The following faculties of the University of Applied Sciences and Arts Northwestern Switzerland offer Master programmes:
- School of Applied Psychology
- School of Architecture, Civil Engineering and Geomatics
- Academy of Art and Design
- School of Life Sciences
- Academy of Music
- School of Teacher Education
- School of Social Work
- School of Engineering
- School of Business
Our offer

At a glance
The BSward International Business Summer School in Basel (Switzerland) is a two-week programme open to Swiss and international Bachelor 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.

Place: Basel, Switzerland  Course Duration: 2 weeks
ECTS: 5 (3 US credits)  Course Language: English

Academic programme
Our International Business Summer School offers an intensive programme specialised in studies of International Management and Economics in the Swiss environment. It includes a two-week seminar, taught in English by internationally experienced lecturers. The courses are built on a minimum of two-year business studies; they are academically challenging with a strong applied management focus. Interactions between students and lecturers are highly encouraged.

Cultural and social programme
Attractive cultural and social events will make the participants’ stay an unforgettable experience. 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. The School of Business provides extracurricular support for the participants.

Academic and cultural context
Classroom lectures introduce update topics on business studies in international context. Company visits provide students with first-hand experience related to the theories discussed in the classroom. Cultural and social activities encourage participants to interact and practice networking.

The summer school offers such amazing experiences! Switzerland is so beautiful, both the country and its people.

I truly enjoyed my time with you. Thank you for being such fantastic hosts!
School of Business,
University of Applied Sciences and Arts Northwestern Switzerland
University of Applied Sciences and Arts Northwestern Switzerland (FHNW) is one of Switzerland's leading universities of applied sciences and arts, actively involved in teaching, research, continuing education and service provision – both innovative and practice-oriented. Its broad range of degree programmes, hands-on concept, innovative, application-oriented research and global network make FHNW a diversified and appealing educational institution, a sought-after industry partner and an attractive employer in Northwestern Switzerland.

Our geographical location bordering on France and Germany promotes innovation, market orientation and inherent internationalisation. Our programmes are accredited; our lecturers are highly qualified in their academic fields and their teaching methodology. They possess years of teaching experience in their academic fields and contribute current business expertise from their consulting and research activities. The school's core teaching values encompass practice-orientation and innovative teaching and learning methods. Participants directly interact with professors, enjoying an optimal teacher-student ratio in a relaxed atmosphere conducive to absorbing knowledge and building skills.

Staying in Basel
Basel is one of the most successful economic regions in Switzerland and central Europe. Many international companies have their headquarters in Basel: Novartis, Roche, Syngenta, Lonza Group, UBS, Panalpina and Swiss International Airlines. These companies directly recruit employees from our pool of highly qualified and practically oriented graduates.

The historic city of Basel is more than 2000 years old and the quality of life ranks among the best in the world. Basel is a vibrant centre of cultural activity – a city of theatre, music, museums and festivals. We have the highest density of museums in Europe. The city proudly hosts numerous international trade fairs, such as Baselworld and the world's largest Art Fair ARTBasel. Modern architecture aficionados find buildings by Herzog & de Meuron, Mario Botta, Diener & Diener and many more. Basel also has a pulsating nightlife with numerous restaurants, cosy bars, exciting parties or clubbing until dawn.

Located in the middle of Europe, with a world famous train network and its own international airport nearby, Basel is the ideal starting point for countless travel opportunities – why not before or after your summer school with us?

“...It was a great opportunity to discover Switzerland and to get insight into new topics.”

“...It was a life changing experience that I am happy and proud to have been part of.”

www.fhnw.ch/business/summer-school
The participants
Our programme is open to international and Swiss Bachelor students. Participants need to be fluent in English (advanced level: European levels B2 written/C1 oral). A letter of motivation, an updated CV and a transcript showing the most recent grades are required.

Earning credits
The programme includes preparatory work, classroom learning, guided self-study and company visits.

The ECTS credits are awarded for:
- Submitting briefing papers based on the provided literature.
- Attendance in the programme (classroom lectures, company visits, cultural and social activities).
- Writing a review essay.

