

The Sextant

The Sextant is a twice-yearly publication produced by the International Office of the School of Business of the FHNW (University of Applied Sciences Northwestern Switzerland). People, projects and programmes with an international aspect related to the School of Business are the focus. It does not reflect the opinions of the School of Business, the FHNW or any other organisation.

Page 1+2
Sustainability
Student Seminars

Page 2
Programme
Student Seminars

Page 3
Focus Interview:
Ruedi Nützi
Director FHNW School
of Business

Page 4
Partner Profiles

Page 5
News

Page 6
Who's Where

Page 7
Continuation
Who's Where

Page 8
A Day in the Life of
Christoph Pimmer
Research Fellow

Student seminars to USA, China and India impact careers

From Focus India student seminar to Company President in Gujarat



Four years ago Corinne Raez applied to participate in the Focus India student seminar annually organised by students at the FHNW School of Business. Now she is the President of a subsidiary of Integra based in Vadodara in charge of 65 employees. There is a correlation.

Corinne, who graduated with a BSc in Business Administration (International Management), had not much knowledge or concept of India all those years ago when she applied to be on the project team of the seminar. Each year, three students run the three business seminars (see page 2) in India, in China (Insight China) and the USA (Networking New York) which includes acquiring funding and meticulously organizing a one-week preparatory seminar and a two-week on-site seminar of company visits, meetings, talks and cultural encounters.

"Then I became the project leader and the team went to India for the preparatory visit to meet with the companies, check routes, book hotels and so on. And it was just love at first sight," says Corinne now.

Focus India then brought Corinne two opportunities: she was able to write her Bachelor thesis for the Swiss-India Chamber of Commerce plus she got to know of a job opportunity at Integra through a guest speaker at the preparatory seminar. Integra Holding Ltd. is a Swiss financial holding company with shareholdings in companies in a variety of markets at home and abroad. The current Integra portfolio comprises market segments in real estate, traffic signaling, sign posting and road marking, water oil and energy measuring technology and related data-management and service sectors, life and bio science technologies, and in the purchasing

and marketing of patent rights. Integra Holding's main shareholder is a foundation under Swiss law. With over 500 employees around the world, the company also launched a Joint Venture with ABB in 1987 in the 1.6 million city of Vadodara in Gujarat, 500 km north of Mumbai. It is predominantly active in various signaling technologies.

After graduating Corinne joined Integra, initially based in Wallisellen with about a third of the year spent in India.

"Soon though the amount of time I spent in India increased and by spring 2010 I was there permanently and by November I took over the management of the company. Initially I was responsible for corporate development, setting up reporting systems, handling various cooperations including preparation of a merger and acquisition, but now I am looking after the complete management of the company", she says.

Adapting to the environment

Corinne's English now has the typical Indian lilt and pronunciation. "I've been there three years now and soon adopted the local accent which people in India really appreciate and they find me easy to understand." Generally she has acclimatised well to her environment, and her environment to her. "It's not been a problem in business that I'm a Westerner or that I am a woman. The bigger challenge is that I am quite young – that is quite a hurdle in a country where age is respected. You have to work hard."

Are there other differences about working in Vadodara?

"You have to work very hard and because things are working and being planned differently, working time stretches into evenings and weekends. Setting up meetings can take a long time – you have to be very persistent. And then when you do finally meet, it first consists of drinking tea and just getting to know each other. Relationships are very important," Corinne states.

"Corruption is also a problem – there is a lot of waste and money misused which could be used so much better. And people often buy the cheapest rather than investing in quality."



Kim Quy Ly

However, on the whole, Corinne clearly enjoys the challenges she faces, not only of her work but also of her MBA studies at the HSG (University of St Gallen) for which she regularly returns to attend seminars. When in Switzerland she'll especially enjoy the fresh salads here and a glass of wine. "Gujarat is a dry state and there is hardly an ex-pat community – although I do have international and Indian friends and enjoy a good life quality there."

