

Bswiss - Swiss International Business Summer School

24HS

Programme

BSc in Betriebsökonomie
BSc in Business Administration (International Management)
BSc in Business Artificial Intelligence
BSc in Business Information Technology
BSc in Wirtschaftsinformatik
BSc Wirtschaftsrecht

Degree

Bachelor

ECTS

5

Module type

elective module

Module coordinator

Anja Siegenthaler

Compulsory attendance

100% attendance required

Leading principle / Short description

A complex phenomenon such as the international competitiveness of a country - our first theme - is based on several and closely interwoven factors such as factor endowment, integrative institutions, geographical location, capacity for innovation, etc. The factors that influence the competitiveness of a country are the following: inclusive institutions, infrastructure and population. Moreover, a single country has both competitive and less competitive industries and enterprises. This makes it difficult to present and explain a country's international competitiveness using a model. However, a case study of a successful country like Switzerland is an ideal way to explain and deepen this complex and multi-faceted phenomenon. For Switzerland's short-term success innovation - our second theme - is key, but to be competitive and innovative in the long run not only open markets but also open borders for immigration are key, therefore our third theme covers the economics of immigration.

Module content

- o Why Nations fail
- o The Nation and the World Economy
- o Measures of Competitiveness by the World Economic Forum
- o Process and Business Model Innovation
- o Product Innovation □ Immigration and Globalization
- o Building blocks of international migration

Thanks to applied learning with examples and small cases, excursions and group work the students can foster their analytical, communicative as well as their creative skills.

Competencies to be achieved**Knowledge and Understanding: Students ...**

- o have the necessary knowledge about models and methods in the fields of sustainability, competitiveness, innovation and immigration, e.g. basic economic building blocks of economic migration.

Applying Knowledge and Understanding: Students ...

- o can explain what types of problems or advantages a given country (their home country) enjoys concerning international competitiveness. Transformative and practical learning through experience, desk research and group exercises
- o can collect the necessary components of competitiveness
- o can identify missing components in a country
- o are able to analyze short cases of failed or successful innovation project, successful immigration policies, improved competitiveness of countries
- o can identify missing elements for competitiveness such as trust, infrastructure, entrepreneurship, innovation capacity etc. in a country and they can formulate promising corrections
- o can formulate policies for a successful country like a: Developing Economy, Emerging Economy, Industrialized Economy

Making Judgements: Students ...

- o Group presentations have to stand the test of the experts.
- o learn from world class institutions like major pharmaceutical companies, the Federal IPR-Institute and the Federal Economic Department.
- o They can hone their ideas with university lecturers.

Communications Skills: Students ...

- o foster internal collaboration and communication by working successfully in intercultural teams.

Learning Skills: Students ...

- o must read articles from research journals and scientific books prior to the course and hand in answers to questions about the articles.
- o At the end they have to hand in an individual essay about the given subjects of the module.

Prerequisites

Very good command of English (advanced level: European levels B2 written/C1 oral). Microeconomics and Macroeconomics

Teaching and learning methods

Contact Hours:

Interactive instruction, Discussion, Presentation, Assignment, Group work, Review of literature

Guided Self-Study:

Individual work, Group work

Literature**Required Reading:**

- o Why Nations Fail: The Origins of Power, Prosperity, and Poverty. Chapter 1
- o Sustainable Development Report 2022
- o 2023 Sustainable Development Strategy of the Swiss Confederation
- o A guide to SDG Interactions: From Science to implementation
- o The Economic Consequences of Migration
- o Immigration and Globalization. A Review Essay
- o New Service Innovation – Escaping the Commodity Trip
- o A Primer on Theoretically Exploring the Field of Business Model Innovation

Comments

Swiss students act as guides for the foreign students.

Social events like a guided excursions within Switzerland, joint dinners etc. lead to long-term friendships and interesting networking opportunities.

**Grading
Assessment**

Grade 1-6 (half grades)

Preparatory Assignment 20%

Oral / Written	written
Timeframe	before the module starts
Grading Scale	Points
Additional information	<p>In order to receive the 5 ECTS for the Summer School it is mandatory to attend all the official days of the Bswiss Summer School, participate in class and presentations and fill out the survey on the last day.?</p> <p>Further, a pass grade in the assignments has to be achieved, which calculates as follows</p>

Group work 20%

Timeframe	during the module
Grading Scale	Points
Additional information	<p>Video Production</p> <p>In order to receive the 5 ECTS for the Summer School it is mandatory to attend all the official days of the Bswiss Summer School, participate in class and presentations and fill out the survey on the last day.?</p> <p>Further, a pass grade in the assignments has to be achieved, which calculates as follows</p>

final assignment 60%

Oral / Written	written
Duration (min)	90
Timeframe	end of the module
Grading Scale	Points
Additional information	<p>In order to receive the 5 ECTS for the Summer School it is mandatory to attend all the official days of the Bswiss Summer School, participate in class and presentations and fill out the survey on the last day.?</p> <p>Further, a pass grade in the assignments has to be achieved, which calculates as follows</p>

Module details

Basel_FM Bswiss - Swiss Intern. Business Summer School (IPH KW 30+31: 24 Jul - 04 Aug 2023 incl. Saturday) - Basel, Olten, Windisch

Language	Englisch
Max. participants	30
Periodicity	Fixed dates
Lecturers	Anja Siegenthaler
Literature	Recommended Reading: The WEF (2019). The Global Competitiveness Report https://www.weforum.org/reports/the-global-competitiveness-report-2017-2018 (Introduction and Chapter about Switzerland)
Module number	0-24HS.W-B-BÖK-040721S1.SN/a

