## Module Name: Emerging Markets, Field Trip

<table>
<thead>
<tr>
<th>Module Code</th>
<th>w.BA.XX.2EMFT.XX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Module Description</strong></td>
<td>Students acquire a first-hand understanding of the emerging market they visit. They get an insight into the economy and business practices, including social and cultural aspects, of the country in question. They meet, communicate and negotiate with local business people, politicians, etc. and learn to understand them better, thus enhancing their intercultural competence.</td>
</tr>
</tbody>
</table>
| **Program and Specialization** | β Business Administration - Accounting, Controlling, Auditing  
β Business Administration - Banking and Finance  
β Business Administration - Banking and Finance (FLEX)  
β Business Administration - Banking and Finance (PiE)  
β Business Administration - Economics and Politics  
β Business Administration - General Management  
β Business Administration - Risk and Insurance  
β Business Information Technology |
| **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. Banking, Finance, Insurance Ltd. |
| **Module Coordinator** | Markus Braun (brau) |
| **Deputy Module Coordinator** | - |
| **Prerequisite Knowledge** | Doing Business in Emerging Markets (w.1BusEM). To take this class, students need to have a passing grade in w.2BusEM. |
| **Contribution to Program Learning Goals (Affected by Module)** | β Professional Competence  
β Methodological Competence  
β Social Competence  
β Self-Competence |
| **Contribution to Program Learning Objectives** | β Knowing and Understanding Content of Theoretical and Practical Relevance  
β Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance  
β Evaluate Content of Theoretical and Practical Relevance  
Methodological Competence  
β Problem-Solving & Critical Thinking  
β Scientific Methodology  
β Work Methods, Techniques, and Procedures  
β Information Literacy  
β Creativity & Innovation  
β Social Competence  
β Written Communication  
β Oral Communication  
β Teamwork & Conflict Management  
β Intercultural Insight & Ability to Change Perspective  
Self-Competence  
β Self-Management & Self-Reflection  
β Ethical & Social Responsibility  
β Learning & Change |
| **Module Learning Objectives** | Students...  
β are able to understand what makes Western multinational companies successful and how they adapt to the local market.  
β are able to use the experience of Swiss companies and adapt their strategies to other mid-size enterprises wishing to do business abroad.  
β know how these countries can be used as sourcing areas.  
β understand the buying power of these countries as well as the market size of the AP region (over two billion people).  
β learn the first steps of expanding a business network to include emerging markets.  
β expand their horizons and improve their career prospects. |
**Module Content**

- Important steps in doing business in the country in question (company visits, greeting ceremonies, etc.)
- Cultural aspects such as religion, philosophical background, temples and monasteries, as well as important historical information
- Visit to universities to learn about their potential for further studies
- Important institutions that support business efforts
- Guest Speakers; topical case studies

**Links to other modules**
The content of this module is linked to the following module:

w.BA.XX.2BusEM.XX

**Methods of Instruction**

- Lecture
- Case Studies

**Digital Resources**

- Reader

**Type of Instruction**

<table>
<thead>
<tr>
<th>Type of Instruction</th>
<th>Classroom Instruction</th>
<th>Guided Self-Study</th>
<th>Autonomous Self-Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Class</td>
<td>28 h</td>
<td></td>
<td>42 h</td>
</tr>
<tr>
<td>Small Class</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Group Instruction</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Practical Work</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Seminar</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>28 h</td>
<td>42 h</td>
<td>20 h</td>
</tr>
</tbody>
</table>

**Performance Assessment**

<table>
<thead>
<tr>
<th>End-of-module exam</th>
<th>Form</th>
<th>Length (min.)</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Permitted Resources</td>
<td>-</td>
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<table>
<thead>
<tr>
<th>Others</th>
<th>Assessment</th>
<th>Length (min.)</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production of a video bloc business relation Switzerland - China</td>
<td>Grade</td>
<td>15</td>
<td>60.00 %</td>
</tr>
<tr>
<td>Active participation (Questions to guest speakers, opinions voiced, independent research)</td>
<td>Grade</td>
<td>-</td>
<td>10.00 %</td>
</tr>
<tr>
<td>Class interaction with a focus on the business relations presented</td>
<td>Grade</td>
<td>15</td>
<td>30.00 %</td>
</tr>
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</table>

**Classroom Attendance Requirement**
The weekly participation in the lectures "Online teaching" from 1 April - 20 May is mandatory.

**Language of Instruction/Examination**

- English

**Compulsory Reading**

- Articles from journals and scientific articles about the visited places and regions.

**Comments**

This is a revised version due to module changes required in the 2020 spring semester. This year's study trip to China and Vietnam is impossible owing to Corona-induced circumstances. The module program has been changed to a virtual study trip in the classroom with overseas guest speakers, linked via video. The performance assessment has been adapted accordingly.