

Valid from 2025.FS

Module description: Strategic Management and Innovation		
Module Code	w.BA.XX.3SMI-RI.XX	
ECTS Credits	6	
Language of Instruction/Examination	English	
Module Description	In this module, students gain a sound understanding of how an insurance company is managed strategically and financially. Fundamental business objectives and current challenges are discussed and the business model elements of an insurance company are analyzed. The module focuses on the application of strategic management concepts and instruments and an in-depth understanding of the key strategic and financial performance drivers.	
Organizational Unit	Institut für Risk & Insurance	
Module Coordinator	Angela Zeier Röschmann	
Deputy Module Coordinator	Jürg Portmann	
Program and Specialization	<ul style="list-style-type: none"> <li>Business Administration - Specialization in Risk and Insurance</li> </ul>	
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	<b>Module Type</b> Compulsory	<b>Program Phase</b> Main Study Period
Prerequisite Knowledge		
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> <li>Professional Competence</li> <li>Methodological Competence</li> <li>Social Competence</li> <li>Self-Competence</li> </ul>	
Contribution to Program Learning Objectives	<p><b>Professional Competence</b></p> <ul style="list-style-type: none"> <li>Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>Evaluate Content of Theoretical and Practical Relevance</li> </ul> <p><b>Methodological Competence</b></p> <ul style="list-style-type: none"> <li>Problem-Solving &amp; Critical Thinking</li> <li>Scientific Methodology</li> <li>Work Methods, Techniques, and Procedures</li> <li>Information Literacy</li> <li>Creativity &amp; Innovation</li> </ul> <p><b>Social Competence</b></p> <ul style="list-style-type: none"> <li>Written Communication</li> <li>Oral Communication</li> <li>Teamwork &amp; Conflict Management</li> <li>Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>Self-Management &amp; Self-Reflection</li> <li>Ethical &amp; Social Responsibility</li> <li>Learning &amp; Change</li> </ul>	
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>know the main elements of managing an insurance company.</li> <li>analyze and develop innovative business models.</li> <li>apply select instruments to derive strategic alternatives.</li> <li>identify and evaluate the strategic challenges and risks insurers face.</li> <li>understand how an insurance company is managed financially.</li> <li>develop and rationalize financial action measures to successfully implement a strategy.</li> </ul>	

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Module Content	<ul style="list-style-type: none"><li>Strategic management process and instruments</li><li>Insurance business model and business model innovation</li><li>Insurance balance sheet, income statement, and key performance indicators</li></ul>				
Links to other modules	This module is linked to the following modules:				
Digital Learning Resources	<ul style="list-style-type: none"><li>Practice and Application Exercises (with Key)</li></ul>				
Methods of Instruction	<ul style="list-style-type: none"><li>Explorative Learning</li><li>Problem-Oriented Teaching</li><li>Project Work</li><li>Application Tasks</li><li>Lecture</li><li>Case Studies</li><li>Interactive Instruction</li><li>Company visit to Insurtech</li></ul>		Social Settings Used: <ul style="list-style-type: none"><li>Group Work</li><li>Individual Work</li></ul>		
Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
	Large Class	56 h	56 h		
	Small Class	-	-		
	Group Instruction	-	-		
	Practical Work	-	-		
	Seminar	-	-		
	Total	56 h	56 h	68 h	
Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	-				
	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Management simulation (management game - two full days)	Grade	Gruppenarbeit	0	25.00
	Written Assignment	Grade	Gruppenarbeit	0	15.00
	Written Assignment	Grade	Gruppenarbeit	0	10.00
	Talk/oral presentation	Grade	Einzelarbeit	20	50.00
Classroom Attendance Requirement	Other  - Attendance is required for the management game (two full days). - Written notification to module coordinator is required in case of absence for company visit.				
Compulsory Reading					
Recommended Reading					
Comments					