

Valid from 2025.HS

Module description: Market Management and Product Design		
Module Code	w.BA.XX.3MmPd-RI.XX	
ECTS Credits	3	
Language of Instruction/Examination	German	
Module Description	Students gain insight into the needs of customers in the insurance industry and the development of product and service solutions. They use design thinking methods to develop a practice-oriented prototype. Students also gain insights into qualitative and quantitative market research.	
Organizational Unit	Institut für Risk & Insurance	
Module Coordinator	Pirmin Mussak	
Deputy Module Coordinator	Lukas Stricker	
Program and Specialization	<ul style="list-style-type: none"> Business Administration - Specialization in Insurance Management 	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type Compulsory	Program Phase Main Study Period
Prerequisite Knowledge		
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> Professional Competence Methodological Competence Social Competence Self-Competence 	
Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> Knowing and Understanding Content of Theoretical and Practical Relevance Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance Evaluate Content of Theoretical and Practical Relevance <p>Methodological Competence</p> <ul style="list-style-type: none"> Problem-Solving & Critical Thinking Scientific Methodology Work Methods, Techniques, and Procedures Information Literacy Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> Written Communication Oral Communication Teamwork & Conflict Management Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> Self-Management & Self-Reflection Ethical & Social Responsibility Learning & Change 	
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> are able to apply various customer research methods (explorative interviews, structured interviews, and surveys) and evaluate the findings critically. understand design thinking methodology and are able to apply it to develop a product/ service or a prototype. are able to manage a project and work effectively as part of a team. 	

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Module Content	<ul style="list-style-type: none">• Design thinking methodology: theory and practice• Methods to identify customer needs (explorative interviews, structured interviews, and surveys) and critically evaluate findings• Keynote presentations on customer touchpoint management and customer experience design as well as other current market management topics• Group work to create a prototype for a product or service																																							
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none">• w.BA.XX.3PpV-RI.XX																																							
Digital Learning Resources	<ul style="list-style-type: none">• Reader• Practice and Application Exercises (with Key)• Selected YouTube learning videos																																							
Methods of Instruction	<ul style="list-style-type: none">• Lecture• Exercises• Case Studies• Project Work			Social Settings Used: <ul style="list-style-type: none">• Individual Work• Group Work																																				
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Large Class</td><td>21 h</td><td>55 h</td><td colspan="2"></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>21 h</td><td>55 h</td><td colspan="2">14 h</td></tr></table>						Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Large Class	21 h	55 h			Small Class	-	-			Group Instruction	-	-			Practical Work	-	-			Seminar	-	-			Total	21 h	55 h	14 h	
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Performance Assessment	<table><tr><td colspan="2">End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">-</td><td></td><td></td><td></td></tr><tr><td colspan="2">Permitted Resources</td><td colspan="3"></td></tr></table> <table><tr><td>Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td>Talk/oral presentation</td><td>Grade</td><td>Gruppenarbeit</td><td>20</td><td>50.00</td></tr><tr><td>Written Assignment</td><td>Grade</td><td>Gruppenarbeit</td><td>0</td><td>50.00</td></tr><tr><td>Individual reflection on design thinking methodology 1-2 pages</td><td>Pass/Fail</td><td>Einzelarbeit</td><td>0</td><td>0.00</td></tr></table>					End-of-module exam		Form	Length (min.)	Weighting	-					Permitted Resources					Others	Assessment	Format	Length (min.)	Weighting	Talk/oral presentation	Grade	Gruppenarbeit	20	50.00	Written Assignment	Grade	Gruppenarbeit	0	50.00	Individual reflection on design thinking methodology 1-2 pages	Pass/Fail	Einzelarbeit	0	0.00
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Classroom Attendance Requirement	Other Attendance at the kick-off, design thinking workshop, and final presentation is mandatory. Absences must be justified in writing. N.B. Final exam (presentation) takes place on site.																																							
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