

Valid for 2023.HS

Module Name: Data Intelligence and Processes	
Module Code	w.MA.XX.DIP.22HS
Module Description	This module covers the increasingly important methods of data intelligence (business analytics). This includes, among others, artificial intelligence models. In addition, the module deepens knowledge and skills in the area of process analysis, design, and management (with a focus on the financial industry). This also includes RPA (robotic process automation). In addition, sourcing challenges and solutions are discussed.
Program and Specialization	Banking and Finance
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	3
Organizational Unit	W Institut für Wealth & Asset Management
Module Coordinator	Christoph Kley (kley)
Deputy Module Coordinator	Ruben Seiberlich (seib)
Prerequisite Knowledge	General knowledge of process analysis and design.
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	<p>Students...</p> <ul style="list-style-type: none"> § are able to analyze, design, and manage processes § understand the advantages and disadvantages of RPA (robotic process automation) § are able to understand sourcing challenges and solutions in the Swiss market § can explain important technical terms of information systems and information technologies in the area of data intelligence / business analytics § can analyze concrete business issues on the basis of the knowledge structure taught § can apply data intelligence tools in the exercises § develop concrete solution concepts for entrepreneurial issues § can weigh advantages and disadvantages of data intelligence systems for creating competitive advantages
Module Content	<ul style="list-style-type: none"> § Process analysis and design § Sourcing in the financial sector § Principles of knowledge management and use of information systems in the different management levels of a company § Trends in the artificial intelligence environment / implementation of a small AI case using a low-code tool. § Architecture and components of data intelligence/business analytics systems § Data refinement processes in the data science environment § Basic methods of data intelligence and the training of AI models

Links to other modules	The content of this module is linked to the following module: w.MA.XX.BMT.22HS		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Reader § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	28 h	-	
Excercise	-	-	
Project Work	-	-	
Seminar	-	-	
Total	28 h	0 h	62 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	30	100,00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
Others			
	Assessment	Length (min.)	Weighting
-	-	-	-
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: None For active classroom participation, a bonus of up to 3 additional points may be awarded in the written exam (30 points).		
Language of Instruction/Examination	German		
Compulsory Reading	-		
Recommended Reading	-		
Comments	-		