Course catalogue, fall semester 2023

search results faculty/field "Faculty of Economics and Management", Study level "Bachelor, Master", language "Englisch", semester "HS23"

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Ethics and Critical Marketing

Lecturer	Paolo Antonetti, PhD
Type of course	Lecture
Code	HS231225
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor Master
Date	Mo, 28.08.2023, 08:15 - 14:00, 4.A05 Tu, 29.08.2023, 08:15 - 14:00, 4.A05 We, 30.08.2023, 08:15 - 14:00, 4.A05 Th, 31.08.2023, 08:15 - 14:00, 4.A05
Duration	block course
Frequency	Block course
Course content	The earliest definitions of marketing focused exclusively on maximising benefits: increased revenues for businesses; improved levels of satisfaction for customers; enhanced “quality of life” for society. By the early 1970’s however, an increasing number of commentators and academics began to worry that not all the results, or even the objectives, of marketing were necessarily beneficial to consumers and the societies in which they lived. Over-consumption, manipulation and exploitation became words that NGO’s, lobby groups and campaigners started to associate with the marketing profession. Meanwhile, the arrival of the internet in the 1990’s has not only increased the speed, reach and efficiency of marketing and sales campaigns, but has created a new platform for protesters and defenders of consumer rights, to expose organisations and businesses that are perceived to misuse the power of the marketing process. The moral imperative for professional marketers to “Do No Harm” has increasingly become a perceived obligation to actively “Do Good”, as well. The **Ethics and Critical Marketing** module will look at the changing societal attitudes to Marketing, both as an academic and professional discipline and examine the repercussions, constraints and obligations this has created for marketing professionals across the world, in all sectors and industries. We will go on to identify new opportunities for businesses that use marketing tools and techniques, to play a meaningful role in improving social conditions, equality and emancipation by adopting a best practice approach and then discuss the extent to which this is compatible with the requirement to satisfy multiple stakeholders, including investors, consumers and political bodies. Success in this module depends on participation and debate, with a strong focus on teamwork and communication. Students are strongly encouraged to bring issues for discussion in class, based on their personal observation and experience as consumers, citizens or employees.
Learning objectives	1) To identify the potential negative impacts of marketing activities and recognize the ethical dilemmas raised by marketing decisions. 2) To competently discuss and resolve ethical questions in a marketing context. 3) To recognize marketing’s responsibilities toward a network of important social stakeholders and address the challenges stakeholder pressure raises for organizations. 4) To criticize and question instances of unethical or problematic marketing conduct in a modern organization. 5) To understand global sustainability and corporate responsibility trends and consider critically how they impact marketing practice.
Prerequisites	Introduction to marketing courses
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 14 – 28 August 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT: https://lms.uzh.ch/auth/RepositoryEntry/17413472633/CourseNode/70448659388630
Exam	***IMPORTANT*** In order to acquire credits, resp. to take part in the examination, registration via the UniPortal within 14 - 28 August 2023 is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	15 minutes presentation / written paper (personal essay to submit after the end of the course) / 3 Credits
Auditors	According to agreement
Contact	paolo.antonetti@doz.unilu.ch
Literature	American Marketing Association, Statement of Ethics, https://www.ama.org/codes-of-conduct/ Case study 1: “Was that harassment?” https://hbr.org/2019/05/case-study-was-that-harassment Case study 2: Your Star Salesperson Lied. Should He Get a Second Chance? https://hbr.org/2019/09/case-study-your-star-salesperson-lied-should-he-get-a-second-chance Hunt, S. D., & Vitell, S. J. (2006). The general theory of marketing ethics: A revision and three questions. Journal of Macromarketing, 26(2), 143-153. Maignan, I., Ferrell, O. C., & Ferrell, L. (2005). A stakeholder model for implementing social responsibility in marketing. European Journal of Marketing, 39(9-10), 956-977. Ellis, N., Jack, G., Higgins, M., & Fitchett, J. (2010). Marketing: A critical textbook. Sage Publications. Martin, K. D., & Murphy, P. E. (2017). The role of data privacy in marketing. Journal of the Academy of Marketing Science, 45(2), 135-155.

International Macroeconomics

Lecturer	Maren Bartels, MSc
Type of course	Lecture
Code	HS231274
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	Mo, 18.09.2023, 14:15 - 16:00, HS 1 Mo, 25.09.2023, 14:15 - 16:00, HS 1 Mo, 09.10.2023, 14:15 - 16:00, HS 1 Mo, 16.10.2023, 14:15 - 16:00, HS 1 Mo, 23.10.2023, 14:15 - 16:00, HS 3 Mo, 30.10.2023, 14:15 - 16:00, HS 1 Mo, 06.11.2023, 14:15 - 16:00, HS 1 Mo, 13.11.2023, 14:15 - 16:00, HS 3 Mo, 20.11.2023, 14:15 - 16:00, HS 1 Mo, 27.11.2023, 14:15 - 16:00, HS 1 Mo, 04.12.2023, 14:15 - 16:00, HS 1 Mo, 11.12.2023, 14:15 - 15:15, HS 1 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	Why did European leaders in the 1990s decide to establish the euro? Why did the Swiss National Bank introduce, and later abandon, a lower bound of 1.20 francs against the euro? Why has the fear of a “currency war” repeatedly come up since the Great Recession, an how is this fear related to the current US-China trade row? Questions like these have received a lot of attention lately – and will be addressed in this course. We will start by introducing basic concepts such as the balance of payments and the exchange rate. We then discuss how exchange rates are determined, considering different exchange rate regimes. Further topics include the historical performance of alternative exchange rate regimes and the economics of currency areas such as the Eurozone. Finally, we study the problems of macroeconomic policy-making in an integrated world economy.
Learning objectives	Students familiarize themselves with the basic concepts used in the study of open economies. Students become proficient in analyzing the short- and long-run consequences of monetary and fiscal policies under different exchange rate regimes, relying on a coherent framework which will be set up in class. Finally, students develop a deep understanding of important international monetary policy issues (such as how international policy-coordination problems are affected by the exchange-rate regime).
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Bartels: International Macroeconomics (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to take part in the examination, registration via the UniPortal within the examination registration period is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	Written exmination / 3 Credits
Auditors	Yes
Contact	maren.bartels@unilu.ch
Literature	The course is based on lecture notes which will be published on OLAT. The lecture notes follow, more or less closely, selected chapters of the textbook "International Economics. Theory and Policy" by Paul Krugman, Maurice Obstfeld, and Marc Melitz (Pearson). The lecture notes refer to a number of research papers and books. These are not required reading materials, but they are recommended for students with a particular interest in international macroeconomics.

Climate Politics

Lecturer	Prof. Michael M. Bechtel
Type of course	Seminar
Code	HS231228
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor Master
Date	We, 20.09.2023, 12:15 - 14:00, HS 2 Fr, 29.09.2023, 09:15 - 17:00, 4.B55 Fr, 13.10.2023, 09:15 - 17:00, 4.A05
Duration	2 hours per week per semester
Frequency	Block seminar
Course content	Climate change has become one of the most pressing and conflictual issues of our times as evidenced by large-scale social movements such as the world-wide Fridays for Future protests or the Yellow Vests in France. We employ an analytical perspective on how countries and individuals are trying to address climate change. Our focus is on understanding the relationships between environmental conditions and policy choices by states and non-state actors. We cover key topics such as global climate negotiations, public opinion on climate policy, policy design, climate fairness, environmental inequality, and issue linkage.
Learning objectives	The specific aims of this course are as follows: - to familiarize students with key topics in climate politics, international relations, political economy, and political behavior. - to provide students with knowledge about climate issues and how they relate to politics, fairness, and inequality. - to provide an intellectual basis for studying phenomena from different viewpoints. - to improve students' research skills.
Prerequisites	Students should have taken a first course in international or comparative politics, political economy, international economics, public economics, international law, or public law and should have basic research design and quantitative methods skills.
Language	English
Limitation	Limited no. of participants: 30
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Bechtel: Climate Politics (Seminar) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 21 - 29 September 2023 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Individual/group presentation, Written paper, Speech / presentation, Case studies / 3 Credits
Note	Articles will be available online.
Auditors	No
Contact	mbechtel.mail@gmail.com
Literature	Giddens, Anthony. 2011. The Politics of Climate Change. Cambridge: Policy Press.

Applied Health Economics and Econometrics

Lecturer	Prof. Dr. Stefan Boes
Type of course	Lecture/Exercise
Code	HS231192
Semester	Fall semester 2023
Department	Health Sciences
Study level	Master
Date	Th, 21.09.2023, 09:15 - 12:00, 4.B54 Th, 28.09.2023, 09:15 - 12:00, 4.B54 Th, 05.10.2023, 09:15 - 12:00, 4.B54 Th, 12.10.2023, 09:15 - 12:00, 4.B54 Th, 19.10.2023, 09:15 - 12:00, 4.B54 Th, 26.10.2023, 09:15 - 12:00, 4.B54 Th, 09.11.2023, 09:15 - 12:00, 4.B54 Th, 16.11.2023, 09:15 - 12:00, 4.B54 Th, 23.11.2023, 09:15 - 12:00, 4.B54 Th, 30.11.2023, 09:15 - 12:00, 4.B54 Th, 07.12.2023, 09:15 - 12:00, 4.B54 Th, 14.12.2023, 09:15 - 12:00, 4.B54 Th, 21.12.2023, 09:15 - 12:00, 4.B54 Tu, 23.01.2024, 14:00 - 15:30, HS 9 (Examination)
Duration	4 hours per week per semester
Course content	The course introduces key methods used in applied health economic and policy research. Starting from a specific challenge or issue in the health system, theoretical and empirical approaches will be discussed to study the underlying phenomena, with a focus on quantitative research and the use of appropriate study designs to inform the questions of interest. Topics include describing and summarizing health data, the analysis of the demand for health care, socio-economic inequalities in health and related behaviors, public opinions on health and social policies, modeling of the dynamics of health and insurance decisions, and the empirical evaluation of public policy interventions, such as smoking bans, changes in the eligibility for disability insurance, cost-sharing in health insurance, self-dispensation of physicians and supplier-induced demand, and the financing of inpatient care.
Learning objectives	i) to learn and practice the methodology needed to conduct applied research in health economics and health policy, ii) to apply theoretical and empirical approaches to study the health care market and to evaluate public health interventions, iii) to discuss and critically assess current research in the field.
Prerequisites	Grade 4.0 or better
Language	English
Registration	https://elearning.hsm-unilu.ch/course/view.php?id=657
Exam	Written examination (50%) and homework assignment (50%)
Type of exam	Written examination (50%) and homework assignment (50%) / 6 Credits
Note	Teaching methods: Blended learning with lectures, tutorials, and in-class presentations
Auditors	Yes
Contact	stefan.boes@unilu.ch
Material	Slides, scientific articles, selected book chapters, data and software code All teaching material will be provided via the e-learning platform moodle

Marketing Science Seminar

Lecturer	Prof. Dr. Leif Brandes
Type of course	Seminar
Code	HS231236
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	Mo, 25.09.2023, 12:15 - 14:00, 4.B51 Mo, 09.10.2023, 12:15 - 14:00, 4.B51 Mo, 16.10.2023, 12:15 - 14:00, 4.B51 Mo, 23.10.2023, 12:15 - 14:00, 4.B51 Mo, 30.10.2023, 12:15 - 14:00, 4.B51 Mo, 06.11.2023, 12:15 - 14:00, 4.B51 Mo, 13.11.2023, 12:15 - 14:00, 4.B51 Mo, 20.11.2023, 12:15 - 14:00, 4.B51 Mo, 27.11.2023, 12:15 - 14:00, 4.B51 Mo, 04.12.2023, 12:15 - 14:00, 4.B51 Mo, 11.12.2023, 12:15 - 14:00, 4.B51
Duration	2 hours per week per semester
Frequency	weekly
Course content	The purpose of this seminar series is to discuss on-going research streams in marketing. This year's topic of the marketing seminar will be customer word-of-mouth. Questions addressed will include, but are not limited to: What is the impact of customer word-of-mouth on product choice and sales? Which dimensions of word-of-mouth are most impactful, and which metrics should firms track? What motivates customers to engage in word-of-mouth? What are the differences between online and offline word of mouth? How prevalent are fake reviews, and which factors incentivize firms to write reviews? How can/ should firms manage customer word-of-mouth? A comprehensive reading list of academic articles related to customer word of mouth will be provided at the start of the semester. Students are expected to give presentations of assigned papers, and to provide critical evaluations of the papers.
Learning objectives	Upon seminar completion, students will have achieved the following learning outcomes: Topic-specific skills and knowledge Students have a comprehensive knowledge about the (i) antecedents, (ii) moderators, and (iii) consequences of customer word-of-mouth for (iv) market outcomes, (v) customer perception, and (vi) individual customers. Transferable skills and knowledge: Students will practice their presentation skills. Students will practice their analytical skills in evaluating the contributions, methods, and limitations of research papers in marketing. Students will practice their discussion skills.
Prerequisites	Good working knowledge of marketing required; Good working knowledge of statistics and data analysis required (we will read articles from leading academic journals (e.g., Journal of Marketing Research, Marketing Science, Journal of Consumer Research, Journal of Marketing), and most of these articles include some type of empirical analyses)
Language	English
Limitation	Max. 15 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Brandes: Marketing Science Seminar (Seminar) (uzh.ch)
Exam	Students will be assessed based on their presentations (70% of the final mark), and their in-class participation in discussions (30%). ***IMPORTANT*** In order to acquire credits, resp. to take part in the examination, registration via the UniPortal within 19 - 29 September 2023 is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	presentation (70%) in-class participation (30%) / 4.5 Credits
Auditors	No
Contact	leif.brandes@unilu.ch
Literature	TBA (a list with articles will be distributed in the first week of class)

