

Valid for 2022.HS

Module Name: Zurich International Week	
Module Code	w.MA.XX.ZIW-PIE.19HS
Module Description	Week 1: Students explore various topics related to the economics of artificial intelligence (AI), including: 1) AI and labor markets, 2) AI and productivity, 3) AI, innovation and competition, 4) AI, privacy, ethics, and society, 5) European public policy and AI. Week 2: Students understand the following questions: What differentiates transformational leadership from executional leadership? What makes a good leader and what does a good leader do? Why does leadership start with "lead yourself" and what does this take? What can people who want to become good leaders do? Students think about a/ what they want to commit themselves to, b/ what it takes to get there, c/ why anyone should be led by them. The first 2 ½ days lay the theoretical foundation and focus on fundamental leadership attitudes, skills, and practices (incl. ethical aspects and corporate governance) as well as self-reflection. The following two days focus on practical application of leadership in the financial industry based on various case studies. The week ends with individual reflection and personal conclusions.
Program and Specialization	Banking and Finance (PiE)
Legal Framework	Academic Regulations MSc in Banking and Finance dated 29.09.2011, Appendix to the Academic Regulations for the degree program in Banking and Finance, first adopted on 28.08.2012
Module Category	Module Type: Compulsory
ECTS	6
Organizational Unit	W Institut für Wealth & Asset Management
Module Coordinator	Johannes Höllerich (hoe)
Deputy Module Coordinator	Ruben Seiberlich (seib)
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... § recognize the leadership challenges behind corporate strategic change § know leadership attitudes, principles, (ethical) practices, professional standards, and best-practice corporate governance, in theory and in practical terms, in the context of real cases § can apply their knowledge to analyze personality, including their own § gain the ability to further develop their own value system and leadership style § develop a clear understanding of the leadership environment in which they can grow and excel § become familiar with the main insights of economic research on the different implications of the AI § understand how to adjust economic policy that maximizes AI benefits and minimizes associated risks

Module Content	§ Theory: The Leadership Challenge, Leadership Ideas, Lead Yourself, Leadership Practices § Applied Leadership: Leadership Challenges in Developing Profitable Growth, Incentives, Abolishing Budgeting, Strategic Investments, Mergers & Acquisitions, Coaching § AI and Labor Markets / AI and Productivity / AI, Innovation, and Competition / AI, data privacy, Ethics, and Society / European Public Policy and AI § Project work		
Links to other modules	The content of this module is linked to the following module: w.MA.XX.SIM-PiE.19HS		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Project Work § Literature Review	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Materials § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	60 h	-	
Excercise	-	-	
Project Work	-	40 h	
Seminar	-	-	
Total	60 h	40 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others			
	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	100.00 %
Talk/oral presentation	Pass/Fail	15	-
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: 100%		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	§ Kouzes, J. & Posner, B. (2012). The Leadership Challenge. 5th edition. San Francisco. ISBN 978-0470651728. § Jones, G. & Goffee, R. (2015). Why should anyone be led by you? What it takes to be an authentic leader. Boston. ISBN 978-1633691087. § Pearce, T. (2013). Leading out loud. 3th edition. San Francisco. ISBN 978-0470907696. § Dewar, C., Keller, S. & Malhotra, V. (2022). CEO Excellence – The Six Mindsets that Distinguish the Best Leaders from the Rest. New York: McKinsey & Company. ISBN 978-1-9821-7967-0.		
Comments	The performance assessment consists of two parts. For the Leadership part (Week 2), you will write a project paper (see slides). For the AI part (Week 1), you will give presentations in groups, which will you will receive a pass or fail grade. Both parts must be passed.		