

2019.FS

Module Name: Emerging Markets, Field Trip			
Module Code	w.BA.XX.2EMFT.XX		
Module Description	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.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PIE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - Risk and Insurance § 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	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">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 Abt. Banking, Finance, Insurance Ltg.		
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)	<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"> § gain first-hand experience and learn about the way of life in the country in question by exploring key issues. § explore the cultural heritage of the country they visit and integrate their findings to learn how to do business in emerging markets. § are able to understand what makes Western multinational companies successful and how they adapt to the local market. § are able to use the experience of Swiss companies and adapt their strategies to other mid-size enterprises wishing to do business abroad. § know how these countries can be used as sourcing areas. § understand the buying power of these countries as well as the market size of the AP region (over two billion people). § learn the first steps of expanding a business network to include emerging markets. 		

	§ expand their horizons and improve their career prospects.		
Module Content	§ The potential of the country visited – the growing market § The environment of the country visited - social and political aspects, education, infrastructure, etc. § Important steps in doing business in the country in question (company visits, greeting ceremonies, etc.) § In-depth knowledge of the companies visited – large Western multinationals, Swiss companies, local SMEs and local MNEs § 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 § Personal contacts with local business people § 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	Social Settings Used: Group Work	
Digital Resources	Reader		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	20 h	-	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	50 h	-	
Total	70 h	0 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others			
	Assessment	Length (min.)	Weighting
Active participation during the trip (presentations, questions, team work)	Grade	-	50,00%
Travel report	Grade	-	20,00%
Preparation work for study trip	Grade	-	30,00%
Classroom Attendance Requirement	-		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	Articles from journals and scientific articles about the visited places and regions.		

Comments	<p>The module "Emerging Markets Field Trip" (w.2EMFT) is linked to the module "Business in Emerging Markets" (w.2BusEM). Students who want to participate in the field trip (China and Vietnam) need to also take w.2BusEM.</p> <p>Students will have the opportunity to take an active part in planning and preparing for the field trip.</p> <p>Students will learn first-hand the current and future Chinese and Vietnamese developments such as the infrastructure projects for railways 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 the South China Sea.</p> <p>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.</p> <p>Students will have to participate in preparation/organization activities, deliver a short group presentation on a previously defined topic (related to the visited emerging market) during the field trip and write reports for the daily blog. See last year's example: https://blog.zhaw.ch/sml-international/category/sml-emerging-markets-field-trips/sml-emerging-markets-field-trip-2018/</p> <p>Field trip planned for 2019: China and Vietnam (Beijing - Shanghai or Chongqing – Hong Kong – Hanoi) from 30 June to 13 July 2019.</p> <p>Emerging Market Field Trip is only offered in the spring semester.</p> <ul style="list-style-type: none">• The field trip will start soon after the examination week.• Length: 14 days.• Students need to pay for the trip themselves. Estimated costs incl. flight to Asia and back: approx. CHF 3,000. <p>Past trips: 2018 China and Vietnam 2017 China and Vietnam 2016 China and Vietnam 2015 China 2014 Japan and China 2013 China (including Hong Kong) 2012 South Korea and China 2011 China</p>
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