Introduction to Business Administration

Lecturer	Prof. Dr. Leif Brandes
Type of course	Lecture
Code	HS231235
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor
Date	Mo, 18.09.2023, 10:15 - 12:00, HS 10 Mo, 25.09.2023, 10:15 - 12:00, HS 10 Mo, 09.10.2023, 10:15 - 12:00, HS 10 Mo, 16.10.2023, 10:15 - 12:00, HS 10 Mo, 23.10.2023, 10:15 - 12:00, HS 10 Mo, 30.10.2023, 10:15 - 12:00, HS 10 Mo, 06.11.2023, 10:15 - 12:00, HS 10 Mo, 13.11.2023, 10:15 - 12:00, HS 10 Mo, 20.11.2023, 10:15 - 12:00, HS 10 Mo, 27.11.2023, 10:15 - 12:00, HS 10 Mo, 04.12.2023, 10:15 - 12:00, HS 10 Mo, 11.12.2023, 10:15 - 12:00, HS 10 Mo, 08.01.2024, 08:15 - 09:45, HS 1 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	This course provides an introduction to business administration. We will cover a range of fundamental activities inside a business to provide students with a foundation before they take more specialized courses in later terms. At the end of the course, students will have an overview of how the different activities need to work together to drive business success.
Learning objectives	Upon completion of this course, students should have achieved the following learning outcomes: 1. Students can explain different types of businesses and organizations. 2. Students can explain the key activities inside a business. 3. Students can explain key aspects of a business' market environment 4. Students know how to analyze a firm's business model 5. Students can explain the role of specific business activities, including financial accounting, finance, operations management, human resource management, marketing and strategy for the success of the business. 6. Students can describe how digitization is changing business activities 7. Student appreciate the role of ethics for managerial decision-making
Prerequisites	None
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Brandes: Introduction to Business Administration (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to take part in the examination, registration via the UniPortal within the examination registration period is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	Written examination / 3 Credits
Auditors	No
Contact	leif.brandes@unilu.ch TA for this course: tba
Literature	TBA

Advanced Marketing Management

Lecturer	Prof. Dr. Leif Brandes
Type of course	Lecture
Code	HS231234
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	Tu, 19.09.2023, 12:15 - 14:00, 4.B55 Tu, 26.09.2023, 12:15 - 14:00, 4.B55 Tu, 03.10.2023, 12:15 - 14:00, 4.B55 Tu, 10.10.2023, 12:15 - 14:00, 4.B55 Tu, 17.10.2023, 12:15 - 14:00, 4.B55 Tu, 24.10.2023, 12:15 - 14:00, 4.B55 Tu, 31.10.2023, 12:15 - 14:00, 4.B55 Tu, 07.11.2023, 12:15 - 14:00, 4.B55 Tu, 14.11.2023, 12:15 - 14:00, 4.B55 Tu, 21.11.2023, 12:15 - 14:00, 4.B55 Tu, 28.11.2023, 12:15 - 14:00, 4.B55 Tu, 05.12.2023, 12:15 - 14:00, 4.B55 Tu, 12.12.2023, 12:15 - 13:45, HS 8 (Examination) Tu, 12.12.2023, 12:15 - 13:45, 4.A05 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	At the heart of marketing lies a fundamental exchange process, in which firms create and deliver value for customers, and in exchange, receive and capture value from customers. The strategic marketing goal of a firm is to find a sustainable market position that allows the firm to create, deliver and capture more customer value than its competitors. This course relates marketing activities to some of the key strategic decisions that are necessary in running a business: choosing customers, defining and creating value, delivering and appropriating value, and sustaining value against competitors. By the end of the course, you will have acquired a certain savvy about developing and evaluating marketing strategy. This does not mean having memorized an arsenal of “rules”.
Learning objectives	On completion of this course, students should have reached the following learning outcomes: Topic specific knowledge and skills: You have gained substantial knowledge that allows you to make key marketing decisions, based on data analytics: 1. How to manage customer heterogeneity (e.g., how to use data to identify customers segments)? 2. How to manage customer dynamics (e.g., how to assess customer value)? 3. How to create and manage sustainable competitive advantage (e.g., through branding, offerings, and relationships)? 4. How to manage resource trade-offs in marketing strategies (e.g., how to allocate the marketing budget wisely)? 5. For points 1. - 4., you will have learned appropriate analytics methods that take you from the data to marketing strategies. Transferable skills: 1. You are able to apply the concepts and analytic tools from class to real-world case studies and datasets. 2. You are able to clearly articulate your recommended solution to a case problem, and to argue for its appropriateness. 3. You are able to critically evaluate the practical relevance of conceptual frameworks, theories, and analytical tools. 4. You have gained additional experience in a group work environment. 5. You have gained additional experience and practiced your presentation skills.
Prerequisites	none
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Brandes: Advanced Marketing Management (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take part in the examination, registration via the UniPortal within the examination registration period is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	Written examination / 3 Credits
Auditors	No
Contact	leif.brandes@unilu.ch TA for this course: TBA
Literature	TBA

Services Marketing

Lecturer	Prof. Dr. Leif Brandes
Type of course	Lecture
Code	HS231233
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor
Date	Tu, 19.09.2023, 14:15 - 16:00, 4.B55 Tu, 26.09.2023, 14:15 - 16:00, 4.B55 Tu, 03.10.2023, 14:15 - 16:00, 4.B55 Tu, 10.10.2023, 14:15 - 16:00, 4.B55 Tu, 17.10.2023, 14:15 - 16:00, 4.B55 Tu, 24.10.2023, 14:15 - 16:00, 4.B55 Tu, 31.10.2023, 14:15 - 16:00, 4.B55 Tu, 07.11.2023, 14:15 - 16:00, 4.B55 Tu, 21.11.2023, 14:15 - 16:00, 4.B55 Tu, 28.11.2023, 14:15 - 16:00, 4.A05 Tu, 05.12.2023, 14:15 - 16:00, 4.B55 Tu, 12.12.2023, 14:15 - 16:00, 4.B55
Duration	2 hours per week per semester
Frequency	weekly
Course content	Service sector businesses are extremely important in the global economy. In many Western countries services contribute more than 70% to the national GDP and their importance is growing also in developing economies. This global trend has led to the development of new theories, concepts and frameworks for the management of services. Some have also argued that that all businesses are, in extremis, service businesses and that we entered a new paradigm that requires analyzing market exchanges and customer relationships from a different perspective. In this course you will learn the distinctive features of services and develop skills in creating and managing effectively a service offering.
Learning objectives	On completion of this course, students should have reached the following learning outcomes: Topic specific knowledge and skills: The module aims to achieve the following intended learning outcomes (although not necessarily in this order): 1. Service Fundamentals Understanding what a service is and what are the challenges of marketing services; Understanding consumer behavior in a service context; Understanding how human resource management, operations and marketing contribute to service management. 2. Paradigmatic issues in service marketing Understanding Services Marketing and the Service-Dominant Logic; Discuss critically the Service Dominant Logic and consider its implications for managerial practice. 3. Marketing of services Learning the key issues that should be considered when marketing services; Develop the ability to apply the gap model to a service organization and analyze the importance of customer satisfaction and customer experience in the marketing of services. 4. HRM and services Understanding how HRM affects the quality of service delivered and the customer experience; Critically examine key HRM theories in service management and reflect on their implications for service businesses. 5. Operations and innovations Understanding the role of operations in Services Marketing; Understanding the role of the servicescape Using Service Blueprinting for service redesign and innovation; Understanding and discuss issues of service innovations and the innovation practices of service firms. 6. Additional Topics in Services Marketing TBA. Transferable skills: 1. You learn to think about business problems in a structured manner. 2. You are able to apply the concepts, frameworks and analytical tools from class to real-world case studies. 3. You are able to clearly articulate your analysis and recommended solution for a case problem. 4. You are able to critically evaluate the practical relevance of conceptual frameworks, theories and analytical tools. 5. You gain experience in a group work environment and improve your skills as a team member. 6. You gain experience to present your solutions in front of an audience.
Prerequisites	Previous attendance of «Marketing Management» is required.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 20 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course:
Exam	***IMPORTANT*** In order to acquire credits, resp. to take part in the examination, registration via the UniPortal within 20 - 29 September 2023 is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	Individual/group presentation (40%), written report (40%), oral participation (20%) / 4.5 Credits
Note	
Auditors	No
Contact	leif.brandes@unilu.ch TA for this course: tba
Literature	Mandatory reading: Jochen Wirtz, Christopher Lovelock (2021). Services Marketing, Ninth Edition, World Scientific Publishing. Johnston, Clark, and Shulver (2012). Service Operations Management, 4th Edition, Pearson.

Data Science Toolkits and Architectures

Lecturer	MSc, Sandro Cilurzo MSc, Arthur Habicht
Type of course	Lecture
Code	HS231238
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	Th, 21.09.2023, 16:15 - 19:00 Th, 05.10.2023, 16:15 - 19:00 Th, 19.10.2023, 16:15 - 19:00 Th, 02.11.2023, 16:15 - 19:00 Th, 16.11.2023, 16:15 - 19:00 Th, 30.11.2023, 16:15 - 19:00 Th, 07.12.2023, 16:15 - 19:00
Duration	2 hours per week per semester
Frequency	bi-weekly
Course content	The field of data science has experienced a renaissance due to innovations in algorithms and widespread availability of affordable storage and compute capabilities. As a consequence, the growing, global stream of data has emerged as a significant economic factor. Nonetheless, many companies struggle to make use of their data. A significant reason for this is a lack of experience in organizing data and software as well as managing a data science team in a collaborative setting. This course sets off, where most data science courses end. It addresses technical and organizational challenges that are typically accompanied by operating data-driven software products in “production”. In this context, the course aims to provide solutions for the aforementioned challenges. This includes toolkits and architectures that: - render the management of data science projects more efficient - allow for versioning of data, software and runtime environments, in order to ensure reproducibility of data-driven systems - improve collaboration and knowledge transfer among members of a larger data science team - facilitate the deployment of data-driven products
Learning objectives	- Understanding of the larger complexity of data-driven software compared to “traditional” software - A firm grasp of the typical life cycle of machine learning projects in industry - An overview of existing toolkits that address the challenges of data-driven products - Knowledge in a subset of those toolkits that cover different areas, such as: - code versioning (f.e. Git) - data versioning (f.e. DVC) - runtime versioning (f.e. Docker) - testing frameworks - experiment- and knowledge management (Weights & Bias, MLflow, DVC) - production environments for machine learning models - The students are expected to be able to create a workflow for the development of complex data science products
Prerequisites	- Experience with Python or R scripts - Experience in training machine learning models (e.g. linear regression) - First experiences with the command line (Unix and Windows)
Language	English
Limitation	max. 25 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Cilurzo/Habicht: Data Science Toolkits and Architectures (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written paper / Project report / 6 Credits
Note	Project work
Auditors	According to agreement
Contact	sandro.cilurzo@sedimentum.com arthur.habicht@sedimentum.com
Literature	The Hundred-Page Machine Learning Book (Andriy Burkov)

Topics in Health and Social Policy

Lecturer	Dr. sc. Kathryn Ann Dawson-Townsend Dr. Samuel Lordemus Dr. rer. pol. Renate Susanna Strobl Ass.-Prof. David Weisstanner
Type of course	Master seminar
Code	HS231219
Semester	Fall semester 2023
Department	Health Sciences
Study level	Master
Date	Mo, 18.09.2023, 10:15 - 12:00, 3.B48 Fr, 01.12.2023, 08:15 - 16:00, 3.B58
Duration	2 hours per week per semester
Course content	In this seminar, students will explore various topics in health and social policy. Examples range from the demand and supply side of health care markets, and the behavior of key actors like physicians and hospitals, to insurance, government regulation, market design, and inequities and disparities. Based on articles published in scientific journals, students will prepare a term paper and present it in class. Students will also be asked to discuss another student's work. Further details on the topics, the expectations towards the term paper, the oral presentation, and the discussion will be given during the introductory meeting.
Tags	Sustainability
E-learning	All teaching material will be provided via the e-learning platform.
Learning objectives	i) to use economic reasoning and understand empirical techniques to analyze problems in health and social policy, ii) to be familiar with main research themes in the field, iii) to evaluate and draw conclusions from current scientific literature, iv) to practice scientific presentation and discussion on a competitive academic level on different topics.
Prerequisites	Health Economics, Quantitative Methods
Language	English
Registration	https://elearning.hsm-unilu.ch/course/view.php?id=656
Exam	Grade 4.0 or better Term paper (50%), presentation of paper (30%), discussion of another student's paper/presentation (20%)
Type of exam	Term paper (50%), presentation of paper (30%), discussion of another student's paper/presentation (20%). / 3 Credits
Note	Teaching methods: Seminar with introductory session and student presentations/discussions. Prerequisites: Health Economics, Quantitative Methods
Auditors	No
Contact	david.weisstanner@unilu.ch
Material	Scientific articles and selected book chapters

