

Module Outline

Virtual Exchange Spring Semester 2021

Context: The Swiss Banking Sector (SS21)

Credits: 3 ECTS

Format: Online course

Responsible FHNW lecturers

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1. Number of students accepted in the course

Total number of students is 45

Total number of exchange students is unlimited

Number of exchange students from one partner university of School of Business FHNW is limited to 2 students per partner university

2. Course content

Students will get a broad understanding of the importance of the Swiss Banking sector (facts and figures), its major business lines, players, institutions and supervisory authorities. In addition, students will get in depth insights from practitioners on current issues in the area of regulation, business and politics.

- Players in the Swiss Banking Sector
- The classic banking business
- Corporate governance of banks
- Structure and development of the Swiss Financial Center
- Categories of banks
- Current issues and themes
- Public Affairs
- FINMA and regulation
- SNB
- Swiss Franc and Gold
- Swiss Bankers Association
- The future of the Swiss Banking Sector
- Swiss Private Banking

3. Learning objectives

Students should have the following competencies after completing this course:

Knowledge and understanding

- -explain the importance of the Swiss Banking sector and its major business lines, players, institutions and supervisory authorities

Application of Knowledge and Understanding

- -apply knowledge of the Swiss Banking Sector to a real-life context and develop a further appreciate of challenges and opportunities in this area

Ability to make judgements

- - critically evaluate current and future opportunities and threats to the Swiss Banking sector

Communication

- -able to communicate orally and in writing in a manner appropriate to a target audience

Self-Learning skills

- -undertake independent research on complex financial theories and apply them to practical cases and current phenomena in the Swiss banking sector
- independent review and preparation of course related materials

4. Workload and format

The number of credits to be obtained is 3 ECTS, which equals 90 study hours.

This course is offered as an online module. In order to gather and exchange information in the best possible way across countries, a wide variety of learning methods are chosen:

- Synchronous lecture and virtual discussions
- Reading material which is offered for self-study
- Information retrieved online
- Casework and preparations for individual and group study
- Chats and presentations

5. Prior knowledge and entry requirements

There are no further formal entry requirements for this course.

6. Course structure and dates

This course is an intensive online course, and consists of synchronous lectures, guided self-study, individual and group work, students presentations, and other ways of exchanging information via email and/or other communication media.

Online lectures will be held on Webex, Zoom, Microsoft Teams, or a similar platform. The course runs each day from 8.30am to 12pm CET and from 1pm to 4.30 pm CEST ([calculate your local time](#)). Course days will be 12. / 13. March and 19. / 20. March. A course program will be provided ahead of the course.

7. Assessment

As participation in this course requires a strong sense of commitment and group-loyalty in order to obtain the full benefit, being present and taking an active part in the course will contribute to achieving a good grade. Absence and freeriding will lead to an insufficient grade and not passing the course. Therefore, a presence on 7 of the 8 half days is required.

Assessment: 50% group presentation; 50% written assignment. Grading according to Swiss system (1 to 6 in half grades). Grades above 4.0 equal pass (see appendix).

The 3 ECTS points for this course are awarded if the final grade is a pass (see chapter 10).

8. Responsible Lecturers



<https://www.fhnw.ch/de/personen/silke-waterstraat>

<https://www.fhnw.ch/de/personen/matthias-haerri>

Additional speakers include Dr. Karl Rappl (FINMA) and Dr. Martin Maurer (Board Member Dexia Private Bank and Pension Fund Basel Town). Further speakers might be added.

9. Literature

Lecture slides. Additional reading will be distributed by the lecturers.

10. Grading

Pass-fail

According to swiss grading system

Mark	6.0	5.5	5.0	4.5	4.0	below 4
In words	excellent	very good	good	satisfactory	pass	fail

The student has the right to appeal against the grading within a period of not more than 14 working days after its communication. Any appeal must be sent to io.business@fhnw.ch in writing and must be accompanied by valid arguments. It will be handled according to the Study and Examination Regulations for the Bachelor of Science Business Administration at FHNW.