

## Context Module Semester 5: connectUS – networking and innovation for business success

<b>Course Description</b>	<b>ConnectUS – networking and innovation for business success</b> (Preparatory Seminar delivered as <i>intensive programme</i> in week 7 of the calendar year)									
<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 Module / Major / Minor (Total ECTS credits)</b>	Context Module Semester 5 (Total 4 ECTS-Credits)									
<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>	1 ECTS-Credit									
<b>Total study time in hours</b> (contact lessons, guided and individual self-study)	<table style="width: 100%; border-collapse: collapse;"> <tr> <td>Contact lessons</td> <td style="text-align: right;">27</td> <td style="text-align: right;">h</td> </tr> <tr> <td>(Guided) Self-Study</td> <td style="text-align: right;">3</td> <td style="text-align: right;">h</td> </tr> <tr> <td><b>TOTAL</b></td> <td style="text-align: right;"><b>30</b></td> <td style="text-align: right;"><b>h</b></td> </tr> </table>	Contact lessons	27	h	(Guided) Self-Study	3	h	<b>TOTAL</b>	<b>30</b>	<b>h</b>
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<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>• Participants will gain profound knowledge and practical skills in all aspects of networking. They will learn how to behave and dress in business life. Practical tools for efficient networking will be presented and explained. Each participant will create his or her own networking strategy.</li> <li>• Participants will learn how innovative ideas can be created and get insight into the spirit and strategy of innovative organisations.</li> </ul>									
<b>Contents</b>	<ul style="list-style-type: none"> <li>• How to create, apply and maintain a successful personal networking strategy, basic principles of professional networking</li> <li>• Manners, behavior, dress codes: rules and strategies</li> <li>• How to create new ideas, influencing factors that foster or inhibit innovation in organisations</li> <li>• Examples of successful networking and innovation strategies in business</li> </ul>									
<b>Methods</b>	<ul style="list-style-type: none"> <li>• Theoretical and practical input by internal and external experts</li> <li>• Workshops</li> </ul>									
<b>Language</b>	English / German (bilingual seminar)									
<b>Assessment(s)</b>	<p><b>Attendance: 100% attendance is required</b></p> <p><b>Required Self-study</b> Preparation as necessary for active participation during the seminar.</p> <p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• Writing summaries of assigned talks / lectures (400 words). Summaries to be delivered immediately after the seminar.</li> <li>• Grading: pass/fail</li> </ul>									
<b>References</b>	To be communicated during the seminar.									



<b>General Requirements or Previous Module(s) / Course(s)</b>	Proficient English and German language skills
<b>Subsequent Module(s) / Course(s)</b>	connectUS – networking and innovation for business success, on-site seminar (see separate module description, subject to application)
<b>Remarks</b>	