

Valid for 2023.FS

<b>Module Name: Emerging Markets, Field Trip</b>			
Module Code	w.BA.XX.2EMFT.XX		
Module Description	The destination of this Asian field trip is Singapore. Students acquire a first-hand understanding of the Asian market and gain an insight into the economy and business practices, including social and cultural aspects. They meet, communicate, and negotiate with local business people, politicians, etc. and learn to understand them better, thus enhancing their intercultural competence.		
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Specialization in Accounting, Controlling, Auditing</li> <li>§ Business Administration - Specialization in Banking and Finance</li> <li>§ Business Administration - Specialization in Banking and Finance (FLEX)</li> <li>§ Business Administration - Specialization in Banking and Finance (PiE)</li> <li>§ Business Administration - Specialization in Economics and Politics</li> <li>§ Business Administration - Specialization in General Management</li> <li>§ Business Administration - Specialization in General Management (Flex)</li> <li>§ Business Administration - Specialization in Risk and Insurance</li> <li>§ Business Information Technology</li> </ul>		
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" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type:</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
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ECTS	3		
Organizational Unit	W Institut für Financial Management (IFI)		
Module Coordinator	Markus Braun (brau)		
Deputy Module Coordinator	-		
Prerequisite Knowledge	Doing Business in Emerging Markets (w.2BusEM). To take this class, students need to have a passing grade in w.2BusEM.		
Contribution to Program Learning Goals (Affected by 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	<ul style="list-style-type: none"> <li>Professional Competence</li> <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> <li>Methodological Competence</li> <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> <li>Social Competence</li> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> <li>Self-Competence</li> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul>		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ are able to understand what makes Western multinational companies successful and how they adapt to the local market.</li> <li>§ are able to use the experience of Swiss companies and adapt their strategies to other mid-size enterprises wishing to do business abroad.</li> <li>§ know how these countries can be used as sourcing areas.</li> <li>§ understand the buying power of these countries as well as the market size of the AP region (over two billion people).</li> <li>§ learn the first steps of expanding a business network to include emerging markets.</li> <li>§ expand their horizons and improve their career prospects.</li> </ul>		

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 § Visits 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	<b>Social Settings Used:</b> Group Work	
Digital Resources	Reader		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	28 h	42 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>42 h</b>	<b>20 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Class interaction with a focus on the business relations presented	Grade	15	30,00 %
Active participation (Questions to guest speakers, opinions voiced, independant research)	Grade	-	10,00 %
Production of a video bloc business relation Switzerland - China	Grade	15	60,00 %
Classroom Attendance Requirement	Mandatory Attendance: Other Attendance is required in the preparational lessons and during the study trip.		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	Articles from journals and scientific articles about the visited places and regions.		

Comments	<p>The destination of this Asia study trip is Singapore. The journey is planned to take place from Sunday, 25 June to Saturday, 1 July 2023. The module "Emerging Markets Field Trip" (w.2EMFT) is linked to the module "Business in Emerging Markets" (w.2BusEM). Students who participate in the study trip to Singapore must also sign up for w.2BusEM. Students will take an active part in planning and preparing for the field trip. Students will learn first-hand about current and future business developments in Singapore and in Asia, such as infrastructure projects for ports and airports, the rapid developments in e-commerce and the fintech sector, the Belt and Road Initiative, the current trade conflict, and the political challenge in South East Asia. The module requires active participation while visiting companies. Students will listen to presentations, explore historical landmarks, and engage in general activities to understand the present situation better. Students will write short visit reports for the daily SML blog.</p> <p>See this example: SML Emerging Markets Field Trip 2019 – SML International Blog (zhaw.ch)</p> <p>The trip will take place after the examination week from Sunday, 25 June, to Saturday, 1 July 2023. · Length: 7 days. · Students need to pay for the trip themselves. However, a contribution will be paid by the ZHAW School of Management and Law. Estimated costs incl. flight from Zurich to Singapore and back: approx. CHF 1,900.</p> <p>For reference, review past SML Asia Study Trips:  <a href="https://blog.zhaw.ch/sml-international/category/sml-emerging-markets-field-trips/">https://blog.zhaw.ch/sml-international/category/sml-emerging-markets-field-trips/</a>  2020 and 2021 Virtual Asia Study Trip  2019 China and Vietnam  2018 China and Vietnam  2017 China and Vietnam  2016 China and Vietnam  2015 China</p> <p>In case the study trip to Singapore cannot take place due to Corona-induced circumstances, the alternative module program for students who signed up for this module will be a virtual study trip with overseas guest speakers, linked via video. The performance assessment will be adapted accordingly. In either case, the students will be able to earn 3 ECTS credits, provided they pass the performance assessment.</p>
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