

2019.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, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory Elective
	Program Phase: Main Study Period
ECTS	3
Organizational Unit	W Abt. International Business Leitung
Module Coordinator	Michael Jan Kendzia (kend)
Deputy Module Coordinator	Dong Yang Meier (yanm)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <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 Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	<p>Students...</p> <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 explain the role of business in a different country or region. § are able to identify key issues. § 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 give a presentation on a country- or region-specific topic using clear arguments supported by evidence. § 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	Social Settings Used: § Individual Work § Group 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
Film production	Grade	3	40.00 %
Written paper	Grade	-	60.00 %
Classroom Attendance Requirement	-		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	-		
Comments	<p>The overseas part of the module takes place outside the ZHAW SML and is scheduled as a block section in the timetable. Scripts can be found on Moodle. Specific 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. The Code of Conduct must be signed by students prior to departure. The Study Trip module is an elective that takes place during the Semester 5 in early February 2018, immediately following the exams. The trip is the highlight of the course and focuses on doing business in a foreign country. The module amounts to 3 ECTS credits. It consists of lectures, guest lectures, group projects, and a week-long trip. Being on location gives students 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 hinders national and foreign companies in the world's marketplaces.</p>		