Did her studies at the FHNW School of Business and her Focus India involvement prepare her for the tasks she now faces? "Yes, actually, I felt very well prepared even though there are of course many new things I learn as I go along. But what would be nice is if the Focus India seminar came once to visit Vadodara. Obviously they usually visit the large global companies in the metro cities – but I think it would be very interesting for students to see an SME in a less well known city," Corinne says.

China and USA

While Corinne represents perhaps the most impressive consequences of a student participating in one of these seminars, many others have also felt the impacts.

Kim Quy Ly, for instance, joined the Insight China seminar in 2009 when he was in charge of finance and the preparatory seminar in the project team. After graduating, Kim went on to do a scholarship programme in Beijing.

"My Chinese roots plus my exchange semester in Hong Kong prompted me to participate in the project. I knew what China looked like superficially but not what it is really like there, especially how business is done," says Kim. "My participation also convinced me to pursue an international career and was very helpful for my career, as it was an excellent basis for answering interview questions. IC provided hands-on experience with many challenges and success stories."

Within the Networking New York seminar students' further career has been impacted more by the topic of the seminar than the country. Florian Kofmel, for instance, who lead the PR team in the inaugural project four years ago, claims that learning how to network has been instrumental in acquiring excellent professional positions.

"I found that in job interviews, people are extremely interested in hearing about this pro-

ject. It is quickly clear that we did this extremely professionally – our approach was to reach for perfection. This project was of a professional standard and prospective employers recognise this. Listing the project in your CV always generates questions and interest," says Florian who has been working in PR and communication since graduating. Mischa Delpy, who lead the NWN project in 2009, confirms that his CV gained considerable import from his participation. Now at the HSG doing a MSc in Banking & Finance, Mischa claims the "long-term learning experience...of setting up and maintaining a professional network...is a crucial aspect of a successful career." He found that applying all the study topics of Finance, Marketing, HRM, Accounting and Communication in this one project significantly improved his abilities. "More than that, I learned about myself and gained clarity about what I want to do," he says.

There are 4 student seminars run within Bachelor and Master programmes at the FHNW School of Business. Three of these are unique concepts where the students organise the preparatory and on-site seminars as their graduation year student project within the bachelor programmes. (The fourth, Basil ao vivo is in the MSc International management programme and is organised by its dean. See our previous issue). The student project teams are supported by a PR team each, and supervised by both a professor and a steering committee. Students (from various FHNW faculties) can apply to participate and fund the majority of the costs themselves. In 2011 too, these seminars took place despite the tougher climate for students to acquire sponsoring. The 2-week on-site seminars this year took place in April. Main facts and highlights are below. ■

Brigitte Sprenger



10th Insight China 14 April – 1 May 2011

21 student students (including project & PR teams) from the Business, Life Sciences and Applied Psychology faculties; 3 accompanying lecturers

Programme: Beijing, Lanzhou, Suzhou, Shanghai

Some Highlights: Nestlé R&D centre, Swiss Embassy, GTCSMO (Gansu Training Centre for Senior Management Officials), Endress & Hauser, ABB Robotics, ALSTOM JV, Schindler, Credit Suisse, Shanghai Futures Exchange
www.insightchina.ch

6th Focus India 15 April – 1 May

18 students (including project and PR teams from 3 different Business programmes, Psychology and Engineering Schools); 3 accompanying lecturers

Programme: Delhi, Bangalore, Mumbai

Some Highlights: Swiss Embassy in Delhi, Accenture, ABB, Bengaluru International Airport (BIA), Swiss Business Hub in Mumbai.
www.focusindia.ch

4th Networking New York (15 – 30 April)

21 students (16 Business, 2 Life sciences, 1 IT, 2 Engineering); 3 accompanying lecturers

Programme: New York City, Boston, Washington DC

Some Highlights: United Nations, Jens G. Korte (Wall Street Correspondent for n-tv and SF DRS), MIT (Massachusetts Institute of Technology) to meet with Prof. Felix Oberholzer, Swiss Embassy.

www.nwny.ch

Focus Interview: Ruedi Nützi



Ruedi Nützi (Foto: Jeannette Melguin)

Prof Dr Ruedi Nützi is the Director of the FHNW School of Business and also heads the International Offices of all nine faculties of the University of Applied Sciences Northwestern Switzerland. Besides his executive role, he remains active in several fields: he lectures in Executive MBA programmes in China, Russia and Vietnam and coordinates the many China-activities of the school. With the advantage of his many networks, he also functions as door-opener for regional enterprises onto the Chinese market.

