

BSwiss - Swiss International Business Summer School August 2021



The BSwiss - Swiss International Business Summer School in Basel (Switzerland) is a two-week programme open to Swiss and international bachelor's students. During two exciting and challenging weeks, participants attend courses, visit companies, discover local culture and establish networks with people from Switzerland and around the world.

<p>Programme</p>	<p>The seminar focuses on subjects typically taught in the first two years of business application studies: Global Competitiveness, Innovation and International Migration.</p> <p>The programme features a guided tour of Basel as well as excursions to cultural and historical sites in the city and beyond; it also includes field trips to different Swiss companies.</p> <p>Company visits provide students with first-hand experience related to the theory discussed in the classroom.</p>
<p>Content</p>	<ul style="list-style-type: none"> - Why Nations fail - The Nation and the World Economy - Measures of Competitiveness by the World Economic Forum - Process and Business Model Innovation - Product Innovation - Immigration and Globalisation - Building blocks of international migration

Goals	<p>Every student...</p> <ul style="list-style-type: none"> - has the necessary knowledge about models and methods in the fields of competitiveness, innovation and immigration. - can explain what types of problems or advantages a given country enjoys concerning international competitiveness. - learns from world class institutions like Novartis, the Federal IPR-Institute and the Federal Economic Department. They can hone their ideas with university lecturers. Group presentations/case studies have to stand the test of the experts. - fosters internal collaboration and communication by working successfully in intercultural teams. - must read articles from research journals and scientific books prior to the course and hand in answers to questions about the articles. At the end they have to hand in an individual essay about one of three given subjects.
Timeframe Place Accommodation	<p>Mo 2 – Fr 13 August 2021 Basel, Switzerland (we also offer a full online version) The Summer School offers accommodation with shared rooms close to the FHNW campus. Breakfast is not included. The accommodation is located in downtown Basel within a quiet and safe atmosphere.</p>
Earning credits	<p>The Summer School gives 5 ECTS. The Programme includes preparatory work, classroom learning, guided self-study and company visits.</p> <p>The ECTS credits are awarded for:</p> <ul style="list-style-type: none"> - Reading preparatory literature (ca. 150 pages) - Answering questions set by the lecturers based on the preparatory literature - Participation during the summer school - A Review Essay about one of the three main themes of the Summer School 2021 at the end of the summers school (3 hours)
Fees	<p>Tuition: CHF 950 Visits and cultural events: CHF 400 Accommodation (if needed): CHF 600 Online participation: CHF 100</p>
Application	<p>The programme is open to international and Swiss (Bachelor) students. Participants should have a minimum of two semesters of business studies and need to be fluent in English (advanced level: European levels B2 written/C1 oral). Students from other study subjects with a strong interest in business and intercultural learning are welcome to apply. A letter of motivation, an updated CV and a transcript showing the most recent grades are required. Places are limited.</p>
Important	<p>Due to the challenging situation around COVID, the programme may be subject to change.</p>