Recent Topics in International Economic Development

Lecturer	Julia Fischer, MSc Dr. oec. Elias Steiner
Type of course	Seminar
Code	HS231168
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor Master
Date	Mo, 18.09.2023, 16:15 - 18:00, HS 13 Th, 23.11.2023, 14:15 - 18:00, 3.B57 Fr, 24.11.2023, 08:15 - 17:00, Inseliquai 10 220
Duration	block course
Frequency	block course
Course content	Economic development is a multifaceted subject. The UN's sustainable development agenda defines 17 goals that are to be achieved by 2030. These range from poverty eradication to climate action and gender equality. While these goals concern all UN members, they are especially important in developing countries, where hunger and poverty are still pressing problems and climate change is likely to have a particularly large impact. In this seminar, we will discuss a wide range of topics with particular relevance for developing economies. The list of topics includes microcredit, the informal sector, the role of climate change, education and health, corruption, and urbanization. Besides debating these topics, we will also consider methodological questions, in particular the evaluation of development projects (impact evaluation). Students will read, present, and discuss recent research papers that—taken together—provide a good overview of current issues in international economic development.
Learning objectives	- Students acquire an overview of current research in international economic development. - Students sharpen their ability to critically analyze and discuss research papers. - Students improve their presentation skills.
Prerequisites	- BA students: fifth and higher semesters only. - Lecture "Angewandte Statistik und Ökonometrie" or a comparable course. - Lectures "Macroeconomics II" and "Growth Theory" are an advantage.
Language	English
Limitation	Maximum 24 students in this seminar
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Fischer/Steiner: Recent Topics in International Economic Development (Seminar) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal during the period 19.09. - 29.09.2023 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	individual / group presentation / 3 Credits
Note	This is a block seminar taking place on November 23th and 24th. The kick-off meeting on September 18th,16:15-18:00 is mandatory. Please make sure you have been allocated a place on OLAT before you register in UniPortal. A place in OLAT is a prerequisite for the registration in UP.
Auditors	No
Contact	julia.fischer@unilu.ch / elias.steiner@doz.unilu.ch / julia.fischer@unilu.ch / elias.steiner@doz.unilu.ch
Literature	Will be indicated on the syllabus.

Health Data Challenge

News	This course will not take place due to low number of participants.
Lecturer	Dr. med. Dr. sc. nat. Michael Havranek
Type of course	Lecture/Seminar
Code	HS231663
Semester	Fall semester 2023
Department	Health Sciences
Study level	Master
Further dates	The scope of the chosen research question must be feasible to be answered within the above mentioned duration of the course. This means that the capstone project and the research question must be clearly defined and reasonably selected. There will be a mandatory information event via Zoom on September 25, 2023 at 17.00 (see further information on Moodle). During this event, the students will be informed about the requirements of the course and about how to select a suitable project and research question.
Duration	block course
Frequency	Block course in the middle of the semester.
Course content	This course is directed towards advanced students. It is a personal capstone project that enables them to apply their knowledge and skills from other courses to answer a specific research question that is of interest to them. The students pose a research question themselves and provide the data to answer the question (by either using publicly available data or data they collected themselves, e.g., using personal health tracking devices or data from their internship)*. The students will determine on their own (but with guidance) what methods they need to use to answer their research question and perform the complete analyses (from preprocessing to results generation) themselves (either in R, or Python, or Stata). * Students are allowed to build and expand on previous projects from their internships or other courses (e.g., using the MIMIC patient datasets), but must be able to distinguish their current project and research question from the previously worked on projects.
E-learning	Course materials are provided via the e-learning platform Moodle. During the course, the students will be working on their own laptops.
Learning objectives	The goal of this course is to enable students to apply their knowledge and skills to solve a real-world question (i.e., “their Health Data Challenge”). In the process, they learn to plan a project, pose the right research question, select suitable methods to answer their question, preprocess the required data, perform their analyses to find answers, and interpret their findings. Altogether, this capstone project bridges the gap between course work and real-world application. It is an optimal preparation for the master thesis of students in the major “Health Data Science” but also prepares students from other majors well for their statistical analyses during the master thesis.
Prerequisites	The courses «Basic Research Methods», «Quantitative Methods», «Advanced Quantitative Methods», and «Analysis of Routinely Collected Health Care Data» are prerequisites for this course. Exceptions may be possible in justified cases. All students need to bring their laptops with preinstalled R, or Python, or Stata to this course.
Language	English
Limitation	Core course in the major "Health Data Science".
Registration	https://elearning.hsm-unilu.ch/course/view.php?id=684
Exam	Grading will be based on the R, or Python, or Stata code that the students write to answer their research question and on their interpretation of their findings. An overall grade of 4.0 or better is required for the successful completion of the course.
Type of exam	Evaluation of the R/ Python/ Stata code and of the interpreted results to the posed research question. / 3 Credits
Note	Teaching methods: The course will take place as a block course during several afternoons/ evenings in the middle of the semester. The students will perform their data preprocessing and analyses under supervision but on their own. Some sessions will take place at the university (in person), while other sessions will be on Zoom (as supervised analysis sessions).
Auditors	No
Contact	michael.havranek@unilu.ch
Material	Course materials (such as slides) are provided or linked, and exercises handed in via the e-learning platform Moodle.
Literature	References and readings will be provided on the e-learning platform Moodle, but the main focus of this course is the hands-on training that the students acquire while answering their research question as part of their capstone project (i.e., “their challenge”).

Research Seminar Marketing

Lecturer	Prof. Dr. Reto Hofstetter
Type of course	Seminar
Code	HS231642
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	Fr, 29.09.2023, 14:15 - 18:00, 4.B02 Fr, 03.11.2023, 14:15 - 18:00, 4.B02 Tu, 14.11.2023, 14:15 - 18:00, HS 4
Duration	3 hours per week per semester
Frequency	Block course
Course content	In the course of the Seminar, students learn to tackle a scientific question in the field of Marketing/Consumer Behavior. They will be introduced to the methodology and tools of experimental research. Students conduct their own experimental study, analyse the results and present them in the seminar. A financial outlay of ca. CHF 100 (to be borne by the students) must be expected for the collection of the data. The seminar offers an optimal preparation for a Master's thesis in the field of Marketing and Consumer Behavior. The seminar can be attended parallel to the Master's thesis.
Learning objectives	Learning objectives / Skills: - Applied introduction to research in marketing/consumer behavior - Introduction to experimental research including execution, analysis and presentation of an own experimental study - Improve presentational skills - Preparation for writing a master thesis in the field of marketing/consumer behavior (attending the seminar is a mandatory requirement for writing the master thesis at the chair of Prof. Dr. Reto Hofstetter)
Prerequisites	Requirements: Attendance of the lectures «Causal Analysis» and «Marketing Research» recommended; attendance of the «Marketing Research Seminar» is a mandatory requirement for writing the master thesis at the chair of Prof. Dr. Reto Hofstetter.
Language	English
Limitation	20 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Hofstetter: Research Seminar Marketing (Seminar) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Presentation and participation during the seminar / 4.5 Credits
Note	Grading based on presentation and participation during the seminar.
Auditors	No
Contact	reto.hofstetter@unilu.ch; lucas.nann@unilu.ch

Price Management

Lecturer	Prof. Dr. Reto Hofstetter
Type of course	Lecture/Exercise
Code	HS231300
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor Master
Date	Th, 21.09.2023, 14:15 - 16:00, HS 7 Th, 28.09.2023, 14:15 - 16:00, HS 7 Th, 05.10.2023, 14:15 - 16:00, HS 7 Th, 05.10.2023, 16:15 - 18:00, HS 7 Th, 19.10.2023, 14:15 - 16:00, HS 7 Th, 19.10.2023, 16:15 - 18:00, HS 7 Th, 02.11.2023, 14:15 - 16:00, HS 7 Th, 09.11.2023, 14:15 - 16:00, HS 7 Th, 09.11.2023, 16:15 - 18:00, HS 7 Th, 16.11.2023, 14:15 - 16:00, HS 7 Th, 23.11.2023, 14:15 - 16:00, HS 7 Th, 23.11.2023, 16:15 - 18:00, HS 7 Th, 30.11.2023, 14:15 - 16:00, HS 7 Th, 07.12.2023, 14:15 - 16:00, HS 7 Th, 07.12.2023, 16:15 - 18:00, HS 7 Th, 14.12.2023, 14:15 - 15:45, HS 7 (Examination) Th, 14.12.2023, 14:15 - 15:45, HS 3 (Examination)
Duration	3 hours per week per semester
Frequency	Weekly
Course content	Price management is a direct driver of corporate success. Many managers see it as the central marketing instrument. Price management involves a variety of different approaches and perspectives from economics, management or behavioural science. The course covers pricing strategies and positioning, price setting, variation and competition, demand functions and empirical determination of demand, as well as price differentiation and non-linear pricing. The course is supplemented by exercises.
Learning objectives	After successful participation, students should be able to implement the most important determinants of pricing policy and price management and to apply selected marketing techniques, marketing strategies, psychological and economic theories to analyse optimal pricing strategies. These include techniques such as targeted price differentiation, non-linear pricing, price bundling and/or aspects of yield management.
Prerequisites	Attending the lecture "Marketing Management" is advantageous. Most of the lectures will be held in English. Nevertheless, a sufficient knowledge of both English and German is recommended.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Hofstetter: Price Management (Vorlesung/Übung) (uzh.ch)
Exam	***IMPORTANT*** In order to take part in the examination, registration via the UniPortal within the examination registration period is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	Written, graded examination / 4.5 Credits
Note	Registration on OLAT is required to access lecture material and gain access to the final examination.
Auditors	Yes
Contact	felix.schakols@unilu.ch
Literature	Mandatory: Simon, H., & Fassnacht, M. (2016). Preismanagement: Strategie-Analyse-Entscheidung-Umsetzung. Springer-Verlag. Available at the Studi-Laden. Optional: Rao, V. R. (Ed.). (2009). Handbook of pricing research in marketing. Edward Elgar Publishing. Monroe, K.B. (2003). Pricing: Making Profitable Decisions (3rd Edition). New York: McGraw-Hill.

Machine Learning in Marketing

Lecturer	Prof. Dr. Reto Hofstetter Prof. Dr. Marc Pouly
Type of course	Lecture
Code	HS231276
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	Tu, 19.09.2023, 10:15 - 12:00, HS 12 Tu, 26.09.2023, 08:15 - 12:00, HS 12 Tu, 03.10.2023, 08:15 - 12:00, HS 12 Tu, 17.10.2023, 08:15 - 12:00, HS 12 Tu, 24.10.2023, 08:15 - 12:00, HS 12 Tu, 31.10.2023, 10:15 - 12:00, HS 12 Tu, 07.11.2023, 08:15 - 12:00, HS 12 Tu, 14.11.2023, 10:15 - 12:00, HS 12 Tu, 21.11.2023, 08:15 - 12:00, HS 12 Tu, 28.11.2023, 10:15 - 12:00, HS 12 Tu, 05.12.2023, 08:15 - 12:00, HS 12 Tu, 12.12.2023, 10:15 - 12:00, HS 12 Tu, 19.12.2023, 08:15 - 09:45, HS 12 (Examination)
Duration	3 hours per week per semester
Frequency	weekly
Course content	This course provides an overview of common machine learning approaches with an emphasis on approaches that are of high relevance to marketing research and management. The course contains the following blocks: 1) Introduction to machine learning in marketing 2) Marketing data collection and management for machine learning approaches 3) Supervised learning fundamentals 4) Unsupervised learning fundamentals 5) Recommender systems 6) Introduction to deep learning 7) Computer Vision and natural language processing 8) Generative models These parts will be thought both conceptually and in the form of hands-on exercises. We will exclusively work with Python throughout this course.
Learning objectives	Students will get an overview of machine learning approaches and possible applications in marketing management. They should be able to perform their own analysis using Python on specific marketing research questions. Emphasis is put on modern neural network based approaches for processing of large quantities of unstructured data such as images, text, video and audio.
Prerequisites	Ideally, students have already attended an introductory course in Python (e.g, Python – A non-technical introduction). If not, we strongly recommend working through one of the many free online tutorials that can be found on the web such as https://www.learnpython.org Basic programming skills are sufficient. For machine learning related libraries (numpy and pandas) a separate tutorial will be made available. Prior experience in machine learning is not required. Students should have attended fundamental courses in statistics.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Hofstetter/Pouly: Machine Learning in Marketing (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written examination / 6 Credits
Auditors	According to agreement
Contact	peter.giger@unilu.ch / reto.hofstetter@unilu.ch / marc.pouly@doz.unilu.ch