The FHNW School of Business is a leader in internationalisation in Switzerland. How will this pole position be maintained?

We have a huge advantage over our competitors but they are no longer sleeping. They too have started internationalising. I believe our school has to continue to be innovative and approach this via four pillars. We have to cultivate and maintain the 130 contracts we have, deepen the cooperation with our strategic partners in the six strategic geographical regions we've set. We also have to involve our students and lecturers more in all our activities but do this critically. Then we need to remain part of the Swiss export nation: for instance, with our 30 years of experience in Human Resources we can be consulting partners for recruiters who seek graduates. And finally I believe we need to establish further international programmes abroad which are sustainable.

What do you consider to be the main challenges regarding internationalisation within the next 5 years?

Two important matters here are quality and pricing and these go hand in hand. For instance, we have highly successful executive programmes in Vietnam. We can offer these at \$10 000 and get 50 students or we can offer better quality at \$20 000 but then of course attract only 25 students. I believe we need to find a good slot for ourselves at the upper mid level in the market where we can brand ourselves as quality partners. That is also an important factor: selecting the right partners – there are so many potential partners that we need to use our limited resources selectively. We are currently evaluating our partners and cooperations and aim to strike the right balance between pricing, quality, quantity and between regional, national and international activity. For instance, global business is local business. The market, that often is our regional market, wants graduates which already have international experience and insight which is why we offer our students international projects and exchanges. Similarly, by offering off-shore programmes we not only meet a market demand, but give our own lecturers opportunities to gain international experience

which in turn they can put to good use when teaching at home again.

The federal tasks for UASs encompass education, further education, applied research and consulting. In which of these areas does the school face its biggest challenge?

These four pillars ensure an attractive profile. But the most important remains education and that will remain our main focus. The other areas feed into this. By offering consulting to a regional company or undertaking research for an organisation, our faculty update knowledge and maintain networks in their fields which impacts and improves their teaching. They are instruments to ensure good education and this attracts students. Internationalisation is also an instrument to ensure attractiveness of education.

In several countries around the world issues like rising fees or graduate unemployment have lead to discussions of whether university education is still desirable and whether vocational skills are not more important. Do you think the Swiss style of education could be a major selling point on the international market?

With the Swiss university of applied sciences system which is allied to the vocational system we have an enormous competitive advantage which needs nurturing. Research continues to show that there is a trend internationally towards more practical orientation. The aim cannot be to simply have degrees but to have the practical and work experience as well. This

„We have a huge advantage over our competitors but they are no longer sleeping. They too have started internationalising. I believe our school has to continue to be innovative and approach this via four pillars.“

is why our partners are so interested in cooperation programmes with us. For instance, we are negotiating with the province of Jinan in China where there is enormous interest in our Swiss apprenticeship system and their interest is in our help to develop this for them. Other partners have expressed similar interests. Vietnam also seeks programmes with more practical orientation. However, and this is important, it is not our aim to grow as such and offer ever more

programmes and international partners. We need to maintain quality. And we need to remain present on the international market. To function optimally we do need a certain size and we are investigating how best to ensure such a presence. One option is for instance, to establish presence at an Asian hub, for instance Singapore from, where we can synergise our Far East activities. The Swiss economy needs to be international, it needs students to be international and therefore we need to continue offering international programmes both here and abroad. ■

Brigitte Sprenger

Partner Profiles

The School of Business cooperates with 130 universities around the world.

A full list is on www.fhnw.ch/business/international. Each issue of The Sextant profiles half a dozen of these partners.



Okanagan College, Kelowna, Canada

Where Main campus located in Kelowna (pop.: 121,000) approx. 400 km east of Vancouver. Three other smaller campuses in the British Columbia region (Vernon, Penticton and Salmon Arm).

