

Valid from 2024.HS

Module description: Market Management and Product Design			
Module Code	w.BA.XX.3MmPd-RI.XX		
ECTS Credits	3		
Language of Instruction/Examination	German		
Module Description	Students gain insight into the needs of customers in the insurance industry and the development of product and service solutions. They use design thinking methods to develop a practice-oriented prototype. Students also gain insights into qualitative and quantitative market research.		
Organizational Unit	IRI Ltg.		
Module Coordinator	Pirmin Mussak		
Deputy Module Coordinator	Lukas Stricker		
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Risk and Insurance 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type Compulsory</td> <td style="width: 50%;">Program Phase Main Study Period</td> </tr> </table>	Module Type Compulsory	Program Phase Main Study Period
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Prerequisite Knowledge			
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence 		
Contribution to Program Learning Objectives	<p>Professional Competence</p> <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 <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <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"> • are able to apply various customer research methods (explorative interviews, structured interviews, and surveys) and evaluate the findings critically. • understand design thinking methodology and are able to apply it to develop a product/ service or a prototype. • are able to manage a project and work effectively as part of a team. 		

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Module Content	<ul style="list-style-type: none"> • Design thinking methodology: Theory and practice • Methods to identify customer needs (explorative interviews, structured interviews, and surveys) and critically evaluate findings • Keynote presentations on customer touchpoint management and customer experience design as well as other current market management topics • Group work to create a prototype for a product or service 																																			
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none"> • w.BA.XX.3PpV-RI.XX 																																			
Digital Learning Resources	<ul style="list-style-type: none"> • Reader • Practice and Application Exercises (with Key) • Case Studies (with Key) • Various YouTube learning videos 																																			
Methods of Instruction	<ul style="list-style-type: none"> • Lecture • Project Work • Exercises • Case Studies 		Social Settings Used: <ul style="list-style-type: none"> • Individual Work • Group Work 																																	
Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study																																
	Large Class	21 h	55 h																																	
	Small Class	-	-																																	
	Group Instruction	-	-																																	
	Practical Work	-	-																																	
	Seminar	-	-																																	
	Total	21 h	55 h	14 h																																
Performance Assessment	<table border="1"> <thead> <tr> <th>End-of-module exam</th> <th>Form</th> <th>Length (min.)</th> <th>Weighting</th> </tr> </thead> <tbody> <tr> <td>-</td> <td></td> <td></td> <td></td> </tr> <tr> <td colspan="4">Permitted Resources</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th>Others</th> <th>Assessment</th> <th>Format</th> <th>Length (min.)</th> <th>Weighting</th> </tr> </thead> <tbody> <tr> <td>Talk/oral presentation</td> <td>Grade</td> <td>Gruppenarbeit</td> <td>20</td> <td>50.00</td> </tr> <tr> <td>Written Assignment</td> <td>Grade</td> <td>Gruppenarbeit</td> <td>0</td> <td>50.00</td> </tr> <tr> <td>Individual reflection on design thinking methodology (1-2 pages)</td> <td>Pass/Fail</td> <td>Einzelarbeit</td> <td>0</td> <td>0.00</td> </tr> </tbody> </table>				End-of-module exam	Form	Length (min.)	Weighting	-				Permitted Resources				Others	Assessment	Format	Length (min.)	Weighting	Talk/oral presentation	Grade	Gruppenarbeit	20	50.00	Written Assignment	Grade	Gruppenarbeit	0	50.00	Individual reflection on design thinking methodology (1-2 pages)	Pass/Fail	Einzelarbeit	0	0.00
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Classroom Attendance Requirement	Other Attendance at the kick-off, design thinking workshop, and final presentation is mandatory. Absences must be justified in writing.																																			
Compulsory Reading																																				
Recommended Reading																																				
Comments																																				