B2B Marketing & Sales Management

Lecturer	Prof. Dr. Dr. h.c. mult. Christian Homburg
Type of course	Lecture
Code	HS231050
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor Master
Date	Fr, 13.10.2023, 16:15 - 20:00, HS 9 Sa, 14.10.2023, 10:15 - 14:00, HS 9 Fr, 10.11.2023, 16:15 - 20:00, HS 9 Sa, 11.11.2023, 10:15 - 14:00, HS 9 Fr, 24.11.2023, 16:15 - 20:00, HS 9
Duration	2 hours per week per semester
Frequency	Block course
Course content	This course aims to provide an in-depth understanding to the key concepts, tools and applications of Business-to-Business-Marketing. It combines both theoretical and practical elements and is intended to help participants to comprehend the nature of marketing functions in a B2B-environment. Case studies will enrich the course with further practical insights. The following five case studies are mandatory for the course: 1. Tetra Pak (A): The Challenge of Intimacy with a Key Customer https://www.thecasecentre.org/products/view?id=11669 2. Siemens Key Account Management: Lost in Central Asia? https://www.thecasecentre.org/products/view?id=105396 3. Saurer: The China Challenge (A) à Version: 20.07.2006 https://www.thecasecentre.org/products/view?id=65948 4. Michelin Fleet Solutions: From Selling Tires to Selling Kilometers https://www.thecasecentre.org/products/view?id=96546 5. Mediquip SA (R) à Version: 28.03.2003 https://www.thecasecentre.org/products/view?id=14030
Learning objectives	In particular, this course aims at giving insight into the following key issues: • What are the key characteristics of B2B-Marketing? • How should a B2B-company design and implement its sales management system? • How can customer relationships be managed effectively in a B2B-context? • How can B2B-brands be managed effectively?
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Homburg: B2B Marketing & Sales Management (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 1 - 10 October 2023 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Presentation / 3 Credits
Note	The class will be divided into several teams following the first lecture. Each team works actively on one case and passively on four other cases. For the active case work, each team will prepare a presentation in which they will answer assigned questions pertaining to strategic marketing and sales recommendations for the company described in the case study, followed by a discussion with fellow students about the rationale for their chosen approach and possible alternative business solutions. For the passive case work, all students are expected to carefully read and analyze the case material of the four cases that have been assigned to other teams with the objective of being able to address critical issues during the discussion session. Performance in active and passive casework will be taken into account when grading the course.
Auditors	No
Contact	itir.bozkurt@unilu.ch / christian.homburg@doz.unilu.ch / aline.lanzrath@uni-mannheim.de
Literature	Mandatory literature: Christian Homburg, Sabine Kuester, and Harley Krohmer, Marketing Management: A Contemporary Perspective, 2nd ed., McGraw-Hill 2013 Christian Homburg, Heiko Schäfer, and Janna Schneider, Sales Excellence: Systematic Sales Management (Management for Professionals), Springer 2012 Facultative literature: B2B Marketing: A Guidebook for the Classroom to the Boardroom (Management for Professionals), Springer 2021

International comparison of health care systems

Lecturer	Lukas Kauer, PhD
Type of course	Seminar
Code	HS231222
Semester	Fall semester 2023
Department	Health Sciences
Study level	Master
Date	We, 20.09.2023, 10:15 - 12:00, 3.B57 We, 27.09.2023, 10:15 - 12:00, 3.B57 We, 04.10.2023, 10:15 - 12:00, 3.B57 We, 11.10.2023, 10:15 - 12:00, 3.B57 We, 18.10.2023, 10:15 - 12:00, 3.B57 We, 25.10.2023, 10:15 - 12:00, 3.B57 We, 08.11.2023, 10:15 - 12:00, 3.B57 We, 15.11.2023, 10:15 - 12:00, 3.B57 We, 22.11.2023, 10:15 - 12:00, 3.B57 We, 29.11.2023, 10:15 - 12:00, 3.B57 We, 06.12.2023, 10:15 - 12:00, 3.B57 We, 13.12.2023, 10:15 - 12:00, 3.B57 We, 20.12.2023, 10:15 - 12:00, 3.B57 Tu, 16.01.2024, 12:00 - 13:30, HS 4 (Examination)
Further dates	This course is limited to 16 participants. The limitation will be administered via MOODLE according to chronological order of the registrations. From 4 September 2023 on it will be possible to register via MOODLE. As soon as 16 participants have registered, the registration window will close automatically. If the course is already full and you would like to be put on the waiting list, please send an email to the lecturer to ask to be put on the wait list.
Duration	2 hours per week per semester
Course content	In this seminar we compare different health care systems across the globe. Health policy typically has three goals: health, wealth, and equity. However, there is an inherent tradeoff between the three goals so they can never be maximized together. We analyze from an economic perspective how different countries choose to organize and regulate health insurance markets to tackle the many market failures (e.g., adverse selection, moral hazard, monopoly rents, oversupply of medical services). The first part of the seminar will focus on theory and basic concepts. We will set up a framework with which we analyze the different systems worldwide. In the second and main part, every student is expected to present one system based on this framework.
Learning objectives	• Understand the key characteristics of international health care markets and the economic problems associated with these characteristics. • Describe systematically how health care markets are organized and identify root causes of market failures. • Analyze the role of government in health financing and service delivery and identify the root causes of government failures.
Language	English
Registration	https://elearning.hsm-unilu.ch/course/view.php?id=666
Exam	Students are required to give a presentation and write an exam. The grades from these two requirements will be weighted together with the student's participation in class (see the weights below).
Type of exam	Presentation, exam / 3 Credits
Note	Teaching methods: In the first part, the lecturer will give a presentation on the theory and basic concepts. In the second part, students will present and guide a discussion
Auditors	No
Contact	lukas.kauer@unilu.ch
Material	Slides will be provided during class.
Literature	Bhattacharya, Jay; Timothy Hyde and Peter Tu (2014), Health Economics, Palgrave Macmillan, New York. Sloan, Frank A. and Chee-Ruey Hsieh (2017), Health Economics, MIT Press, Cambridge, London. Getzen, Thomas E. (2013) Health Economics and Financing, 5th Edition, Wiley. McGuire, Thomas G. and Richard van Kleef (eds) (2018), Risk Adjustment, Risk Sharing and Premium Regulation in Health Insurance Markets: Theory and Practice, Elsevier Publishing, London, San Diego.

Health Impact Assessement

Lecturer	Lukas Kauer, PhD
Type of course	Workshop
Code	HS231221
Semester	Fall semester 2023
Department	Health Sciences
Study level	Master
Date	We, 20.09.2023, 16:15 - 18:00, 3.B52 We, 27.09.2023, 16:15 - 18:00, 3.B52 We, 04.10.2023, 16:15 - 18:00, 3.B52 We, 11.10.2023, 16:15 - 18:00, 3.B52 We, 18.10.2023, 16:15 - 18:00, 3.B52 We, 25.10.2023, 16:15 - 18:00, 3.B52 We, 08.11.2023, 16:15 - 18:00, 3.B52 We, 15.11.2023, 16:15 - 18:00, 3.B52 We, 22.11.2023, 16:15 - 18:00, 3.B52 We, 29.11.2023, 16:15 - 18:00, 3.B52 We, 06.12.2023, 16:15 - 18:00, 3.B52 We, 13.12.2023, 16:15 - 18:00, 3.B52 We, 20.12.2023, 16:15 - 18:00, 3.B52
Duration	2 hours per week per semester
Course content	Imagine a new plan for a major infrastructure project is being put forward by your government. What frameworks or tools can you use to explore the effects of this project on the health of the local population? Health Impact Assessment (HIA) is a relatively new field and is defined as a combination of procedures, methods and tools by which a policy, programme or plan may be judged as to its potential effects on the health of a population and the distribution of those effects within the population. The class starts with lectures about the short history, typologies, and frameworks of HIA. Students will learn the theoretical foundations of HIA followed by a thorough discussion of the strengths and limitations of this field. Students will then search for a policy, programme or plan that they wish to assess in their own HIA. This exercise of their own HIA will be the main requirement, but the students will also document their learning process during this exercise as part of a personal reflection exercise.
Learning objectives	This course has three main learning objectives. Students will learn to (i) identify tools used in Health Impact Assessment (HIA), (ii) examine the strengths and limitations of HIA, and (iii) design their own HIA based on the theoretical framework.
Language	English
Registration	https://elearning.hsm-unilu.ch/course/view.php?id=670
Exam	Grading is based on a written paper on one's own HIA (80%) and a reflection part (20%).
Type of exam	Written paper (80%) and reflective writing (20%) / 3 Credits
Note	Teaching methods: Blended learning with lectures, exercises and discussions.
Auditors	No
Contact	lukas.kauer@unilu.ch
Material	Will be provided in class.

Management of Health Organisations

Lecturer	Károly Christian Köpe
Type of course	Lecture
Code	HS231256
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	We, 20.09.2023, 18:15 - 20:00, 4.B55 We, 27.09.2023, 18:15 - 20:00, 4.B55 We, 04.10.2023, 18:15 - 20:00, 4.B55 We, 11.10.2023, 18:15 - 20:00, 4.B55 We, 18.10.2023, 18:15 - 20:00, 4.B55 We, 25.10.2023, 18:15 - 20:00, 4.B55 We, 08.11.2023, 18:15 - 20:00, 4.B55 We, 15.11.2023, 18:15 - 20:00, 4.B55 We, 22.11.2023, 18:15 - 20:00, 4.B55 We, 29.11.2023, 18:15 - 20:00, 4.B55 We, 06.12.2023, 18:15 - 20:00, 4.B55 We, 13.12.2023, 18:15 - 19:45, 4.B55 (Examination) We, 20.12.2023, 18:15 - 20:00, 4.B55
Duration	2 hours per week per semester
Frequency	weekly
Course content	• Lectures focusing on basic concepts and context for care management • Guest presentations with experienced stakeholders/market participants • Brief case-study/presentation to be prepared and presented by participants with feedback discussions Management of health care organizations in networks; integrated care models; key criteria to assess/evaluate such models (economic, regulatory, medical), their significance (health-care policy) and further development of care/service provision (role of reimbursement, innovation, technology) in general and particularly in Switzerland. Relevance of basic concepts beyond Swiss market (other health care systems). Particular emphasis will be put on coordinated care/integrated care (also known as "managed care") and the experience made with these models in Switzerland. One session/lecture will be structured as tutorial/Q&A session. Sessions in addition to the predefined lecture dates can be scheduled if needed/requested by the class.
Learning objectives	Understand the key characteristics of health care markets and the economic aspects of providing care. Knowledge of basic care management models; understanding of the important drivers and parameters that will shape further development of models in the future. Securing key competency to enable an entry into a healthcare organization with the theoretical and practical ability to help shape policy and development.
Prerequisites	Master Students
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Köpe: Management of Health Organisations (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written examination / 3 Credits
Auditors	According to agreement
Contact	koepe@dialogsante.ch
Literature	Wird jeweils im Vorfeld durch Dozent abgegeben (Unterlagen, Fallbeispiele, Fachartikel, etc.)

Empirical Environmental Economics

Lecturer	Dr. oec. Benjamin Krebs
Type of course	Seminar
Code	HS231257
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor Master
Date	Mo, 25.09.2023, 16:15 - 18:00, ZOOM Th, 14.12.2023, 08:15 - 14:00, 3.B58 Fr, 15.12.2023, 08:15 - 16:00, 3.B58
Duration	block course
Frequency	Blockseminar
Course content	This course gives an overview of the recent research in empirical environmental economics. After a brief introduction to the underlying theoretical concepts, we will mainly focus on two topics: air pollution and climate change. Students will present and discuss research papers that address various critical questions related to these two topics, such as: What are the impacts on human health outcomes and mortality? How do they impair other aspects of human life, such as labor productivity and well-being? Finally, we will study different environmental policies and discuss pros and cons.
Learning objectives	- Gain insight into the recent research in environmental economics - Learn about the impact of air pollution and climate change on human-related outcomes - Asses the strengths and weaknesses of different environmental policies - Learn how to read, discuss, and critically analyze research papers
Prerequisites	Lecture “Angewandte Statistik und Ökonometrie” or a comparable course
Language	English
Limitation	24 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Krebs: Empirical Environmental Economics (Seminar) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take part in the examination, registration via the UniPortal from 26 - 29 September 2023 is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	individual / group presentation / 3 Credits
Note	The zoom link for the first lecture will be provided in the syllabus of the corresponding OLAT course.
Auditors	According to agreement
Contact	benjamin.krebs@unilu.ch
Literature	Will be on syllabus.