Cooperation Student exchange (2 places); lecturer and staff exchange

Size 6,500 students of which around 350 international students

Business BA and diploma programmes in fields such as Computer Science, Earth & Environmental, Sciences, Communication, Economics, Political Science and Psychology. BA programme in Business which offers specialty options in Accounting, Financial services, Hospitality and Tourism, HRM, Management and Marketing.

Campus Libraries, learning center, fitness facilities (free fitness activities), shops as well as food services. On campus accommodation is available in student residences on campus Kelowna and the university also offers homestay possibilities.

Website www.okanagan.bc.ca



Universidad Politécnica de Valencia, Spain

Where Three campuses located in Valencia (pop.: 800,000 in the city; 1.7 Mill. in the metropolitan area), Alcoy (halfway between Valencia and Alicante) and Gandia. Business programmes offered in Valencia and Alcoy only.

Cooperation Student exchange (2 places); lecturer and staff exchange

Size 36,000 students

Business 27 bachelor, 56 master and 26 doctoral degree programmes. Bachelor programmes in Business Administration and Management, Public Administration and various Engineering programmes including Computer Engineering. **Campus** 106,000m² campus with the most extensive university PC network in Spain. Own radio and television channels, laboratories, running tracks, indoor swimming pool, health center, auditorium and underground and bus connections to the city center. Help finding off-campus accommodation is provided by the university.

Website <http://www.upv.es>



Central Queensland University, Rockhampton, Australia

Where Main campus located in Rockhampton (pop.: 65,000) approx. 600 km north of Brisbane. Four other campuses but business programmes for exchange students offered only in Rockhampton.

Cooperation Student exchange (2 places); lecturer and staff exchange

Size 26,000 students (largest destination for international students in Australia)

Business 45 Undergraduate and 40 Post-graduate degree programs, including research opportunities. BA's in Business, Accounting, Financial Planning, Hospitality Management, Information Technology and Environmental Science among others.

Campus Beautiful landscaped campus with nearby beachside communities and the islands of the Great Barrier Reef. 30 academic buildings. Computer laboratories, electronic library, bookshop, post office, fitness center and swimming pool among the many campus facilities. On campus accommodation and homestays offered by the university.

Website www.cqu.edu.au



Cracow University, Poland

Where Located in the city of Cracow (pop.: 750,000), the second largest and one of the oldest cities in Poland.

Cooperation Student exchange (1 place); lecturer exchange

Size 21,000 students

Business Four faculties (Economics and International Relations, Finance, Commodity Science and Management). BA's in International Business and Corporate Finance and Accounting. The university also offers a special English Track Programme for international and Polish students, who can take one or two semesters of business studies in English.

Campus Located in the very center of the city, its facilities include both modern and historic buildings (from XIX century). Large sports and teaching complex composed of two buildings with an in-door swimming pool, a full-sized gym, a fitness room, modern lecture rooms, a library, laboratories and computer rooms. The university cooperates with real state agencies to help students find accommodation.

Website <http://nowa.uek.krakow.pl/en>



Pontificia Universidad Católica Argentina

Where Main campus located in Buenos Aires (pop.: 2.9 Mill. in the city; 12.8 Mill. in the metropolitan area). Three other campuses in Mendoza, Rosario and Parana (the last one does not offer business programmes).

Cooperation Student exchange (2 places); lecturer and staff exchange

Size 18,000 students

Business Bachelor programmes in Economics, Business Administration, Psychology, Political Sciences, International Relations, Journalism, Advertisement, Law, Engineering, Philosophy and History among others. BA's in Business Administration, Economics and Accounting.

Campus Modern urban campus with five computer labs, four university cafeterias and a big esplanade along the River Plate. Facilities also include four multimedia auditoriums, a bank, medical attention, three chapels, a comfortable open-shelf library and on campus TV and Radio studios. All the buildings are connected by an underground tunnel. No on campus accommodation available

Website www.uca.edu.ar



Mälardalen University, Sweden

Where Two campuses located in the twin cities of Västerås (pop.: 130,000) and Eskilstuna (pop.: 90,000), both around one hour's travel by train from Stockholm.

