

## Context Module Semester 5: connectUS – networking and innovation for business success (on-site seminar)

<b>Module Description</b>	<b>connectUS – networking and innovation for business success.</b> <b>Study trip</b> to take place in the weeks <b>before and after Easter</b> each calendar year. <i>NOTE: This course is for selected participants only. Students must apply through defined channels to participate.</i>	
<b>Code / Course Number</b>		
<b>School</b>	School of Business	
<b>Name(s) of Degree Course(s)</b>	Business Administration (International Management)	
<b>Degree</b>	Bachelor of Science	
<b>Name of <u>Module Group</u> (Total ECTS credits)</b>	<b>Context Module Semester 5</b> (Total 4 ECTS-Credits, incl. Prep.Seminar)	
<b>Module Level</b>	<input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input checked="" type="checkbox"/> Specialised	
<b>Module Type</b>	<input type="checkbox"/> C <input type="checkbox"/> R <input type="checkbox"/> M	
<b>ECTS Credits</b>	<b>3 ECTS</b>	
<b>Total study time in hours (contact lessons, guided and individual self-study)</b>	Contact lessons:	70 h
	Guided and individual self-study:	20 h
	Total:	90 h
<b>Responsible Lecturer</b>	Prof. Dr. Anita Graf	
<b>Email</b>	anita.graf@fhnw.ch	
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Final-year students from the School of Business and other selected schools within the University of Applied Sciences Northwestern Switzerland are given the opportunity of acquiring an insight into various aspects of networking, innovation, and the American way of living and doing business (East coast).</li> <li>• The participants consolidate the inputs gained at the preparatory seminar by visiting various organisations, universities and institutions.</li> <li>• The on-site seminar focuses on fostering intercultural exchange and enhances the understanding of challenges and opportunities of doing business in and with the U.S.A.</li> <li>• The participants learn how successful companies foster innovation and use their networks to create competitive advantage.</li> </ul>	
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Visits to small and large organisations of various industries, visits to academic, governmental &amp; social institutions in selected regions.</li> </ul> <p><i>Further details will be available during the semester</i></p>	
<b>Methods</b>	<ul style="list-style-type: none"> <li>• Company and university visits (New York City, Boston, and Washington)</li> <li>• Speeches of representatives of organisations, institutions, and universities that offer practical insights into topics such as networking and innovation, learning and development, the American way of living and successfully doing business.</li> <li>• Cultural visits</li> </ul>	
<b>Language</b>	English	

<p><b>Assessment(s)</b></p>	<p>- <u>Required Self-study</u>: Preparation as necessary for active participation during the trip + research to be conducted independently (also possible in groups) on the topic chosen.</p> <p>- <u>Attendance: 100%</u></p> <p>- <u>Examination/Assessment</u></p> <p><b>1. Briefing Paper (weighting 40%)</b></p> <ul style="list-style-type: none"> <li>• Students will be allocated a topic during or prior to the preparatory seminar and must produce a briefing paper of approximately 1000 words per person.</li> <li>• The briefing paper should summarise current knowledge in the area defined, outline issues of interest for the connectUS delegation and suggest areas to be further investigated during the on-site trip.</li> <li>• The briefing paper should be delivered to the supervising lecturer and project team no more than 14 days after the end of the preparatory seminar.</li> <li>• The briefing paper may be allocated to individual students or to pairs. The decision on individual or group work will be made by the supervising lecturer based on the topics defined during the preparatory seminar.</li> </ul> <p><b>2. Reflective Essay (weighting 60%)</b></p> <ul style="list-style-type: none"> <li>• Students will define a topic in consultation with the supervising lecturer (or an alternative lecturer defined by the supervising lecturer). The topic must reflect the key issues being investigated during the preparatory and on-site seminars.</li> <li>• The reflective essay should incorporate current knowledge in the area defined, outline issues of interest and include personal reflections based on the experiences during the on-site seminar.</li> <li>• The reflective essay is normal individual work and should be approximately 2000 words in length.</li> <li>• It is possible for the supervising lecturer to allocate a topic to a pair or small group. If this is the case, the length of the essay would be calculated as 2000 words per participant and the contribution of each participant must be clearly visible to allow for individual grading.</li> </ul> <p><b>Weight:</b></p> <ul style="list-style-type: none"> <li>• Module weighting: according to number of ECTS credits, equalling 3.</li> </ul> <p><b>Grading:</b></p> <ul style="list-style-type: none"> <li>• Performance is graded.</li> </ul> <p><b>Deadline for submissions:</b> to be submitted to 'Responsible Lecturer' by <i>Final Event</i> (exact date to be communicated)</p>
<p><b>References</b></p>	<p>To be communicated during the seminar.</p>

<b>General Requirements or Previous Module(s) / Course(s)</b>	<ul style="list-style-type: none"> <li>• Attendance at the Preparatory Seminar (“connectUS – networking and innovation for business success”, Week 7)</li> <li>• Proficient English skills (written &amp; oral)</li> <li>• Highly developed social skills</li> </ul>
<b>Subsequent Module(s) / Course(s)</b>	<p>---</p>
<b>Remarks</b>	<p><b>Participation:</b> by selection based on application. Students will be approached by e-mail to submit their applications.</p> <p><b>Application Deadline:</b> to be communicated during the early part of the semester</p> <p><b>Cost:</b> The on-site trip is typically supported by a number of sponsors. Students will still need to consider a substantial personal financial contribution.</p> <p><b>Certificate of Attendance:</b> All participants receive a special certificate stating participation in both preparatory (1 ECTS) and on-site seminar (3 ECTS) as well as the result of their performance (including the grade for Briefing Paper and Reflective Essay).</p>