

## Module Description

**Nr. 776**

Module Name	BSwiss - Swiss International Business Summer School
Programme	BSc. Betriebsökonomie ,BSc. Business Administration ,BSc. Wirtschaftsinformatik ,BSc. Business Information Technology ,BSc. International Business Management ,MSc. International Management ,MSc. Business Information Systems
ECTS-Credits	5
Module Number	0-W-B-BÖK-040721.HN/19
Level	Intermediate
Module Type	Elective
Competence Area / Module Group	Swissness in Action - Innovation and competitiveness in business
Semester	Autumn Spring PT,FT
Academic Year	2020

### Workload

	Workload	Percentage %
Classroom Instruction	48	32
Guided Self-Study	60	40
Autonomous Self-Study	42	28
Total Hours	150	100

### Module Coordinator

Erich Bürkler

### Guiding Principle

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.

## Learning Goals

Knowledge and understanding	Every student has the necessary knowledge about models and methods in the fields of competitiveness, innovation and immigration, e.g. basic economic building blocks of economic migration.
Application of knowledge and understanding	<p>Every student can explain what types of problems or advantages a given country (their home country) enjoys concerning international competitiveness.</p> <ul style="list-style-type: none"><li>• Transformative and practical learning through experience, desk research and group exercises</li><li>• Students can collect the necessary components of competitiveness</li><li>• Students can identify missing components in a country</li><li>• Students are able to analyze short cases of<ul style="list-style-type: none"><li>○ failed or successful innovation projects</li><li>○ successful immigration policies</li><li>○ improved competitiveness of countries</li></ul></li><li>• Students can identify missing elements for competitiveness such as trust, infrastructure, entrepreneurship, innovation capacity etc. in a country and they can formulate promising corrections</li><li>• Students can formulate policies for a successful country like a<ul style="list-style-type: none"><li>○ Developing Economy</li><li>○ Emerging Economy</li><li>○ Industrialized Economy</li></ul></li></ul>
Ability to make judgements	Students learn 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 have to stand the test of the experts.
Communication	Students foster internal collaboration and communication by working successfully in intercultural teams.
Self-learning skills	Students 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.

## Content

- 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 Globalization
- 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.

### Links to other modules

### Teaching Method(s)

Contact Hours

Interactive instruction

Discussion  
Presentation  
Assignment  
Group work

Review of literature

Guided Self-Study

Individual work

Group work

### Language of Instruction and Assessment

English

### Assessment

Type assignment

Number 2

Duration (Min)

Weighting (%) 100

Evaluation Grade 1-6

### Assessments and Other Comments

1. Two Assessments: One (60% weight) as a preparatory assignment answering questions about six scientific papers or book chapters. The second assignment (40% weight) as a distinguished essay about one of three themes (International Competitiveness, Innovation or Immigration).
2. Preparedness and presence
  - Required self-study: Answering questions in a sufficient way
  - Attendance: 100%.

## Reading List

### Required Reading

- Daron, Acemoglu & James, Robinson (2013). Why Nations Fail: The Origins of Power, Prosperity, and Poverty. Chapter 1
- The Core Team (2017). The Economy: Economics for a Changing World. Chapter 18, p. 793-842
- Robert G. Cooper & Elko J. Kleinschmidt. Winning Businesses in Product Development: The Critical Success Factors. In Research-Technology Management, (6, 1996), p. 18-29
- Disruptive Product Innovation Strategy. Islam Nazrul & Ozcan Sercan, IGI Global, 2012, p. 27-45.
- Gordon, Hanson (2009). The Economic Consequences of Migration. Annual Review of Economics, p 179-207.
- George Borjas (2015). Immigration and Globalization. A Review Essay. Journal of Economic Literature. p. 961-974.

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### 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

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## Prerequisite Knowledge

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

## Follow-up Module

## Comments

Swiss students act as guides for the foreign students.  
Basically, all foreign students are living together in a hostel close to the campus.  
Social events like a guided excursion to the Swiss Alps, international buffet dinner etc. lead to long-term friendships and interesting networking opportunities.

# Programme 2020

BSwiss - Swiss International Business Summer School: Sunday, August 2 (Welcome) to Friday, August 14 2020

1st week	Sunday August 2	Monday August 3	Tuesday August 4	Wednesday August 5	Thursday August 6	Friday August 7	Saturday August 8
08-09	Individual arrival and check-in						Free Saturday (no classes) Individual plans
09-10		Enrolment session	Countries' comparative advantages and their companies' competitiveness Erich Bürkler	US election <i>Guest lecture:</i> Stan Kamzol	<u>IPR institute</u> SECO Swiss Economic Policy Competitiveness <i>Timothy Nussbaumer</i>	Switzerland's Macroeconomic Policy and Competitiveness Erich Bürkler	
10-11		Intercultural workshop <i>Guest lecture:</i> Ariane Curdy	Lunch break	Lunch	Lunch at Ruag cantine (offered)	Lunch break	
11-12							
12-13		Welcome lunch (offered)	Switzerland's economic performance and competitiveness according to the WEF report and its underlying methodology Erich Bürkler	US election <i>Guest lecture:</i> Stan Kamzol	Tour Berne	International Competitiveness Erich Bürkler	
13-14		Introduction Erich Bürkler			<u>IPR Institute</u> Dr. Kamran Housang Pour		
14-15							
15-16							
16-17		Markthalle (pending)			Guided tour Basel		
17-18							
18-19							
	International Welcome Dinner						

2nd week	Sunday August 9	Monday August 10	Tuesday August 11	Wednesday August 12	Thursday August 13	Friday August 14	Saturday August 15
08-09	Guided tour: Discover Switzerland (included) (depending on weather -> postpone to Tuesday)						Individual departure and check-out
09-10		International Competitiveness Erich Bürkler	Product Innovation <i>Beat Birkenmeier</i>	Business Model Innovation <i>Beat Birkenmeier</i>	Migration and Competitiveness <i>Dragan Ilić</i>	Migration and Competitiveness <i>Dragan Ilić</i>	
10-11			Lunch break	Lunch break	Lunch break	Lunch break	
11-12							
12-13		Excursion to Läcklerli House (pending)	Product Innovation <i>Beat Birkenmeier</i>	Excursion to Novartis Campus	Migration and Competitiveness <i>Dragan Ilić</i>	Lunch break	
13-14							
14-15						Final Essay in two computer rooms	
15-16							
16-17							
17-18						Farewell dinner (offered)	
18-19							