On successful completion of the summer school, participants will receive an official Transcript of Records featuring the ECTS credits achieved.

Venue and Facilities
All courses are held at the Basel campus of the School of Business, University of Applied Sciences and Arts Northwestern Switzerland (FHNW).

Accommodation and support
The Summer School offers accommodation with individual kitchen and bathroom close to the FHNW campus. Breakfast is not included. The accommodation is located in downtown Basel offering a quiet and safe atmosphere.

Visas
We recommend applicants to consult the Swiss embassy in their home country. The University of Applied Sciences and Arts Northwestern Switzerland does not cover visa costs or any cost involved in unsuccessful application.

Fees
Tuition: 950.00 Swiss Francs
Visits and cultural events: 400.00 Swiss Francs
Accommodation (if needed): 600.00 Swiss Francs

Not included: transport to Basel, health insurance, visa costs, meals, additional individual sightseeing trips and personal expenses.
Dear partner, dear colleague

We would like to inform you about our Summer School programme organised by the School of Business, University of Applied Sciences and Arts Northwestern Switzerland.

The BSwiss, Swiss international Business Summer School in Basel (Switzerland), is a two-week education programme. It is open to Swiss and international students at Bachelor level. During these two exciting and challenging weeks, participants attend courses, visit companies, discover local culture and establish networks with people from Switzerland and around the world.

Overview
Place: Basel, Switzerland
Date: Sunday July 22 (Welcome) to Friday August 3, 2018 (Departure)
Course Duration: 2 weeks
Topic: Competitiveness and Innovation
ECTS: 5 (3 US credits)
Course language: English
Application Deadline: April 30, 2018
Tuition: 950 Swiss Francs
Visits and cultural events: 400 Swiss Francs
Accommodation (if needed): 600 Swiss Francs

Please visit our Homepage for further Information:

We would also like to welcome students from your University to our programme. Switzerland and in particular Basel is a great and safe place to study and always worth a journey.

Yours sincerely

Jeannette Merguin
Executive Assistant BSwiss

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F +41 62 957 23 54
www.fhnw.ch
BSwiss - Swiss International Business Summer School

Basel, Switzerland

Sunday, July 22 - Friday evening August 3, 2018

Swissness in Action - Innovation and competitiveness in business

Module descriptions:

<table>
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<td>Study time for 2 weeks:</td>
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<td>Contact lessons and company visits:</td>
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<td>Preparation &amp; self-study time:</td>
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<td>Cultural and social activities (guided):</td>
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Contents:
- Global Competitiveness
- Innovation
- International Migration

Project leader: Fan Neifer

Responsible lecturer: Prof. Dr. Erich Bürkler
### Learning objectives:
- Participants of the summer school learn in pre-course readings (~ 180 pages) about international trade and companies' competitiveness and the main drivers behind this concept and respective measurements.
- During the first course week they get to know concrete analysis methods about the concept of countries' comparative advantages and their companies' global competitiveness, and how governments contribute to companies' favourable terms and conditions.
- During the second block students become familiar with private product innovation and business model innovation.
- Students understand the links between public support factors, innovation and companies' competitiveness.
- Finally students get to know economic causes and effects of international labour migration.

### Methods:
Lectures, plenary discussions, on-site visit, development of a project in groups

### Earning credits:
The ECTS credits are awarded for:
- Adaptation of the preparation literature.
- Writing short briefing papers on questions set by the lecturers based on the preparatory literature.
- Participation in the Summer School (contact hours, company visits, cultural and social activities).
- Review Essay at the end of the two weeks.

### Module descriptions:

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<th>Course duration:</th>
<th>ECTS credits:</th>
<th>Course language:</th>
<th>Study time for 2 weeks:</th>
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<th>Responsible lecturer:</th>
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<td>Fan Keller</td>
<td>Prof. Dr. Eich Bühler</td>
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<td>Contact lectures and company visits: 20 h</td>
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