Global Health Economics

Lecturer	Dr. Samuel Lordemus
Type of course	Lecture
Code	HS231630
Semester	Fall semester 2023
Department	Health Sciences
Study level	Master
Date	We, 20.09.2023, 08:15 - 10:00, 3.B57 We, 27.09.2023, 08:15 - 10:00, 3.B57 We, 04.10.2023, 08:15 - 10:00, 3.B57 We, 11.10.2023, 08:15 - 10:00, 3.B57 We, 18.10.2023, 08:15 - 10:00, 3.B57 We, 25.10.2023, 08:15 - 10:00, 3.B57 We, 08.11.2023, 08:15 - 10:00, 3.B57 We, 15.11.2023, 08:15 - 10:00, 3.B57 We, 22.11.2023, 08:15 - 10:00, 3.B57 We, 29.11.2023, 08:15 - 10:00, 3.B57 We, 06.12.2023, 08:15 - 10:00, 3.B57 We, 13.12.2023, 08:15 - 10:00, 3.B57 We, 20.12.2023, 08:15 - 10:00, 3.B57 Fr, 26.01.2024, 12:00 - 13:30, HS 10 (Examination)
Further dates	For each class, there will be a lecture that covers the main concepts and provides the theoretical context of each week's topic, and an applied part primarily from academic journals, with student presentations and class discussion. To this end, required reading will be assigned before each session. There will be set questions for each week to guide your reading; students should then be prepared to answer them in the class.
Duration	2 hours per week per semester
Course content	This course aims to explore in detail specialist topics related to Global Health Economics, with a particular focus on the relationship between health, poverty and development. It will enable students to examine the challenges related to the quality and delivery of healthcare in low-income countries from an economic perspective, and critically reflect on how differences in health determinants between and within countries, as well as differences in financing health systems affect the level of health and the demand for health care.
Learning objectives	By the end of the course the student should be able to: • Summarize and discuss elements of the global health system, including the role of the key actors and the financing schemes • Understand and critically review studies on healthcare financing, health interventions and global health policy in low-income countries • Explain how economic, social and environmental factors determine healthcare demand and supply
Prerequisites	Bachelor's degree. Some concepts of economic theory and econometrics will be reviewed in class, but students are expected to have a good knowledge of microeconomics and econometrics.
Language	English
Registration	https://elearning.hsm-unilu.ch/course/view.php?id=674
Type of exam	written exam / 3 Credits
Note	Teaching methods: Students will be asked to read and summarize selected academic journals in order to actively participate in class discussion. They will further be asked to deliver a short presentation on a current research topic connected to Global health Economics.
Auditors	Yes
Contact	samuel.lordemus@unilu.ch
Material	Teaching material is based on selected articles, book chapters and slides.
Literature	For each topic that will be covered in the course, a selected list of academic journals and book chapters will be distributed via the e-learning platform moodle.

Games and Strategies

Lecturer	Prof. Dr. Simon Lüchinger
Type of course	Lecture
Code	HS231259
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	We, 20.09.2023, 08:15 - 10:00, HS 7 We, 27.09.2023, 08:15 - 10:00, HS 7 We, 04.10.2023, 08:15 - 10:00, HS 7 We, 11.10.2023, 08:15 - 10:00, HS 7 We, 25.10.2023, 08:15 - 10:00, HS 7 We, 08.11.2023, 08:15 - 10:00, HS 7 We, 15.11.2023, 08:15 - 10:00, HS 7 We, 22.11.2023, 08:15 - 10:00, HS 7 We, 29.11.2023, 08:15 - 10:00, HS 7 We, 06.12.2023, 08:15 - 10:00, HS 7 We, 13.12.2023, 08:15 - 10:00, HS 7 We, 20.12.2023, 08:15 - 09:15, HS 1 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	A common feature of many decision situations in business, politics, warfare, sports or private life is that the outcome depends on both your decision and that of others such as your competitor, opponent or partner. In such situations, you need to anticipate how others act and react and choose among your options accordingly. Such strategic situations are the topic of this course. We will look at situations in which the decision-makers move simultaneously and at situations in which they move one after the other. You will learn to represent strategic situations as games. Further, you will learn to solve these games to determine how rational decision-makers could and should play them.
Prerequisites	None
Language	English
Registration	Für den Besuch der Lehrveranstaltung / Übung wird die Einschreibung über die E-Learning-Plattform OLAT vorausgesetzt. Die Einschreibung ist vom 4. - 29. September 2023 möglich. Die Studierenden sind selbst dafür verantwortlich, die Anrechenbarkeit der Lehrveranstaltung an ihren Studiengang zu überprüfen. Direktlink zum OLAT-Kurs: OLAT - HS23 Lüchinger: Games and Strategies (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to take part in the examination, registration via the UniPortal within the examination registration period is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	Written examination / 3 Credits
Contact	simon.luechinger@unilu.ch
Literature	Tadelis, Steven (2013). Game theory. An introduction. Princeton and Oxford: Princeton University Press. Book is available at the Studiladen.

Supervised Machine Learning

Lecturer	Dr. rer. publ. Massimo Mannino
Type of course	Lecture
Code	HS231262
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	Fr, 13.10.2023, 08:15 - 14:00, 3.A05 Fr, 20.10.2023, 08:15 - 14:00, 4.B47 Fr, 10.11.2023, 08:15 - 14:00, 4.B47 Fr, 01.12.2023, 08:15 - 14:00, 4.B47
Duration	block course
Frequency	Block course
Course content	The lecture familiarizes students with a wide range of models in the field of Supervised Machine Learning. The course will focus on practical machine learning applications and teach data science techniques that enable students to solve real-world problems from the business world. By means of R, students will learn to estimate and visualize model results and communicate results efficiently. The integrated exercises discuss application examples from business administration and economics.
Learning objectives	1) Students can independently prepare and analyze data with R. 2) Students can apply methods in the field of Supervised Machine Learning. 3) Students are able to visualize model results with R. 4) Students can communicate model results effectively.
Prerequisites	Solid knowledge in econometrics, statistics and R.
Language	English
Limitation	24 Students
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Mannino: Supervised Machine Learning (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 7 - 10 October 2023 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	individual/group presentation, written paper / 3 Credits
Auditors	According to agreement
Contact	massimo.mannino@novalytica.com
Literature	An Introduction to Statistical Learning with Applications in R (Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani). Freely available at: http://faculty.marshall.usc.edu/gareth-james/

Leadership

Lecturer	Dr. Feena May
Type of course	Seminar
Code	HS231265
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor Master
Date	We, 25.10.2023, 10:15 - 18:00, 4.A05 Th, 26.10.2023, 10:15 - 18:00, HS 3 Tu, 21.11.2023, 12:00 - 18:00, HS 4 We, 22.11.2023, 10:15 - 18:00, 4.A05
Duration	block course
Frequency	Block course
Course content	**ReInventing Leadership – being a leader in the world of today.** This is not your regular kind of course. This course provides an in-depth introduction into the topic of leadership and focuses on four central leadership elements in a highly interactive way. It involves a lot of personal reflection, sharing and exploration. It's about you as a leader as much as it is about leadership theory. Day 1: What is this thing called leadership Exploring leadership in theory and practice. Day 2: Leadership in context An experiential-based exploration of leadership in the context of my environment and me. Days 3 and 4: The flow and future of leadership Get to know key elements, which make leadership dynamic and impactful. This includes creativity, collective intelligence, and trust. A co-creation of what leadership needs to be for the emerging future
Learning objectives	At the end of the course module, the participant will: 1. Be able to understand and explain the various theories of leadership and how context impacts the shaping of responsible leadership and management 2. Have explored the theory and practice of their own leadership 3. Know expectations on leadership from different perspectives 4. Be able to explain the ethics and values that underlay responsibility, power and trust at an individual level and how that translates into teams, organizations, and society 5. Have identified the role of leadership in the future and what it is to be a leader in the transformation of business and society at any level
Language	English
Limitation	Max. 30 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 May: Leadership (Seminar) (uzh.ch)
Exam	Prerequisites: Class attendance 100% ***IMPORTANT*** In order to acquire credits, registration via the Uni Portal within 25 - 28 October 2023 is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Active participation and contribuations (20%), group presentation (30%), individual paper (50%) / 3 Credits
Note	This course is open for all students. It is open to students who want to actively explore leadership and who they are/can be as leaders. The course is offered by the Faculty of Economics and Management, University of Lucerne. The course is highly interactive. It involves a lot of personal reflection and sharing. It will take place entirely in English (though it is not a test of your English so don't worry!). Attendance is limited to 30 students. Registrations will be considered on the basis of the date of receipt (via OLAT).
Auditors	No
Contact	marina.pletscher@unilu.ch
Literature	**Compulsory reading** • George et al (2007). Discovering your authentic leadership. Harvard Business Review, February Issue. • Langer, E. (2014). Mindfulness in the Age of Complexity. Harvard Business Review, March Issue. • May, F. (2010). The Theory of Leadership in The Power of a Lollipop, pages 39-50 • Hill, L. (2007). Becoming the Boss. Harvard Business Review, January Issue. • Zaleznik, A. (2000). Managers and Leaders – are they different? Harvard Business Review, January Issue. • Laloux, F. (2015). The Future of Management is Teal. Strategy and Business, 80. • Goffee, R., Jones, G. (2000). Why Should Anyone Be Led by You?, Harvard Business Review, September-October Issue. • Goleman, D. (2013). The Focused Leader. Harvard Business Review, December Issue. • Hill, L. (2020). Being an Agile Leader. SMR MIT **Suggested further reading** • Graham, P. (1995). Mary Parker Follett: Prophet of Management. A Celebration of Writings from the 1920s. Washington D.C.: Beard Books • Greenleaf, R. (1977). Servant Leadership: A Journey in the nature of legitimate Power and Greatness. New Jersey: Paulist Press • Collins, J. and Hansen, M. (2011). Great by Choice: Uncertainty, Chaos, and Luck--Why Some Thrive Despite Them All. New York: Harper Business • Hamel, G. (2012). What Matters Now: How to Win in a World of Relentless Change, Ferocious Competition, and Unstoppable Innovation. San Francisco: Jossey-Bass • Kouzes, J. and Posner, B. (2012). The Leadership Challenge: How to Make Extraordinary things happen in organizations (5th ed.). San Francisco: Jossey-Bass • Jaworski, J., (1998). Synchronicity: The Inner Path of Leadership. San Francisco: Berret Koehler

Python – A non-technical Introduction for Business Analytics

Lecturer	Dr. rer. pol. Markus Johannes Meierer Dr. oec. Patrick Bachmann
Type of course	Lecture
Code	HS231266
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor Master
Date	Mo, 11.09.2023, 09:15 - 14:00, HS 5 Tu, 12.09.2023, 09:15 - 14:00, HS 5 We, 13.09.2023, 09:15 - 14:00, HS 5 Th, 14.09.2023, 09:15 - 14:00, HS 5 Fr, 15.09.2023, 09:15 - 13:00, HS 4
Duration	block course
Frequency	Block course
Course content	People that use data analytics often spend more than 80% of their time with collecting, cleaning, and organizing data and only 20% with applying statistical models. This is not only true for real world analytics, but also for data analyses within bachelor/master theses. This class will prepare you for those challenges by applying a non-technical approach. This class provides a hands-on introduction to Python for data management. We explain data wrangling techniques that "scale well", i.e. that are applicable to sizeable real-world datasets. Further, we present automatization techniques, which help to save time in programming projects and reduce the number of bugs. This class is a lecture with integrated exercises. For every session, you are required to bring your laptop (with the latest version of your operating system installed). We do not require any experience with Python as we start from the very beginning (i.e. installing Python). However, we do require the willingness to actively participate and contribute to the class. No statistical models (besides mean and standard deviation) will be discussed in this class.
Learning objectives	Be able to manage data in Python: - loading external data (from text files, Excel files, databases) - merging, aggregating, and selecting observations - simplifying complex and repetitive tasks
Prerequisites	Bring a laptop (with the latest operating system version installed).
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 28 August – 11 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Meierer/Bachmann: Python – A non-technical Introduction for Business Analytics (Vorlesung) (uzh.ch)
Exam	Daily examinations during the course of the block course. ***IMPORTANT*** In order to take part in the examination, registration via the Uni Portal within 28.08. - 11.09.2023 is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	multiple-choice exams on programming exercises and theory, online exercises / 3 Credits
Note	Lecture with integrated exercises (details are announced during the kick-off session on course logistics).
Auditors	No
Contact	markus.meierer@doz.unilu.ch