Cooperation Student exchange (2 places); lecturer exchange

Size 13,000 students

Business 60 programs including 14 programs totally given in English. The subjects taught at the university range from engineering, natural, social and behavioral sciences to humanities. BA's in International Business Management and Analytical Finance (taught in English); some courses from Economics, Information Systems, Computer Science, Environmental Science and Mathematics also offered in English.

Campus Big library; study rooms, lecture halls, computer rooms, restaurants, cafés and student kitchenettes are on campus. The university offers off-campus accommodation through accommodation agencies.

Website <http://www.mdh.se/>

Mobile Learning Focus of London Professional Education Professor Visit



As part of a bilateral agreement, Prof Norbert Pachler visited the FHNW School of Business in March. Together with research fellow Christoph Pimmer (Institute of Business Information Systems in Basel, cf article on page 8), Prof Pachler engaged in an ongoing information exchange on work-based mobile learning which has already led to a joint book project, journal articles, conference papers and numerous projects. "We are attempting to develop a conceptual framework which enables professionals in various disciplines to either learn on the job or prepare for or reflect on tasks using smartphone technology," he said. "The work has grown out of the Centre for Excellence in Work-based Learning and seeks to harness the ubiquity and multi-functionality of mobile devices."

"There are still comparatively few people around the world who work in this field at the moment. We focus on medical and clinical practitioners but the potential for the application of these technologies is very varied, for instance, for Indigenous park rangers in Northern Australia where they contribute to the sustainability of local workforce," he adds. Prof Pachler is the convener of the London Mobile Learning Group (www.londonmobilelearning.net) which he founded four years ago. It brings together researchers in the fields of cultural and media studies, sociology, (social) semiotics, pedagogy, educational technology, work-based learning and learning design.

Prof Pachler is Pro-director: Professional Education at the highly respected Institute of Education at the University of London. "We are the largest supplier of teachers in London with about 1300 student teachers each year and offer a wide range of Masters programmes in the fields of education and social science. Our student population, including our many research students, comes from over 100 countries." ■

Warning: An Indian Dimension



Source: www.getnidokidos.com

IM Student impresses Cal State

6 FEATURES



Project Earth volunteers at Tiger Wildlife Sanctuary

Students volunteer at Cal State Fullerton Tiger Wildlife Sanctuary, where they help with the maintenance of the sanctuary and work on the tiger habitat. The project is a joint effort between the university and the sanctuary, aiming to raise awareness and support for the conservation of tigers. The students are working on various tasks, including habitat restoration, data collection, and public outreach. The project is led by a team of experienced volunteers and staff from the sanctuary. The students are also receiving training and supervision from the staff. The project is expected to run for several months, with regular updates and reports provided to the university. The students are encouraged to share their experiences and findings with the wider community. The project is a great opportunity for students to gain practical experience and contribute to a meaningful cause. The university is proud to support this initiative and the students' dedication to environmental conservation.



International student brings school spirit

KATHLEEN ROSELL
The team of five and six international students who visited the university in February and March. They were accompanied by a local student and a faculty member. The group spent time on campus, participating in various activities and events. They were particularly impressed by the university's facilities and the friendly atmosphere. The local student and faculty member provided them with a warm welcome and helped them get settled in. The group also had a chance to meet with university officials and discuss their experiences. The visit was a success, and the group is looking forward to returning to their home countries. The university is grateful for the students' visit and the opportunity to share their experiences with them. The group's visit was a great example of international cooperation and cultural exchange. The university is committed to providing a welcoming environment for all students, regardless of their background. The group's visit was a testament to the university's commitment to diversity and inclusion. The group's visit was a great success, and the university is proud to have hosted them. The group's visit was a great example of international cooperation and cultural exchange. The university is committed to providing a welcoming environment for all students, regardless of their background. The group's visit was a testament to the university's commitment to diversity and inclusion.

