

2019.HS

| Module Name: Scientific Methods of Business IT | |
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| Module Code | w.BA.XX.2WMWI.XX |
| Module Description | The Scientific Working and Principles/Methods of Business Information Technology module aims to enhance the generic competencies of students. Students develop self-competence by learning to act independently and in a self-motivated manner, and by applying suitable learning and working strategies. On the one hand, the module consistently refers to the professional competencies of business administration and business information technology while, on the other, it focuses on an interdisciplinary, scientific knowledge base to motivate students to embrace life-long learning. Students acquire the tools they need to produce academic work and improve their problem-solving ability, acquiring the fundamental skills to help them analyze problems of business administration and business information technology, and solving them efficiently using suitable tools. Students are able to communicate and inform others effectively. |
| Program and Specialization | Business Information Technology |
| 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: First-Year Studies |
| ECTS | 6 |
| Organizational Unit | W Zentrum für innovative Didaktik Ltg. |
| Module Coordinator | Stefan Koruna (koru) |
| Deputy Module Coordinator | Roger Seiler (seir) |
| Prerequisite Knowledge | none |
| 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 | <ul style="list-style-type: none"> Students... § explain the basic principles of academic writing and research methodology § use scientific quality criteria to explore topics independently § know how to research scientifically sound sources § use the internationally recognized citation standards used at ZHAW § make use of different cognitive abilities in specific business/political contexts § are able to recognize the connections between complex business interrelationships and use this understanding in practical examples § apply contextual, interdisciplinary methodological skills to the analysis, assessment, and solving of specific problems § present acquired knowledge and give a talk § produce a publication autonomously according to scientific criteria § use the logic of argumentation to advocate a point of view § develop an independent and flexible approach to their own learning by identifying and applying suitable learning and working strategies |

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| | § have an overview of design science § know the approach of design science § develop a basic understanding of design science research | | |
| Module Content | § Scientific theory of business administration, information technology, and business information technology § Basic principles of scientific working practices § Writing of a scientific paper in the field of business information technology § Research methods/research design in information technology and business information technology § Networked and critical thinking in science, business, and everyday life § Problem-solving process of (business) information technology § Thought processes in models and modeling of information technology systems § Design science and its implications § Basic principles of problem-solving in business information technology § Analysis of scientific business information technology papers § Academic writing in the context of business administration, IT, and business information technology | | |
| Links to other modules | The content of this module is linked to the following modules: w.BA.XX.1BIT1.XX w.BA.XX.2Komm-WIN.XX w.BA.XX.2REng.XX | | |
| Methods of Instruction | § Lecture § Interactive Instruction § Case Studies § Exercises § Literature Review § Discussion § Presentation § Group project | Social Settings Used: § Individual Work § Pair Work § Group Work | |
| Digital Resources | § Reader § Practice and Application Exercises (with Key) § Multiple Choice Tests | | |
| Type of Instruction | Classroom Instruction | Guided Self-Study | Autonomous Self-Study |
| Large Class | 56 h | 72 h | |
| Small Class | - | - | |
| Group Instruction | - | - | |
| Practical Work | - | - | |
| Seminar | - | - | |
| Total | 56 h | 72 h | 52 h |
| Performance Assessment | | | |
| End-of-module exam | Form | Length (min.) | Weighting |
| Written exam | Closed book | 60 | 30,00 % |
| Permitted Resources | No calculator | With dictionary | |
| Others | Assessment | Length (min.) | Weighting |
| MC quizzes | Pass/Fail | - | - |
| Talk/oral presentation | Grade | 10 | 10,00 % |
| Written Assignment | Grade | - | 30,00 % |
| Proposal for written assignment | Pass/Fail | - | - |
| Written Assignment | Grade | - | 30,00 % |
| Classroom Attendance Requirement | Attendance compulsory at events to be announced in the semester plan | | |
| Language of Instruction/Examination | German | | |
| Compulsory Reading | § (2017). Wissenschaftliches Arbeiten. 5th edition. München: Lucius. ISBN 978-3-8252-8703-0. Electronic download (only @ ZHAW): http://www.utb-studi-e-book.de/9783838586496 (free of charge)). § (2014). Systematische Problemlösung im Unternehmen. 2nd edition. Wiesbaden: Springer. ISBN 978-3-658-02764-3. Electronic download (only @ ZHAW): http://dx.doi.org/10. | | |
| Recommended Reading | § Balzert, H., Schröder, M. & Schäfer, C. (2011). Wissenschaftliches Arbeiten. 2nd edition. 2011: W3L. ISBN 978-3868340341. | | |
| Comments | A pass/fail quiz (to be completed during the semester) is a prerequisite for admission to the end-of-module exam. Students need to write two semester papers (worth 60% of final grade) Points (rather than grades) are awarded for each performance assessment. The final grade is calculated from the sum of points awarded | | |