Machine Learning for Mere Mortals: Workflow, Key Models, & Coding

Lecturer	Dr. rer. pol. Markus Johannes Meierer Dr. oec. Margot Löwenberg
Type of course	Lecture
Code	HS231267
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor
Date	Mo, 28.08.2023, 09:15 - 14:00, 4.B55 Tu, 29.08.2023, 09:15 - 14:00, 4.B55 We, 30.08.2023, 09:15 - 14:00, 4.B55 Th, 31.08.2023, 09:15 - 14:00, 4.B55 Fr, 01.09.2023, 09:15 - 14:00, 4.B55
Duration	block course
Frequency	Block course
Course content	Machine learning has become one of the core pillars of business analytics. Since the amount of available data is steadily increasing, applying smart data analysis techniques will become more and more important in the future. This course introduces (supervised) machine learning techniques in a hands-on way with integrated exercises. The distinction between supervised/unsupervised/reinforcement learning, sampling and cross-validation, performance evaluation, logistic regression, decision trees, random forest, support vector, machines, deep learning, and ensemble methods are among the topics to be discussed in this course. An integral part of this lecture are integrated exercises during which the students will become familiar with setting up machine learning models in the programming language R.
Learning objectives	- Get familiar with the concept of (supervised) machine learning. - Understand the basic theory behind various machine learning techniques. - Apply different machine learning techniques and interpret the results.
Prerequisites	- Bring a laptop (with the latest operating system version installed) - Updated installation of R (https://cran.r-project.org/) - Updated installation of RStudio (https://www.rstudio.com/)
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 14 – 28 August 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Meierer/Löwenberg: Machine Learning for Mere Mortals (Vorlesung) (uzh.ch)
Exam	Daily examinations during the course of the block course. ***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within 14.08. - 28.08.2023 is REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	multiple-choice exams on programming exercises and theory, online exercises, machine learning competition / 3 Credits
Note	Lecture with integrated exercises (details are announced during the kick-off session on course logistics).
Auditors	No
Contact	markus.meierer@doz.unilu.ch

People Analytics: Achieving sustainability goals

Lecturer	Dr. oec. Manuela Morf Dr. oec. Anna Sender
Type of course	Seminar
Code	HS231269
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	Th, 21.09.2023, 12:15 - 16:00, Inseliquai 10 214 Th, 05.10.2023, 12:15 - 16:00, Inseliquai 10 214 Th, 26.10.2023, 12:15 - 16:00, Inseliquai 10 214 Th, 09.11.2023, 12:15 - 16:00, Inseliquai 10 214 Th, 30.11.2023, 12:15 - 16:00, Inseliquai 10 214 Th, 14.12.2023, 12:15 - 16:00, Inseliquai 10 214
Duration	1.5 hours per week per semester
Frequency	weekly
Course content	In this seminar, you will learn how to use people analytics to improve decision making in business. This year we focus on HRM and sustainability. Currently, many organizations are striving to achieve sustainability goals and thus the question arises how can be HRM be instrumental in achieving such goals? People analytics generates relevant evidence to answer this question by combining technical knowledge of analytics with a sound understanding of the people side of the business. We will follow a problem-based-learning approach and combine input lectures, in-class discussions and practical project work. For more details about the course please consult the syllabus that will be made available at the homepage of the Center for Human Resource Management (CEHRM) beginning of September 2023.
Learning objectives	Upon successful completion of this seminar, you will know how to set up a people analytics project. Specifically, you will: (1) have expertise in this year's focal area of HRM and sustainability; (2) know how to create a business case for your project and address stakeholder interests; (3) be able to select useful methods form the methodological toolkit of people analytics (e.g., interviews, surveys, interventions and experiments); (4) be able to translate evidence into actionable and relevant recommendations.
Prerequisites	There are no required prerequisites. However, the successful completion of "Strategic Human Resource Management" is recommended. Furthermore, the course is part of the master's curricula "Economics and Management, core elective (without specialization)" and "Market-Oriented Management." Students from all other academic programs are recommended to check with their delegate/examination board to see whether credits from this course are accepted.
Language	English
Limitation	Max. 15 places available
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Morf/Sender: People Analytics: Promoting Diversity and Inclusion (Seminar) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen Deadlines for home assignments will be communicated in the course.
Type of exam	Home assignments in groups (graded: failed/passed) as preparation for an individual home assignment (graded: 1.0 - 6.0:, scope: 4-8 pages) / 3 Credits
Note	The number of participants is restricted to twelve. If you are interested in participating, please e-mail Dr. Manuela Morf (manuela.morf@unilu.ch). Please indicate: (1) your name, study major, number of semesters and matriculation number; (2) your knowledge in human resource management, business analytics and/or related fields; (3) why are you interested in participating (short motivation statement). Please make sure that you have provided this information and are formally accepted to the course by the lecturer before you enroll in the OLAT course and in Uniportal.
Auditors	No
Contact	manuela.morf@unilu.ch / anna.sender@unilu.ch
Literature	Relevant readings will be made available via Olat.

A History of Modern Macroeconomics: From Keynes to Piketty

Lecturer	Dr. Thomas Moser Dr. rer. pol. Marcel R. Savioz
Type of course	Lecture
Code	HS231270
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor Master
Date	Mo, 18.09.2023, 12:15 - 14:00, 3.A05 Mo, 25.09.2023, 12:15 - 14:00, 3.A05 Mo, 09.10.2023, 12:15 - 14:00, 3.A05 Mo, 16.10.2023, 12:15 - 14:00, 3.A05 Mo, 23.10.2023, 12:15 - 14:00, 3.A05 Mo, 30.10.2023, 12:15 - 14:00, 3.A05 Mo, 06.11.2023, 12:15 - 14:00, 3.A05 Mo, 13.11.2023, 12:15 - 14:00, 3.A05 Mo, 20.11.2023, 12:15 - 14:00, 3.A05 Mo, 27.11.2023, 12:15 - 14:00, 3.A05 Mo, 04.12.2023, 12:15 - 14:00, 4.B47 Mo, 11.12.2023, 12:15 - 14:00, 3.A05 Mo, 18.12.2023, 12:15 - 13:45, HS 8 (Examination) Mo, 18.12.2023, 12:15 - 14:00, 3.A05
Duration	2 hours per week per semester
Frequency	weekly
Course content	1. 1. Is History of Economic Thought a Waste of Time? 2. 2. Keynes and the Keynesian Revolution 3. 3. The Neoclassical Synthesis and the Keynesians 4. 4. The Monetarist Counterrevolution 5. 5. Non-Mainstream Macroeconomics: Post-Keynesians, Minsky and Neo-Keynesians 6. 6. Non-Mainstream Macroeconomics: Austrians 7. 7. The Rational Expectations Revolution and New Classical Macroeconomics 8. 8. Real Business Cycle Macroeconomics 9. 9. New Keynesian Macroeconomics 10 10. The Financial Crisis 2008/09 and the Crisis in Macroeconomics 11 11. Public Choice and New Political Economics 12 12. Putting Distribution Back at the Center of Economics: Piketty
Learning objectives	The student of economics will not only gain a deeper understanding of macroeconomics and its limits, the course will also provide the student with a toolbox of historical and modern macroeconomic models so that the student gains the ability to select the most appropriate model to address a given economic problem. The student of philosophy will be provided with a case study in the philosophy of science and may gain a better understanding of the particular issues that Macroeconomics as a science faces. The student of politics will gain a better understanding of the links between macroeconomic theory and specific policy recommendations, particularly with regard to stabilization policy.
Prerequisites	Bachelor Students 5th Semester. Willingness to consider different points of view.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Moser/Savioz: A History of Modern Macroeconomics (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written exmination / 3 Credits
Note	Warning: This course could make students question their acquired knowledge in economics and look at macroeconomics from a much broader perspective.
Auditors	According to agreement
Contact	thomas.moser@snb.ch / marcel.savioz@bluewin.ch
Literature	Snowdown, B. and Vane, H.R. (2005), Modern Macroeconomics, Its Origins, Development and Current State, Cheltenham, UK and Northampton, MA, USA: Edward Elgar. Available at Studiladen.

Entrepreneurship: Personnel and Innovation Management in Startups and SMEs

Lecturer	Dr. oec. Martin Murmann
Type of course	Lecture/Exercise
Code	HS231271
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	Mo, 25.09.2023, 08:15 - 12:00, 3.B58 Mo, 09.10.2023, 08:15 - 12:00, 3.B58 Mo, 16.10.2023, 08:15 - 12:00, 3.B58 Mo, 23.10.2023, 08:15 - 12:00, 3.B58 Mo, 30.10.2023, 08:15 - 12:00, 3.B58 Mo, 06.11.2023, 08:15 - 12:00, 3.B58 Mo, 11.12.2023, 08:15 - 09:15, HS 10 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	This course will provide an overview over specific personnel and innovation management tasks and problems in startups and SMEs. The course will consist of lectures (that are based on excerpts of a textbook and recent academic publications), tutorials, and a practice session with invited speakers/entrepreneurs.
Learning objectives	Gaining knowledge about the specifics of personnel and innovation management in startups and SMEs.
Prerequisites	None
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Murmann: Entrepreneurship (Vorlesung/Übung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written examination (multiple choice / open questions) / 3 Credits
Auditors	According to agreement
Contact	martin.murmann@business.uzh.ch

Economic History

Lecturer	Ass.-Prof. Christian Ochsner
Type of course	Lecture
Code	HS231273
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor Master
Date	Th, 21.09.2023, 14:15 - 18:00, 3.B57 Th, 28.09.2023, 14:15 - 18:00, 3.B57 Th, 05.10.2023, 14:15 - 18:00, 3.B57 Th, 19.10.2023, 14:15 - 18:00, 3.B57 Th, 26.10.2023, 14:15 - 18:00, 3.B57 Th, 09.11.2023, 14:15 - 18:00, 3.B57 Th, 16.11.2023, 14:15 - 18:00, 3.B57 Th, 30.11.2023, 14:15 - 18:00, 3.B57 Th, 07.12.2023, 16:15 - 17:45, HS 5 (Examination) Th, 07.12.2023, 14:15 - 16:00, 3.B57
Duration	3 hours per week per semester
Frequency	weekly
Course content	**Course motivation** Economic conditions and our economic lives are constantly changing. During the last decades, the rise of China has fostered deindustrialization in developed countries; the financial crisis in 2008 is still prolonging and visible in unconventional monetary policy measures; and technological change fosters the skill-premium and somewhat translates into radical political movements. How can we classify these current events and how unique are these changes in a historical context? Indeed, technological change, monetary and economic crises, waves of globalization and fertility transitions repeatedly shaped the world during the last 300 years. The lecture “Economic History” deals with the causes and determinants of the long-run evolution of economic and socio-economic variables. We look at economic shocks and their respective policy measures, zoom into the situation in Switzerland and ask whether economic history may help to achieve appropriate policy measures for challenges in the present day. **Course outline** This course provides an overview of economic history and the long-run development of socio-economic figures and focuses on the situation in Switzerland as well. The course consists of three main blocs. First, the course starts with the question why some regions in the world start to become so much richer than the rest of the world. Explanations for the economic success of Western Europe are, among others, the early fertility transition that caused the so-called “Little Divergence” and the Industrial Revolution starting in the UK around 1780. We also discuss whether the industrialization pattern in Switzerland parallels the situation in Europe. The first bloc ends with a lecture on the formation and evolution of social norms. We will discuss how the natural environment and long-gone historical or institutional legacies are shaping trust and norms until today. We also analyze the effect of culture on economic outcomes along the Swiss “Röstigraben” and the cultural legacy of the Zähringer dynasty. Second, the course continuous with the period between World War I and World War II. During the interwar period, the independence of many countries in Central and Eastern Europe, hyperinflations, the Great Depression and the rise of totalitarian regimes (Soviet Union, Nazi Germany) shaped the economic situation fundamentally. We discuss the economic effects of World War I, the resulting hyperinflations and their ends. We continue with the economic downturn during the Great Depression. We focus on the course and the end of the crisis, analyze differences in the USA and Europe and discuss potential lessons that were somewhat adapted after 2008. We also discuss the economic situation and the temporal economic success of totalitarian regimes in Germany and the USSR. The third bloc investigates the economic development after World War II. The division of Europe into an Eastern and Western bloc provides quasi-experimental settings to study economic growth and convergence. We analyze the liberation and zoning of Europe after World War II to understand the determinants of regional economic growth and political outcomes. We discuss the sources of the so-called “economic miracle” after World War II and analyze the economic effects of trade and monetary integration within the Western Bloc (e.g., GATT/WTO, Bretton Woods/Euro) and compare it to the situation in COMECON countries in Eastern Europe. We end the course with the monetary history from the Bretton Woods system to the Euro and the economic transition of Central and Eastern Europe (CEE) after 1990.
Learning objectives	The course will provide a deep understanding of the long-run evolution of socio-economic figures. Students should become critical and discuss potential drawbacks of theories and empirical results. The course also discusses many historical settings. These settings will enable students to learn more on how to do empirical research and provide potential ideas for own research questions for Seminar papers or Bachelor’s and Master’s theses.
Prerequisites	The course requires basic knowledge of economics and the willingness to read some empirical research papers. Knowledge of basic econometric concepts is an advantage, but not a must. We discuss empirical research papers that often relate to concepts of causal inference (see, for example, Angrist and Pischke 2010: Mostly Harmless Econometrics: An Empiricist’s Companion). The instructor will give, however, a short and intuitive introduction to the main concepts discussed in class.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Ochsner: Economic History (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written examination / 4.5 Credits
Auditors	Yes
Contact	christian.ochsner@doz.unilu.ch; christian.ochsner@cerge-ei.cz
Literature	Peer-reviewed journal articles (accessible via OLAT).

