

Valid from 2025.HS

Module description: Practical Insurance Project		
Module Code	w.BA.XX.3PpV-RI.XX	
ECTS Credits	6	
Language of Instruction/Examination	German	
Module Description	Groups of students work on a practical case, usually in cooperation with a business partner. The module prepares students for their Bachelor's thesis by teaching them how to conduct academic research as well as providing practical training in change and project management methods.	
Organizational Unit	Institut für Risk & Insurance	
Module Coordinator	Lukas Stricker	
Deputy Module Coordinator	Angela Zeier Röschmann	
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	Design thinking methodology	
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	Students... <ul style="list-style-type: none"> • are able to structure a problem (research question) by dividing it into sub-questions. • choose a suitable scientific (qual. or quant.) method based on suitable criteria. • develop practically relevant and well-founded findings addressing a research question. • practice teamwork and collaborating with business partners. • are able to present and defend their findings using convincing arguments. • practice project management (planning, implementation, and goal achievement within a timeframe and using the resources available). 	

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Module Content	<ul style="list-style-type: none">Based on a hypothesis defined at the start of the module on a current problem in the insurance industry, groups of no more than four students develop a solution proposal using elements of design thinking acquired and practiced in the 5th semester. Their solution should be based on the needs of clients relevant to the problem (internal or external) and analyzed in a methodically solid manner. The students' understanding of the problem gained in this way will allow them to develop a prototype they can then test in practice. The knowledge gained from this will deepen the students' understanding of the problem. This in turn will make it possible to develop the prototype into an early beta version, which is presented and defended as a final assignment. The entire process will be supervised methodologically by ZHAW lecturers and professionally by sparring partners from the insurance industry. The sparring partners must be recruited in advance by the students themselves.																																																
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none">w.BA.XX.3MmPd-RI.XX																																																
Digital Learning Resources	<ul style="list-style-type: none">Teaching VideosPractice and Application Exercises (with Key)																																																
Methods of Instruction	<ul style="list-style-type: none">Project WorkApplication TasksInteractive Instruction			Social Settings Used: <ul style="list-style-type: none">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>20 h</td><td>100 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>30 h</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>50 h</td><td>100 h</td><td colspan="2">30 h</td></tr></table>						Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Large Class	20 h	100 h			Small Class	-	-			Group Instruction	30 h	-			Practical Work	-	-			Seminar	-	-			Total	50 h	100 h	30 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><tr><td colspan="5"></td></tr><tr><td colspan="2">Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">Individual reflection 1-2 pages</td><td>Pass/Fail</td><td>Einzelarbeit</td><td>0</td><td>0.00</td></tr><tr><td colspan="2">Talk/oral presentation</td><td>Grade</td><td>Gruppenarbeit</td><td>30</td><td>50.00</td></tr><tr><td colspan="2">Written Assignment</td><td>Grade</td><td>Gruppenarbeit</td><td>0</td><td>50.00</td></tr></table>					End-of-module exam		Form	Length (min.)	Weighting	-					Permitted Resources										Others		Assessment	Format	Length (min.)	Weighting	Individual reflection 1-2 pages		Pass/Fail	Einzelarbeit	0	0.00	Talk/oral presentation		Grade	Gruppenarbeit	30	50.00	Written Assignment		Grade	Gruppenarbeit	0	50.00
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Classroom Attendance Requirement	75% Attendance expected on all four contact days and at the final presentation. Only written excuses for non-attendance will be accepted.																																																
Compulsory Reading																																																	
Recommended Reading	<ul style="list-style-type: none">Kotter, J. (2012). Leading Change. Ingram Publisher Services. ISBN 978-1-4221-8643-5.																																																
Comments	Please note the information sent in advance regarding preparation for the first day of class. Attendance in person on all five contact days is expected.																																																