

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>