Introduction to Business Analytics

Lecturer	Prof. Dr. Christian Peukert Prof. Dr. Jan Pieper
Type of course	Lecture
Code	HS231263
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	Sa, 18.11.2023, 09:15 - 13:00, 4.B54 Fr, 01.12.2023, 09:15 - 13:00, 4.A05 Fr, 01.12.2023, 14:15 - 18:00, 4.A05 Fr, 15.12.2023, 09:15 - 13:00, 3.B55 Sa, 16.12.2023, 09:15 - 13:00, ZOOM Fr, 22.12.2023, 09:15 - 13:00, 4.B47
Duration	2 hours per week per semester
Frequency	block course
Course content	The course is an introduction to business analytics. It covers managerial tools in both descriptive and predictive analytics using MS Excel. In the first part of the course, we will focus on two main topics. (1) How to formalize, structure, and optimize decision problems and (2) how to structure and analyze large data sets. In the second part, participants will develop an understanding of cases where causality is important and the cases where we can make predictions based on correlations. We will use simple experimental methods for the former, and simple predictive analytics methods for the latter. Students will be evaluated based on individual homework assignments. The final grade is calculated as the average grade of all assignments with equal weighting.
Learning objectives	To familiarize students with business analytics methods & tools.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Martignoni/Peukert: Introduction to Business Analytics (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Homework assignments / 3 Credits
Auditors	According to agreement
Contact	christian.peukert@unil.ch / jan.pieper@doz.unilu.ch

Economics of Democreacy and Political Participation

Lecturer	Dr. rer. pol. Marco Portmann
Type of course	Lecture
Code	HS231625
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	Mo, 18.09.2023, 08:15 - 10:00, 4.B51 Mo, 25.09.2023, 08:15 - 10:00, 4.B51 Mo, 09.10.2023, 08:15 - 10:00, 4.B51 Mo, 16.10.2023, 08:15 - 10:00, 4.B51 Mo, 23.10.2023, 08:15 - 10:00, 4.B51 Mo, 30.10.2023, 08:15 - 10:00, 4.B51 Mo, 06.11.2023, 08:15 - 10:00, 4.B51 Mo, 13.11.2023, 08:15 - 10:00, 4.B51 Mo, 20.11.2023, 08:15 - 10:00, 4.B51 Mo, 27.11.2023, 08:15 - 10:00, 4.B51 Mo, 04.12.2023, 08:15 - 10:00, 4.B51 Mo, 11.12.2023, 08:15 - 10:00, 4.B51 Mo, 18.12.2023, 08:15 - 10:00, 4.B51 We, 03.01.2024, 12:15 - 13:15, HS 7 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	This seminar sheds light on the preconditions, the consequences, and the different manifestations of democracy. The first part deals with the foundations, such as the concepts of representation and the measurability of political representation. The second part covers questions regarding people's willingness to share power, exert their democratic rights, and the effects of political participation on outcomes. The third part focuses specifically on direct democracy. The aspects will be examined from a theoretical perspective as well as supported by recent empirical evidence. In particular, the seminar will explore the answers to the following questions: **1. Political representation: concepts & measurement** What is representation and how can it be measured? • The concepts of representation • What indicators like GDP, NOMINATE, vote congruence, and happiness do and do not tell us. **2. The willingness to share and use power and the effects of political participation** How can enfranchisements be explained? • Why the elite in power might be forced to share its power and why itself might be interested in sharing its power. • The enfranchisement of women, the young, and migrants in Switzerland and around the globe What drives political participation in the light of the voter paradox? Does representation matter? • Does money in politics matter and does it foster polarization and inequality? • Does representation by gender, citizenship, and age affect policy outcomes? • Do quotas in politics matter? **3. Direct democracy** How does direct democracy change the market of politics? • Explaining the interaction between parliaments, parties, and direct-democratic measures • Does lobbying work differently in parliamentary and direct democracy? How does direct democracy affect policy outcomes? • Does direct democracy affect the size and scope of government? • Does direct democracy foster or hinder inequality and extremism?
Tags	Sustainability; Gender/diversity
Learning objectives	The goal of the course is to understand democratic processes and political participation with a special focus on direct democracy from the perspective of public choice theory.
Prerequisites	None
Language	English
Limitation	max. 20 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Portmann: Economics of Democracy and Political Participation (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written exmination / 3 Credits
Auditors	No
Contact	marco.portmann@iwp.swiss
Literature	To be announced before the beginning of the course.

FinTech & InsurTech – Digitalization of the Financial Services Industry

Lecturer	Dr. Thomas Puschmann
Type of course	Lecture
Code	HS231277
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	Mo, 25.09.2023, 09:15 - 17:00, HS 14 Tu, 26.09.2023, 09:15 - 17:00, 4.A05 We, 27.09.2023, 09:15 - 17:00, 4.A05 Tu, 19.12.2023, 14:15 - 15:00, ZOOM
Duration	2 hours per week per semester
Frequency	weekly
Course content	The lecture gives an overview of the digitalization of the financial services industry. It comprises theoretical elements as well as concrete application examples including guest presentations and a visit to the Crypto Valley: - Introduction - Evolution and digitalization of money - Financial systems and drivers of change - Bank networks, processes and IT - Overview of FinTech innovations - Concrete application example of a FinTech startup - Overview of InsurTech innovations - Concrete application example of an InsurTech startup - Overview of blockchain innovations - Concrete application example of a blockchain startup - FinTech and InsurTech Potentials in the field of sustainability - The internet of value and cross-industry ecosystems As the final result of the lecture, the students shall develop their own concepts for FinTech, InsurTech and blockchain innovations and present their final ideas in front of a sounding board consisting of entrepreneurs, venture capitalists and other thought leaders.
Learning objectives	Introduction to the theory and practice of FinTech and InsurTech as well as acquiring skills to develop own FinTech and InsurTech concepts.
Prerequisites	Fundamentals of finance and business informatics / IT
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Puschmann: FinTech & InsurTech (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Group seminar thesis (80%) and final presentation (20%) / 3 Credits
Auditors	Yes
Contact	puschmann.thomas@gmail.com
Literature	Text book

HR Business Simulation

Lecturer	Dr. oec. Lea Rutishauser Dr. oec. Reto Wegmann
Type of course	Block seminar
Code	HS231278
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor Master
Date	Tu, 29.08.2023, 09:15 - 16:00, Inseliquai 10 214 Tu, 29.08.2023, 09:15 - 16:00, Inseliquai 10 220 We, 30.08.2023, 09:15 - 16:00, Inseliquai 10 214 We, 30.08.2023, 09:15 - 16:00, Inseliquai 10 220 Th, 31.08.2023, 09:15 - 16:00, Inseliquai 10 214 Th, 31.08.2023, 09:15 - 16:00, Inseliquai 10 220 Fr, 01.09.2023, 09:15 - 16:00, Inseliquai 10 214 Fr, 01.09.2023, 09:15 - 16:00, Inseliquai 10 220
Duration	block course
Course content	In the seminar “HR Business Simulation”, students form groups to represent companies, which compete in a business simulation. In total, five competing companies act in an enclosed market. The companies all produce the same product: solar cells. 2-3 of the five companies are managed by students, the other companies are simulated by a computer. Students incorporate different roles (e.g., HR, production, marketing, procurement, research & development, finances, etc.) and act according to them. The companies’ market behavior is influences by the students’ decisions, which are synchronized by the computer network and set the companies in direct competition. The dependencies between the elements are displayed transparently (“open rule simulation”). In the seminar we simulate 5-7 business years. After an introduction into the simulation and before completion and reflection, each business year includes: 1) theoretical input on selected topics, 2) strategy meeting in the student group, 3) simulation of one business year in which the students take quarterly decisions to manage their company.
Learning objectives	The students simulate a company and the related strategic decisions. Thereby they gain leadership competence on the level of leading groups in a simulated situation. The students integrate the acquired knowledge from their previous business administration courses at the University and get to know the relationship between the different business areas: business strategy, HR strategy, marketing and controlling. The students learn how to derive an HR strategy from a business strategy and how to implement it in operational processes. The students tie theoretical inputs with own experience, practical experience and their own reflection. The simulation increases joined-up, systemic thinking and makes students experience and reflect team dynamics.
Prerequisites	HR Business Simulation addresses students from the Master level as well as students from higher semesters in the Bachelor (5. & 6. Semester). The simulation integrates topics from several lectures of the business administration studies. Requirements for this seminar are therefore basic understanding of business administration with a focus on strategic management and human resource management. In addition, students benefit from experiences of lectures like Strategic HRM, Advanced Marketing Management and Corporate Finance.
Language	Bilingue - German / English
Limitation	21 - selection by lecturer after registration deadline.
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 10 – 20 August 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Rutishauser/Wegmann: HR Business Simulation (Seminar) (uzh.ch)
Exam	Selected participants will automatically be registrated in the UniPortal by examination administration.
Type of exam	1. Written report of the company strategy (per group) (50%), 2. Individual reflection, due 2 weeks after the seminar (50%) / 3 Credits
Auditors	No
Contact	lea.rutishauser@unilu.ch

Analysing and Forecasting Economic Time Series

Lecturer	Dr Rolf Scheufele
Type of course	Lecture
Code	HS231281
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	We, 20.09.2023, 16:15 - 18:00, 4.B02 We, 27.09.2023, 16:15 - 18:00, 4.B02 We, 04.10.2023, 16:15 - 18:00, 4.B02 We, 11.10.2023, 16:15 - 18:00, 4.B02 We, 18.10.2023, 16:15 - 18:00, 4.B02 We, 25.10.2023, 16:15 - 18:00, 4.B02 We, 08.11.2023, 16:15 - 18:00, 4.B02 We, 15.11.2023, 16:15 - 18:00, 4.B02 We, 22.11.2023, 16:15 - 18:00, 4.B02 We, 29.11.2023, 16:15 - 18:00, 4.B02 We, 06.12.2023, 16:15 - 18:00, 4.B02 We, 13.12.2023, 16:15 - 18:00, 4.B02 We, 20.12.2023, 16:15 - 17:45, 4.A05 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	The course develops a comprehensive set of tools and techniques for analyzing time series in economics and finance. The methods will be applied to forecasting problems and other empirical questions by using available datasets. The course teaches how to use a statistical software (mainly R) to apply these methods. The following topics are covered: Exploring and visualizing time series, univariate time series models (e.g. ARIMA models), multivariate time series models (e.g. autoregressive distributed lag models, vector autoregressive models and models that deal with large data sets), point and density forecasting, forecast evaluation.
Learning objectives	The objective of the course is to give students a good understanding of the concepts and the tools in time series analysis. Students will learn to specify and to estimate time series models as well as to generate forecasts. They will be able to conduct their own real-world application by using a statistical software package (mainly R).
Prerequisites	Solid knowledge in statistics and econometrics is necessary. Basic programming skills (knowledge of R or similar programs) are highly recommended.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Scheufele: Analysing and Forecasting Economic Time Series (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Graded examination / 3 Credits
Auditors	According to agreement
Contact	rolf.scheufele@snb.ch

The Economics of Pharmaceutical Markets

Lecturer	PD Dr. Christian P. R. Schmid
Type of course	Lecture
Code	HS231282
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	Tu, 19.09.2023, 16:15 - 18:00, 3.B48 Tu, 26.09.2023, 16:15 - 18:00, 3.B48 Tu, 03.10.2023, 16:15 - 18:00, 3.B48 Tu, 10.10.2023, 16:15 - 18:00, 3.B48 Tu, 17.10.2023, 16:15 - 18:00, 3.B48 Tu, 24.10.2023, 16:15 - 18:00, 3.B48 Tu, 31.10.2023, 16:15 - 18:00, 3.B48 Tu, 07.11.2023, 16:15 - 18:00, 3.B48 Tu, 14.11.2023, 16:15 - 18:00, 3.B48 Tu, 21.11.2023, 16:15 - 18:00, 3.B48 Tu, 28.11.2023, 16:15 - 18:00, 3.B48 Tu, 05.12.2023, 16:15 - 18:00, 3.B48 Tu, 12.12.2023, 16:15 - 18:00, 3.B48 Tu, 19.12.2023, 17:15 - 18:45, 3.B48 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	The aim of the course is to introduce students to the economics of pharmaceutical markets. The course will provide students with an understanding of basic features of pharmaceutical markets and related policies. Among others we address the following topics: pharmaceutical innovation, pricing and price regulations, consumer demand, and the promotion of pharmaceuticals.
Learning objectives	The students can (i) describe the key characteristics of pharmaceutical markets and the economic problems associated with these characteristics (ii) explain the behavior of several main actors (e.g. patients, health insurers, governments, the pharmaceutical industry, and so on (iii) assess the functioning of the market for pharmaceuticals using mathematical methods and models, and (iv) describe the institutional background in Switzerland regarding the pricing, reimbursement and promotion of pharmaceuticals.
Prerequisites	Bachelor's degree. The students are expected to have a good knowledge of microeconomics and econometrics.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Schmid: The Economics of Pharmaceutical Markets (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Written examination / 3 Credits
Auditors	Yes
Contact	christian.schmid@doz.unilu.ch c.schmid@css.ch
Literature	Danzon, Patricia M. and Sean Nicholson (eds.) (2012), The Oxford Handbook of the Economics of the Biopharmaceutical Industry, Oxford University Press, New York. Bhattacharya, Jay, Timothy Hyde and Peter Tu (2014), Health Economics, Palgrave Macmillan, New York. (Chapters 8, 12 – 14) Scherer, Frederic M. (2000), The Pharmaceutical Industry, in: Culyer, Anthony J. and Joseph P. Newhouse (eds.), Handbook of Health Economics, Volume 1B, Elsevier North-Holland, Amsterdam. Danzon, Patricia M. (2011), The Economics of the Biopharmaceutical Industry, in: Glied, Sherry and Peter C. Smith (eds.), The Oxford Handbook of Health Economics, Oxford University Press, New York.