FHNW School of Business at NAFSA

Two representatives of the FHNW School of Business will attend the 2011 NAFSA conference, the most important annual conference in the field of international education, which starts in Vancouver in May. Head of Education, Prof Dr Markus Freiburghaus, and Head of the International Office, Prof. Robert Buttery, aim to consolidate cooperation with many of the existing partners of the school as well as negotiating with potential new exchange partners. The 4-day conference, from 29 May to 3 June, attracts well over 7000 delegates from all over the world, offering 250 workshops and 400 higher education institutions at the exhibition. The FHNW School of Business will be part of the traditional Swiss stand where all tertiary state institutions are represented. ■

Visiting Slovenian Professor

Associate Professor Irena Ograjensek from the Faculty of Economics at the University of Ljubljana was hosted for a week of colloquia and research collaboration meetings by the Institute of Business Informatics at the FHNW School of Business in April. Dr Ograjensek presented various research projects, including major EU investigations, at a colloquium entitled On the Challenges of Statistical Quality Control in the Service Sector. As an expert within the fields of statistics in marketing, she concentrated on illustrating numerous new statistical tools available to more precisely measure both objective and subjective data gathered in typical service industry research. She also met with colleagues Prof Dr Beat Hülliger and Prof Dr Knut Hinkelmann to especially exchange information and establish synergies for future research collaboration. ■

Felix Hinderling, currently doing an extra semester abroad at Cal State University Fullerton, made it to the university newspaper in February. Felix has involved himself in various campus activities, including supporting the sports teams there, which lead to his being interviewed for The Daily Titan, the daily newspaper of the university. His exemplary involvement lead international student advisor Jean Horra to wish she could "cookie cutter him and tell other international students to be as involved..." ■

Who's Where?



Sara Alvarez

I'm in my fourth year of study at the Carlos III University in Madrid where I'm doing a 6 year double degree in Business Administration and Law. I decided to come here on an exchange for a full year because I felt that if I already left after 4 months I'd just have started to acclimatise – I can profit more like this.

What I enjoy most about the teaching style here is that it is much more practical which is really good. We tend to just get a lot of theory and learning off by heart whereas here, for instance in the Innovation Management course, we gain insights into Swiss companies which is interesting and useful. The students too are really helpful – they help us if we have problems

getting copies of scripts for instance. Actually, you hear that the Swiss are closed people, but my experience is that they are friendly and open. Also, it is surprising how many people speak English here. I think the only real challenge has been adjusting to the different opening hours of shops. In the beginning, I would forget that everything was closed after 6.30 pm and suddenly discover I had run out of milk. Then I'd be racing around to other students' rooms asking "Can I borrow some milk please?"



Joy (Christine) David

I'm originally from the Philippines but have been living in Canada since I was a young child. There I'm in my 3rd of 4 years doing Business Administration, majoring in Human Resource Management at Capilano University in Vancouver. I find studying here quite easy as at home we only have about 5 courses and not a lot of contact lessons but we have so much home study with constantly having to hand in assignments and cases and there are more examinations. As well, it's always a lot of theory – and here we have a lot of group work and presentations and it is always applied stuff. I find this much easier as I am a practical sort of person and can visualise and internalise the input

better in this way. There's often the presentation of the theory and then in groups we get the opportunity to actually practise and this is very helpful.

It is a little bit hard to adjust to a small town. I grew up in a large city filled with many cars and many people roaming the streets ALL the time. In Olten or any of the Swiss cities I have been to so far, there are very few, if any, people in the street after a certain time in the early evening. Or of course the shopping! I'm just so used to the shops being open in the evenings and the whole weekend. But I have adjusted now and it doesn't matter too much.



Jessica Usai

I'm in the final semester of the double degree mode of the MSc in Business Information Systems. Normally we students from the University of Camerino in Italy would only do two semesters here, but we've been allocated a very good thesis topic which is linked to actual work for a local company and this is perfect so I'm doing three semester here. This topic is larger than normal, 30 ECTS, and supported and supervised by both universities, the Swiss government and two companies here. So it's complicated but so worthwhile. I am gaining such good experience here and I hope that after graduating I can work here a bit longer for this experience is very worthwhile. I think the apprenticeship system you have in Switzerland is

excellent. In Italy you go to university for years and then when you look for a job they want you to have experience- but you cannot get this while you are studying. I do miss Italy a lot but there's a strong Italian influence here in Olten and Switzerland. Or for instance, on all the food you buy here, everything is also written in Italian. Living at the staff house here with all the other international students is fun and interesting. We often take turns hosting an international dinner where we cook a meal from our country and tell each other about our food, and culture and music. It's great.



