

Valid for 2024.FS

| Module Name: Strategic Management and Innovation | |
|---|---|
| Module Code | w.BA.XX.3SMI-RI.XX |
| Module Description | In this module, students gain a sound understanding of how an insurance company is managed strategically and financially. Fundamental business objectives and current challenges are discussed, as well as the business model elements of an insurance company. The module focuses on the application of strategic management concepts and instruments and an in-depth understanding of the key financial performance indicators. |
| Program and Specialization | 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 | Module Type: Compulsory |
| | Program Phase: Main Study Period |
| ECTS | 6 |
| Organizational Unit | W Institut für Risk & Insurance |
| Module Coordinator | Angela Zeier Röschmann (zeie) |
| Deputy Module Coordinator | Jürg Portmann (port) |
| Prerequisite Knowledge | - |
| 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... § know the main elements of managing an insurance company. § analyze and develop innovative business models. § apply select instruments to derive strategic alternatives. § identify and evaluate the strategic challenges and risks insurers face. § understand how an insurance company is managed financially. § develop and rationalize financial action measures to successfully implement a strategy. |
| Module Content | § Strategic management process and instruments § Insurance business model and business model innovation § Insurance balance sheet, income statement, and key performance indicators |
| Links to other modules | - |
| Methods of Instruction | § Lecture § Interactive Instruction § Application Tasks § Case Studies § Problem-Oriented Teaching § Project Work |
| | Social Settings Used: § Individual Work § Group Work |
| Digital Resources | Company visit: House of Insurtech |

| Type of Instruction | Classroom Instruction | Guided Self-Study | Autonomous Self-Study |
|---|--|----------------------|-----------------------|
| Large Class | 56 h | 56 h | |
| Small Class | - | - | |
| Group Instruction | - | - | |
| Practical Work | - | - | |
| Seminar | - | - | |
| Total | 56 h | 56 h | 68 h |
| Performance Assessment | | | |
| End-of-module exam | Form | Length (min.) | Weighting |
| - | - | - | - |
| Permitted Resources | - | | |
| Others | | | |
| | Assessment | Length (min.) | Weighting |
| Oral exam | Grade | 20 | 50,00 % |
| Written Assignment | Grade | - | 10,00 % |
| Written Assignment | Grade | - | 15,00 % |
| Management simulation (management game - two full days) | Grade | - | 25,00 % |
| Classroom Attendance Requirement | Mandatory Attendance: Other Attendance is required for the management game (two full days). | | |
| Language of Instruction/Examination | English | | |
| Compulsory Reading | - | | |
| Recommended Reading | - | | |
| Comments | - | | |