

Valid for 2023.HS

Module Name: Study Trip			
Module Code	w.BA.XX.1STR-IM.XX		
Module Description	This aim of this module is to introduce students to comparative views of international business and help them gain an understanding and appreciation of the factors at work in today's global environment. The experiential component (trip to a country or region) allows students to interact directly with managers, government officials and others, and learn first-hand the skills critical to the operation of international business. The module also aims to increase students' global awareness.		
Program and Specialization	International 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	<table border="1"> <tr> <td>Module Type: Compulsory Elective</td> <td>Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
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ECTS	3		
Organizational Unit	W Abteilung International Business		
Module Coordinator	Michael Jan Kendzia (kend)		
Deputy Module Coordinator	Susan Bergen (begn)		
Prerequisite Knowledge	Students must have completed two modules: <ul style="list-style-type: none"> • International Business and Management • The International Environment of Business 		
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence		
Contribution to Program Learning Objectives	Professional Competence § 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 Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change		
Module Learning Objectives	Students... <ul style="list-style-type: none"> § are able to explain social/cultural, political/legal, economic, and environmental/technological factors that affect decision-making in an international setting. § are able to conduct independent research and prepare a paper on a country- or region-specific topic using clear arguments supported by evidence. Neither the use of AI nor internet sources are allowed. § are able to produce a five-minute video covering a particular topic concerning the study trip destination, § are able to apply frameworks and concepts of international business and management to international business and cross-cultural management situations. § are able to make an informed decision on international business issues based on sound evidence and experience. § are able to determine the impact of the wider socio-economic and cultural environment on business practices in a country or region. § are able to explain the role of business in a different country or region. § are able to communicate effectively in cross-cultural settings. 		

	§ are able to work independently and manage their own learning by setting goals and monitoring their progress. § are able to set their own goals and reflect on what they have learned and how they have learned it by keeping a reflective journal.		
Module Content	§ Country-specific analysis § International business risks and opportunities § Examination of a country's economic and business environment § International trade and economic cooperation § Leadership and management concepts § Cross-cultural management		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.1CCM-IM.XX w.BA.XX.1CR-IM.XX w.BA.XX.1IBMGT-IM.XX w.BA.XX.1IEBUS-IM.XX w.BA.XX.1ISMGT-IM.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Project Work § Literature Review	Social Settings Used: § Individual Work § Pair Work	
Digital Resources	§ Teaching Videos § Teaching Materials		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	10 h	-	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	14 h	30 h	
Seminar	-	-	
Total	24 h	30 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others			
	Assessment	Length (min.)	Weighting
Academic paper	Grade	-	50,00 %
Video production	Grade	5	50,00 %
Classroom Attendance Requirement	Mandatory Attendance: Other Participation in the kick-off lectures, the presentation of the videos, including a short Q&A session, and a briefing session for the final trip are compulsory for all students. A justified absence is subject to a medical certificate. Work assignments through an employer are not an acceptable excuse and will lead to a lower grade (deduction of one whole grade point).		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	-		
Comments	The overseas part of the module takes place outside the ZHAW SML and is scheduled for specific dates only. Particular arrangements will be determined in due time and communicated at the beginning of the semester. Students should also read the Study Trip Code of Conduct prior to enrollment in the module. This must be signed prior to departure. The Study Trip module is an elective that takes place during Semester 5 in early February 2024, immediately following the exams. The trip is the highlight of the program and focuses on doing business in a foreign country. The module is worth 3 ECTS credits. It consists of a kick-off and final lecture, including the presentation of the videos. Being on-site provides students with first-hand experience of doing business through a series of company visits and presentations. Our goal is to expose students to opportunities and challenges and enable them to understand better what drives and impedes national and foreign companies in the world's marketplaces. We have decided on Sydney (Australia) as our destination. The respective entry requirements will be reviewed and tracked regularly. However, given the recent pandemic, it is important that you book your flights with appropriate travel insurance. To book the flights, the specific dates will be communicated in due course. Our partner will reserve rooms in a hotel. In other words, no individual booking will be required. Please note that the ZHAW SML cannot be made liable for any costs incurred as the module is an elective.		