a transfer logbook while participating in the module and producing a reflective report		
Links to other modules	The content of this module is linked to the following module: w.BA.XX.2WMC.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Literature Review	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Teaching Videos § Teaching Materials § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	16 h	34 h	
Total	16 h	34 h	40 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Oral exam		60	100,00 %
Permitted Resources	Permitted resources to be communicated.		
Others			
Reflective report	Assessment	Length (min.)	Weighting
	Pass/Fail	-	-
Classroom Attendance Requirement	Classroom attendance is a prerequisite for participation in the final module examination.		
Language of Instruction/Examination	German		
Compulsory Reading	§ Fürderer, Kai: Ohne Beratungsqualität kein nachhaltiger Erfolg, in: Handbuch Bankvertrieb, Theorie und Praxis im Zukunftsdialog, D. Hellenkamp and K. Fürderer (eds.), Wiesbaden 2016, pp. 227-239. ISBN 978-3-658-06447-1. § Mogiato, R., Schwabe, G., Nussbaumer, P., Stehli, E., Eberhard, M.: Beratungsqualität in Banken. Was der Kunde erwartet. Was der Kunde erlebt. Dübendorf 2009. https://www.synpulse.com/_Resources/Persistent/a365f60448b2e9af114f90e42664b4fb6d78fe63/Stuberatungsqualitaet-in-Banken-light.pdf .		
Recommended Reading	§ Bachmann, K., De Giorgi, E. & Hens, T. (2018). Behavioral Finance for Private Banking. From the Art of Advice to the Science of Advice. 2nd edition. John Wiley. ISBN 978-1-119-45370-3. § Wilhelm, H. & Zydea, M. (2010). So gewinnt der Kunde in der Bank. Süddeutsche Zeitung, 23.8. http://www.sueddeutsche.de/geld/bankberatung-ich-will-ihnen-janichts-verkaufen-1.989504 .		
Comments	This elective module takes place in the form of block instruction. The module can also be attended by MSc BF students as an elective. Additionally acquired credits will be confirmed separately to Master's degree program students.		