

Valid from 2025.HS

Module description: Zurich International Week	
Module Code	w.MA.XX.ZIW-PiE.19HS
ECTS Credits	6
Language of Instruction/Examination	English
Module Description	<p>Week 1: This week focuses on the fundamentals of negotiation, including key concepts like ZOPA, BATNA, and the Triangle of Negotiation. Participants will explore different negotiation types, models (distributive vs. integrative), and strategies. Topics such as power, communication, persuasion, and ethics in negotiation are also covered. Week 2: This week will cover R, RStudio, the Tidyverse, and Quarto, focusing on practical financial applications. Participants will learn to download financial data, perform statistical tests, calculate portfolio characteristics, and generate financial risk management metrics using R and Quarto. The week will culminate in a class project to create an R/Quarto report that includes data downloads for selected stock symbols, descriptive statistics, portfolio frontiers, risk-reward metrics, and Monte Carlo simulations for VaR calculations, with hands-on activities throughout.</p>
Organizational Unit	Institut für Wealth & Asset Management
Module Coordinator	Johannes Höllerich
Deputy Module Coordinator	Ruben Seiberlich
Program and Specialization	<ul style="list-style-type: none"> <li>Banking and Finance (PiE)</li> </ul>
Legal Framework	Academic Regulations MSc in Banking and Finance dated 29.09.2011, Appendix to the Academic Regulations for the degree program in Banking and Finance, first adopted on 28.08.2012
Module Category	<b>Module Type</b> Compulsory
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>

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Module Learning Objectives	Students... <ul style="list-style-type: none"><li>• recognize the leadership challenges behind corporate strategic change.</li><li>• know leadership attitudes, principles, (ethical) practices, professional standards, and best-practice corporate governance, in theory and in practical terms in the context of real cases.</li><li>• can apply their knowledge to analyze personality, including their own.</li><li>• gain the ability to further develop their own value system and leadership style.</li><li>• develop a clear understanding of the leadership environment in which they can grow and excel.</li><li>• become familiar with the main insights of economic research on the different implications of the AI.</li><li>• understand how digital business models will be impacted by AI.</li></ul>																														
Module Content	<ul style="list-style-type: none"><li>• Week 1: This week focuses on the fundamentals of negotiation, including key concepts like ZOPA, BATNA, and the Triangle of Negotiation. Participants will explore different negotiation types, models (distributive vs. integrative), and strategies. Topics such as power, communication, persuasion, and ethics in negotiation are also covered.</li><li>• Week 2: This week will cover R, RStudio, the Tidyverse, and Quarto, focusing on practical financial applications. Participants will learn to download financial data, perform statistical tests, calculate portfolio characteristics, and generate financial risk management metrics using R and Quarto. The week will culminate in a class project to create an R/Quarto report that includes data downloads for selected stock symbols, descriptive statistics, portfolio frontiers, risk-reward metrics, and Monte Carlo simulations for VaR calculations, with hands-on activities throughout.</li></ul>																														
Links to other modules	This module is linked to the following modules:																														
Digital Learning Resources	<ul style="list-style-type: none"><li>• Reader</li><li>• Teaching Videos</li><li>• Practice and Application Exercises (with Key)</li><li>• Case Studies (with Key)</li><li>• Multiple Choice Tests</li></ul>																														
Methods of Instruction	<ul style="list-style-type: none"><li>• Lecture</li><li>• Project Work</li><li>• Interactive Instruction</li><li>• Exercises</li><li>• Case Studies</li><li>• Application Tasks</li><li>• Literature Review</li></ul>		Social Settings Used: <ul style="list-style-type: none"><li>• Group Work</li><li>• Individual Work</li></ul>																												
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td>Autonomous Self-Study</td></tr><tr><td>Lecture</td><td>60 h</td><td>-</td><td></td></tr><tr><td>Excercise</td><td>-</td><td>-</td><td></td></tr><tr><td>Project Work</td><td>-</td><td>40 h</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>60 h</td><td>40 h</td><td>80 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Lecture	60 h	-		Excercise	-	-		Project Work	-	40 h		Seminar	-	-		Total	60 h	40 h	80 h			
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Performance Assessment	<table><tr><td>End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td>-</td><td></td><td></td><td></td></tr><tr><td>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>Group work/oral exam Week 2</td><td>Grade</td><td>Gruppenarbeit</td><td>0</td><td>50.00</td></tr><tr><td>Group work with presentation Week 1</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	Group work/oral exam Week 2	Grade	Gruppenarbeit	0	50.00	Group work with presentation Week 1	Grade	Gruppenarbeit	0	50.00
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Classroom Attendance Requirement	90%
Compulsory Reading	
Recommended Reading	
Comments	