

Valid for 2022.FS

Module Name: Introduction to Banking & Finance		
Module Code	w.BA.XX.2BF-en.XX	
Module Description	Students gain an overview of the financial industry in general and the banking sector in particular. By examining the business management theories and concepts of banking, they learn about the structure of organizations in the financial industry and what the typical businesses and business areas are. The students examine the diverse relationships and interdependencies between bank structure, banking regulation, banking crises, and business segments. Students integrate an international and a national outlook as well as micro- and macro-level aspects to acquire a holistic understanding of banking. This module aims to bridge the gap between first-year studies and the main study period and acts as an introduction to other banking and finance modules.	
Program and Specialization	Business Administration - Banking and Finance (PiE)	
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009	
Module Category	Module Type: Compulsory	Program Phase: Main Study Period
ECTS	6	
Organizational Unit	W Institut für Wealth & Asset Management	
Module Coordinator	Roland Hofmann (horo)	
Deputy Module Coordinator	Suzanne Ziegler (zisu)	
Prerequisite Knowledge	All material from the assessment level, especially w.2.BWL; prior knowledge in the financial and banking sector.	
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence	
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change	
Module Learning Objectives	Students... § list the key business challenges and issues in banking business administration. § explain the operational characteristics and economic value creation of intermediation by banks. § analyze specific business issues in a practical context on the basis of theoretical knowledge gained. § are able to present solutions in an appropriate language and form. § gain current methodological and technical knowledge. § develop a willingness to engage with the challenges of modern banking in a manner which is constructive and theoretically sound. § reflect on their own situation and the state of the banking sector.	

Module Content	§ Money and monetary economy § Banking and intermediation theory; financial crises § Bank management § Regulation and supervision; banking structure and infrastructure § Foreign exchange markets; international financial system § Banking activities, types of bank, client segments § Business models / Fintech		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Project Work § Literature Review	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	64 h	
Small Class	28 h	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	56 h	64 h	60 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Specified documentation	60	67,00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
Others	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	33,00 %
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	English		
Compulsory Reading	Mishkin, F. (2019). The Economics of Money, Banking, and Financial Markets. 12th edition. Pearson. ISBN 978-0-13-473382-1.		
Recommended Reading	-		
Comments	-		