Xie Hai and Zhao Baowei

Xie Hai: I'm the General Manager of a branch of JNMC which is China's largest producer of metals like nickel, copper and cobalt. For three months Zhao Baowei and myself and 13 others have been on the Executive training programme here in Switzerland. I've found especially the input on economic promotion, communication and Human Research management very useful and I will be able to apply this when I return home.

Switzerland is a very interesting country: there is so much innovation here and high technology. There is a lot to learn from that. I've found the infrastructure and the environment here most impressive: excellent trains and the environment is so clean.

Zhao Baowei: For me, as the Head of a Science and Engineering School, it's been very good to gain insight into how schools are organised and run here. I will be able to take the input especially on management and leadership back home and undoubtedly improve our own school. I like the system here of coupling education with working. Obviously I've missed my family but I've adjusted very well to life here – even to the food.

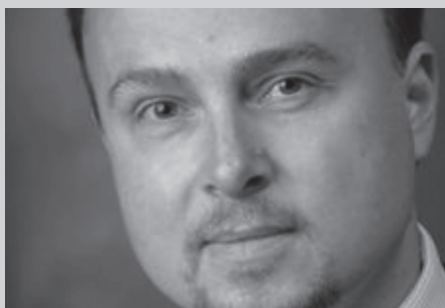


Anne Watson

I'm a professor in several business fields at Capilano University in Vancouver but particularly I teach Ethics in Business which is a compulsory course for our students and International Negotiating. For the guest lecture I gave here to your Intercultural Management class, I merged these two areas. Increasingly there are global companies who may practice certain ethical standards in their home country but not apply them, or sometimes not able to apply them, in other countries where they operate. One such area, for instance, is bribery or corruption. Or we have an interesting situation with Canadian mining companies. There is a lot of mining in Canada, we have significant gold, copper and coal mining for instance, but even more interestingly, is that these mining companies have an enormous share in mining in other parts of the world. And the strict home regulations regarding for instance, mining conditions and accountability we have at home, are not always

applied elsewhere. This led to the Liberal opposition launching the Corporate Accountability of Mining, Oil and Gas Corporations in Developing Countries Act which was narrowly defeated. However, it has triggered a very lively conversation which is important - and obviously has gained extra impetus again now since the nuclear dimension of the disaster in Japan has occurred.

I visited Switzerland and your school last summer when I participated in the CASE (Canadian Academics Study in Europe) tour and met many colleagues here then. This led to my return now to teach here as part of a 4-month sabbatical I am on. It is an exciting opportunity where I can mix my love of teaching with visiting Europe again and enjoying not only some marvelous scenery but also the excellent vegetables you have on offer in your mensa.



Klaus Solberg Soilen

I'm an assistant professor in Business Intelligence and Marketing at the Blekinge Institute of Technology in Sweden. In March I came as a guest lecturer to the FHNW School of Business for a short exchange. Within the Insight China Preparatory Seminar I had the pleasure of lecturing on the topic Living and Learning in the Industrial Heart of China. For the lecture I was able to draw from my teaching experience in China and with a project to build a new Nordic campus in Chengdu after the model of CEIBS in Shanghai.

I was surprised about many aspects of my stay at FHNW. The students who had organised the seminar were impressive, everything was professional, the hall was nicely decorated, and the technology was not only in place but also worked – everything organised to the smallest details. Jeannette from the International Office took very good care of me –took me on a sight-seeing tour, organised meetings with various

people: it was much more than I had expected. In Sweden we often say that everything works very well but in Switzerland, I must admit, things work even better. I met with a large number of interesting people at FHNW and experienced what to me were interesting exchanges. Maybe these first contacts can even lead to some further cooperation in the future

A Day in the Life of Christoph Pimmer



Christoph Pimmer

Christoph Pimmer is part of the learning.lab team and works as a researcher in the field of technology enhanced learning within the Institute of Information Systems at the FHNW School of Business. He is currently involved in several international research projects such as on mobile collaboration and learning for hospital doctors or a joint project evaluating on-line training for Kathmandu (Nepal) medical students.