Causal Analysis

Lecturer	Prof. Dr. Lukas D. Schmid
Type of course	Lecture
Code	HS231284
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	Th, 21.09.2023, 10:15 - 12:00, 4.B55 Th, 28.09.2023, 10:15 - 12:00, 4.B55 Th, 05.10.2023, 10:15 - 12:00, 4.B55 Th, 12.10.2023, 10:15 - 12:00, 4.B55 Th, 19.10.2023, 10:15 - 12:00, 4.B55 Th, 26.10.2023, 10:15 - 12:00, 4.B55 Th, 09.11.2023, 10:15 - 12:00, 4.B55 Th, 16.11.2023, 10:15 - 12:00, 4.B55 Th, 23.11.2023, 10:15 - 12:00, 4.B55 Th, 30.11.2023, 10:15 - 12:00, 4.B55 Th, 07.12.2023, 10:15 - 12:00, 4.B55 Th, 14.12.2023, 10:15 - 12:00, 4.B55 Th, 04.01.2024, 10:15 - 11:45, HS 1 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	This course provides an introduction to causal inference. We will primarily be concerned with how and when we can make causal claims from empirical research. In the lecture, we will discuss statistical techniques and the necessary assumptions to make causal statements. In the tutorials, we will learn these techniques by actually implementing them and discussing the plausibility of the assumptions. After this class, you should understand and be able to apply the standard set of causal inference tools in the social sciences. These include randomized experiments, matching, instrumental variables, regression discontinuity designs, fixed effects regressions, and differences-in-differences.
Learning objectives	1. Understand the concept of causation 2. Make distinctions between observational and experimental studies 3. Define the assumptions required to make causal claims from quantitative data 4. Implement a range of statistical methods which aim to estimate causal effects 5. Use the R statistical software in applied research 6. Critically evaluate the use of causal inference designs used in published work
Prerequisites	Introduction of statistics and introduction to econometrics.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Schmid: Causal Analysis (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take part in the examination, registration via the UniPortal within the examination registration period is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	Written exmination / 6 Credits (for module Causal Analysis (Vorlesung und Übung))
Auditors	Yes
Contact	lukas.schmid@unilu.ch

Workshop in Applied Data Analysis

Lecturer	Prof. Dr. Lukas D. Schmid
Type of course	Workshop
Code	HS231283
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor Master
Date	Tu, 19.09.2023, 14:15 - 18:00, 4.A05 Tu, 14.11.2023, 14:15 - 18:00, 4.A05 Tu, 28.11.2023, 14:15 - 18:00, HS 5
Duration	2 hours per week per semester
Frequency	blocked dates
Course content	The aim of this workshop is that students learn how to conduct an applied data project. In the first part of the course, we will work on how to find an interesting research question and a research design. In the second part of the course, students will independently work on their project and meet with the instructor to discuss their progress. In the third part, students will present their work in class and discuss the contributions of their analysis and potential limitations. Students may extend their project to a bachelor or master thesis.
Learning objectives	- Students will learn how to design an empirical study - Students will collect and prepare data for their study - Students will analyze data - Students will present their results in class
Prerequisites	Basic econometrics and data analysis
Language	English
Limitation	max. 20
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Schmid: Workshop in Applied Data Analysis (Workshop) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take part in the examination, registration via the UniPortal within 20 - 29 September 2023 is REQUIRED. Further information on registration for the examination: www.unilu.ch/wf/pruefungen
Type of exam	Presentation / 3 Credits
Auditors	Yes
Contact	lukas.schmid@unilu.ch
Literature	Bekes, Gabor and Gabor Kezdi (2021): *Data Analysis for Business, Economics, and Policy*. Cambridge, MA: Cambridge University Press.

Global Marketing

Lecturer	Christina Sichtmann
Type of course	Lecture
Code	HS231286
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor
Date	Mo, 18.09.2023, 16:15 - 20:00, HS 5 Mo, 25.09.2023, 16:15 - 20:00, HS 5 Mo, 16.10.2023, 16:15 - 20:00, HS 5 Mo, 13.11.2023, 16:15 - 20:00, HS 5 Mo, 27.11.2023, 16:15 - 20:00, HS 5 Mo, 18.12.2023, 19:30 - 20:00, HS 5 (Examination)
Duration	2 hours per week per semester
Frequency	weekly
Course content	The course seeks to provide an overview of key concepts and analytical techniques of global marketing and illustrate its role in the global economy. The course enables students to appreciate the complexity, challenges, and opportunities in the context of marketing across borders. After an introduction to recent global developments, and internationalization decisions in firms, we will cover theories of firm internationalization, market segmentation approaches, levels of customer culture, market entry mode decisions, and the international marketing mix. In this latter context, the course's core focus will be on a firm's decision to standardize or adapt its marketing mix across boundaries. Students will see that the international marketing decision-making process requires rigorous analysis of the global environment and the internal resources of the company. Besides classical lecture parts, this course will also feature a number of case studies from a broad range of countries and industries to illustrate the practical implications and relevance of the conceptual frameworks and theories.
Learning objectives	On completion of this course, students will have gained substantial knowledge about six key stages of management decisions connected with global marketing: 1. The decision whether to internationalize as a firm. 2. Deciding which markets to enter. 3. The timing of market entry. 4. Market entry strategies. 5. Designing the global marketing program. 6. Implementing and coordinating the global marketing program Based on this new knowledge, students will develop the capacity to apply the conceptual and theoretical concepts from the lectures to analyze actual international marketing scenarios, and to develop solutions for a broad range of marketing challenges.
Prerequisites	Previous attendance of «Marketing Management» is recommended.
Language	English
Limitation	Limited no. of participants: 50
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Sichtmann: Global Marketing (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	multiple choice; individual/group presentation / 3 Credits
Auditors	No
Contact	christina.sichtmann@doz.unilu.ch
Literature	Mandatory literature: Hollensen, S. (2020): Global Marketing, 8th ed., Pearson. Additional references will be announced at the start of the course.

Tutorial Causal Analysis

Lecturer	Valentina Sontheim, MA
Type of course	Exercise
Code	HS231264
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	We, 20.09.2023, 14:15 - 16:00, HS 3 We, 27.09.2023, 14:15 - 16:00, HS 3 We, 04.10.2023, 14:15 - 16:00, HS 3 We, 11.10.2023, 14:15 - 16:00, HS 3 We, 18.10.2023, 14:15 - 16:00, HS 3 We, 25.10.2023, 14:15 - 16:00, HS 3 We, 08.11.2023, 14:15 - 16:00, HS 3 We, 15.11.2023, 14:15 - 16:00, HS 3 We, 22.11.2023, 14:15 - 16:00, HS 3 We, 29.11.2023, 14:15 - 16:00, HS 3 We, 06.12.2023, 14:15 - 16:00, HS 3 We, 13.12.2023, 14:15 - 16:00, HS 3
Duration	2 hours per week per semester
Frequency	weekly
Course content	The purpose of the tutorial is to give students a chance to advance their understanding of the course material by working on assignments with empirical and theoretical problems.
Learning objectives	See Causal Analysis (Lecture)
Prerequisites	See Causal Analysis (Lecture)
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Sontheim: Causal Analysis (Tutorial) (uzh.ch)
Exam	See Causal Analysis (Lecture)
Type of exam	By lecture examination / 0 Credits (for module Causal Analysis (Vorlesung und Übung))
Auditors	No
Contact	valentina.sontheim@unilu.ch
Material	See Causal Analysis (Lecture)

Data Handling

Lecturer	Valentina Sontheim, MA
Type of course	Lecture
Code	HS231287
Semester	Fall semester 2023
Department	Economics and Management
Study level	Bachelor Master
Date	Tu, 19.09.2023, 18:15 - 20:00, HS 5 Tu, 03.10.2023, 14:15 - 18:00, HS 5 Tu, 17.10.2023, 14:15 - 18:00, HS 5 Tu, 31.10.2023, 14:15 - 18:00, HS 5 Tu, 21.11.2023, 14:15 - 18:00, HS 5
Duration	2 hours per week per semester
Frequency	block course
Course content	This course aims to equip students with the basic data skills needed throughout their degree course and beyond. The course covers basic practical skills in gathering, preparing, and manipulating digital data for research purposes. Practical exercises and case studies from current research projects will deepen the concepts taught and train students in the basics of programming with data. The first part of the course covers theoretical concepts in handling digital data by focusing on different data structures and data formats. In the second part, students will learn to manipulate and prepare digital data for research purposes. Students will acquire basic programming skills with R in order to apply these practices with real-world datasets.
Learning objectives	At the end of the course, the students should be able to handle digital data for analysis purposes. Students will be able to import data into R and organize the data efficiently in data base structure. Students get familiar with best practices to gather, clean, and manipulate digital data for research purposes. They are capable of planning and managing the first steps of an empirical research project based on digital data. Finally, students acquire basic programming skills with R in the context of real-world data sets.
Prerequisites	Master students and Bachelor students from the 5th semester.
Language	English
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Sontheim: Data Handling (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	take home exam (90%); active participation (10%) / 3 Credits
Note	First week is a kick-off session to discuss the structure of the course.
Auditors	According to agreement
Contact	valentina.sontheim@unilu.ch
Literature	Data Manipulation with R by Phil Spector Hands-On Programming with R by Garett Grolemund R for Data Science by Hadley Wickham and Garett Grolemund

Introduction to Computer Science and Programming

Lecturer	Kai Waelti, MSc
Type of course	Lecture
Code	HS231290
Semester	Fall semester 2023
Department	Economics and Management
Study level	Master
Date	Th, 21.09.2023, 16:15 - 20:00, HS 5 Th, 28.09.2023, 16:15 - 20:00, 3.B52 Th, 12.10.2023, 16:15 - 20:00, 3.B52 Th, 26.10.2023, 16:15 - 20:00, 3.B52 Th, 23.11.2023, 16:15 - 20:00, 3.B52 Th, 07.12.2023, 16:15 - 19:00, 3.B52 Th, 25.01.2024, 16:15 - 20:00, 4.A05
Duration	3 hours per week per semester
Frequency	weekly
Course content	Introduction to Computer Science and Programming aims at providing students with the fundamental understanding of computations to solve problems. This is aimed at students with little or no programming experience, to code basic block of programs that can enable them in achieving goals. The course will cover a broad range of topics, i.e., computer-aided problem-solving techniques, fundamentals of programming using Python 3 and an introduction to computational complexity.
Learning objectives	- Understanding the role of computation in problem solving - Ability to confidently code small programs to achieve useful goals - Participate in research projects and excel in subjects requiring programming components
Prerequisites	English level B2
Language	English
Limitation	max. 24 participants
Registration	To attend the course / exercise, registration via e-learning platform OLAT is required. Registration is possible from 4 – 29 September 2023. The students themselves are responsible for checking the creditability of the course to their course of study. Direct link to OLAT course: OLAT - HS23 Waelti: Introduction to Computer Science and Programming (Vorlesung) (uzh.ch)
Exam	***IMPORTANT*** In order to acquire credits, resp. to take the examination, registration via the Uni Portal within the examination registration period is ESSENTIALLY REQUIRED. Further information on registration: www.unilu.ch/wf/pruefungen
Type of exam	Exercises, presentations and short project report / 6 Credits
Note	The participants are divided into groups of 2 at the beginning of the course. Every second week, some designated groups present their solutions to individual exercises from the penultimate week. Each group should present at least once during the semester. The selected groups for the presentations will not be announced in advance and all groups should submit their solutions two workdays before the lecture. In addition, a small and fun programming project will round out this introductory lecture. The deadline for the final project report and short presentation will be sometime in the middle of January. The exact date will be communicated at the beginning of the semester. Both the exercises and the project report will be graded as a group.
Auditors	According to agreement
Contact	kai.waelti@doz.unilu.ch
Literature	Guttag, John. Introduction to Computation and Programming Using Python: With Application to Understanding Data Second Edition. MIT Press, 2016. ISBN: 9780262529624 Amos, David, Dan Bader, Joanna Jablonski, and Fletcher Heisler. Python Basics: A Practical Introduction to Python 3. Real Python, 2021. Python Software Foundation. The Python Tutorial, 2021. https://docs.python.org/3/tutorial/. Python Software Foundation. 'PEP 8 -- Style Guide for Python Code'. Python.org, 2001. https://www.python.org/dev/peps/pep-0008/. Python Software Foundation. 'PEP 20 -- The Zen of Python'. Python.org, 2004. https://www.python.org/dev/peps/pep-0020/.