

Dear Partners

We hope this email finds you, your colleagues and your families well and safe.

We are excited to announce that our 2022 Summer School is now open for applications!

The [BSwiss - Swiss International Business Summer School in Basel](#) is a two-week education programme. It is open to Swiss and International Students at Bachelor degree level. 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.

While we cannot predict the situation we will be facing in August 2022, we are hopeful that our Summer School can take place in the class room and we are doing our utmost to prepare a safe and unforgettable experience for your students.

Place:	Basel, Switzerland
Date:	Monday, 1 August 2022 to Friday, 12 August 2022
Course Duration:	2 weeks
Programme:	Innovation and Competitiveness in Business <ul style="list-style-type: none">- Global Competitiveness- Innovation- International Migration
	The modules include preparation literature, contact hours, self-study time and company visits as well as cultural and social activities
Credits:	5 ECTS (3 US credits)
Language:	English
Tuition fee:	CHF 950.-
Visits and cultural events:	CHF 400.-
Accommodation (if needed):	CHF 600.-

[Registration](#) is now open until **15 May 2022**.

BSwiss - Swiss International Business Summer School 1 to 12 August 2022



Overview	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.
Objectives	<p>Every student...</p> <ul style="list-style-type: none"> • Gains insight into the most relevant models and methods in the fields of competitiveness, innovation and international immigration. • learns from world class institutions like the Federal IPR-Institute. • can hone his/her 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. • has read some scientific articles from research journals.
Programme	<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. Company visits provide students with first-hand experience related to the theory discussed in the classroom.</p>
Place	Basel, Switzerland

<p>Programme Schedule</p>	<p>The programme is organised from 1 to 12 August 2022:</p> <ul style="list-style-type: none"> • Day 1: Welcome and Introduction Workshops • Day 2: Comparative advantages and Competitiveness • Day 3: Switzerland's Macroeconomic Policy and success factors • Day 4: Visit at IPR and the SECO – both in Bern • Day 5: Economic Clusters and Company Visit • Day 6: Free Day • Day 7: Guided Tour • Day 8: Society and Competitiveness • Day 9: Product Innovation • Day 10: Business Model Innovation and Company Visit • Day 11: International Migration and Competitiveness • Day 12: International Migration and Final Essay
<p>Credits</p>	<p>The Summer School gives 5 ECTS. The Programme includes preparatory work, classroom learning, guided self-study with a final essay. 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 • Review Essay about one of the three main themes of the Summer School 2022 at the end of the Summer School (3 hours) • Completion of the survey after the programme
<p>Fees</p>	<p>Tuition: CHF 950 Visits and cultural events: CHF 400 Accommodation (if needed): CHF 600</p>
<p>Accommodation</p>	<p>The BSwiss 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>
<p>Participants</p>	<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 of Records showing the most recent grades are required. Places are limited.</p>
<p>Registration</p>	<p>Students can apply via the following link until May 15, 2022: https://www.fhnw.ch/en/degree-programmes/business/bswiss-international-business-summer-school</p>
<p>Contact</p>	<p>Ms. Fiona Trachsel (bswiss.business@fhnw.ch)</p>

Preliminary Program Summer School 2022

BSwiss - Swiss International Business Summer School: Monday, August 1 (Welcome) to Friday, August 12

1st week	Sunday July 31	Monday August 1	Tuesday August 2	Wednesday August 3	Thursday August 4	Friday August 5	Saturday August 6	
08-09		Welcome, coffee					Free Saturday (no classes) Individual plans	
09-10	Individual arrival and check-in	Enrolment session	Countries' comparative advantages and their companies' competitiveness Erich Bürkler	Switzerland's Macroeconomic Policy and Competitiveness Erich Bürkler	IPR institute SECO Swiss Economic Policy Competitiveness <i>Timothy Nussbaumer</i>	Economic Clusters and Switzerland's Competitiveness Anja Siegenthaler und Stefanie Rüefli		
10-11		Intercultural workshop <i>Guest lecture: Ariane Curdy</i>						
11-12								
12-13			Lunch break	Lunch (offered)	Lunch at Ruag cantine (offered)	Lunch break		
13-14			Welcome lunch (offered)	Switzerland's economic performance and competitiveness according to the WEF report and its underlying methodology <i>Erich Bürkler</i>	Swiss success factors Erich Bürkler	Tour Berne		Excursion in a Cluster company
14-15		Introduction <i>Erich Bürkler</i>				IPR Institute <i>Dr. Kamran Housang Pour</i>		
15-16								
16-17					Guided tour Basel			
17-18		Individual arrival and check-in						
18-19								

2nd week	Sunday August 7	Monday August 8	Tuesday August 9	Wednesday August 10	Thursday August 11	Friday August 12	Saturday August 13
08-09	Guided tour: Discover Switzerland (included)						Individual departure and check- out
09-10		Swiss Political, Militia and Volunteering Systems fostering Competitiveness Chr. Minnig	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							
11-12							
12-13		Lunch break	Lunch break	Lunch break	Lunch break		
13-14		Swiss Political, Militia and Volunteering Systems fostering Competitiveness Chr. Minnig	Product Innovation <i>Beat Birkenmeier</i>	Excursion in innovative company	Migration and Competitiveness <i>Dragan Ilić</i>	Lunch break	
14-15						Final Essay in aquarium	
15-16							
16-17							
17-20						Farewell dinner (offered)	