I'm a just-in-time person. So in the morning if it's a choice between having 10 minutes for breakfast or an extra ten minutes sleep, I'll opt for the extra sleep and then race for the train at about 7.30 a.m.. I'm always rushing for the train, but after 6 years of commuting experience, I'm very good at it. It also kick-starts me for the day – by the time I'm sitting in the train with my espresso and laptop, I'm wide awake.

The commute from Bern takes me an hour but I really like it because I can use this hour, where I am undisturbed and fresh, to fully concentrate on the sort of tasks that are not possible in the office. It's the best time for writing concepts or research articles. When you're doing research, writing articles or papers, you can't have any distractions and so the morning commute or the weekends are the only time you can work on such matters properly. At the end of the day on the commute home I might be tired and then I'll do my emails and update my Outlook.

Today I met with a lecturer to discuss a new teaching concept which falls within my learning.lab mandate. Some of the work of the learning.lab is related to media and technology but we are more and more moving beyond that to holistically support lecturers in their teaching. Today the teacher asked for support in the use of our learning plat-

form for students to upload their work ready for them to discuss it with each other.

I enjoy these coaching sessions especially when I can meet the teachers at their desks and gain deeper insight into what's happening at the school. Together we take a closer look at the teaching concepts and practices, for example at the sequencing and learning goals, how much face-to-face contact there is, the level of learning and to what extent the students are already e-learning literate.

For lunch I usually go to our canteen here or the one next door at the Post with some colleagues. Today I went to the to the Accident & Emergency (A&E) department at the University Hospital Basel immediately after lunch. Currently I do that twice a week as part of a research project. I put on the white coat and the badge which makes me official and then I shadow a doctor. I observe what they do, the socio-technical systems as well as communication and learning practices– it's called participatory observation. I do this for 2 hours, then interview the doctor and ask for percep-

tions of the processes and communications. This is part of a CTI (federal Commission for Technology and Innovation – ed.) funded project which is conducted by a transdisciplinary consortium involving a number of business and university partners. We are developing and researching a smartphone-based system that is centred on the doctors' in-house consultation processes. Mobile technologies such as iPhones enable doctors in the A&E to consult remote specialists. Consultants often have to walk up to 15 kilometres a day just within hospital grounds as they are asked to consult on medical cases. Using mobile technology it will be possible for the A&E doctors to make images, upload patient documentation and other clinical information which comes from the central database and initially send this to the consultant. The specialist then has a better basis upon which to determine the next steps. This may mean that advice can be given per phone but of course sometimes will still mean having to walk to the A&E but be better briefed before arrival. There's also the possibility of bookmarking interesting cases which doctors can carry with them and discuss in and across formal and informal learning situations such as during rapports and team-meetings, in the classroom or at conferences. (This research also contributes towards the London Mobile Learning Group where Christoph collaborates with a number of researchers from European Universities including the Institute of Education of the University of London cf. the article on page 5.-ed.)

From the A&E I went to another hospital building where I met with the programmers and technical experts and continued discussion about the technical functions required. We need to prioritise what the doctors actually need and create meaningful use-scenarios that are well integrated into existing work processes.

By about 6 I take off the white coat and rush for the train again. When it's not winter I do a lot of sport. I used to be a competitive swimmer specialising in crawl and butterfly but now I only swim about twice a week usually in an indoor pool. The summers here tend to be such that I can only swim outdoors for a few weeks a year. But there are other sports I enjoy as well. I do a lot of mountain running – well, "mountains" is a big word as just around Bern it's only hills, but still. I also very much enjoy playing volleyball.

One reason I also like the individual sports is because then I can reflect on things that have come up and digest all the bits of information and impressions. Not only about work of course, also about life in general. It might happen that I'm stuck on some problem or element and then while I'm jogging I seem to automatically reflect on it in a different way. It's not even the main intention but I'll often get some really good new ideas. ■