

Context Module Semester 5: Insight China (on-site seminar)

Module Description	Insight China Study trip to take place in the weeks before and after Easter each calendar year. <i>NOTE: This course is for selected participants only. Students must apply through defined channels to participate.</i>
Code / Course Number	
School	School of Business
Name(s) of Degree Course(s)	Business Administration (International Management)
Degree	Bachelor of Science
Name of <u>Module Group</u> (Total ECTS credits)	Context Module Semester 5 (Total 4 ECTS-Credits, incl. Prep.Seminar)
Module Level	<input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input checked="" type="checkbox"/> Specialised
Module Type	<input type="checkbox"/> C <input type="checkbox"/> R <input type="checkbox"/> M
ECTS Credits	3 ECTS
Total study time in hours (contact lessons, guided and individual self-study)	Contact lessons: 70 h Guided and individual self-study: 20 h Total: 90 h
Responsible Lecturer	Prof. Michael Jeive
Email	michael.jeive@fhnw.ch
Objectives	<ul style="list-style-type: none"> • Final-year students from the School of Business and other selected schools within the University of Applied Sciences Northwestern Switzerland are given the opportunity of acquiring an insight into the fast changing daily business life in China. • The participants consolidate the inputs gained at the preparatory seminar by experiencing the Chinese culture and ways of life. • The On-Site Seminar focuses on fostering intercultural exchange and enhances the understanding of challenges and opportunities of doing business in and with China on a daily basis. • Participants broaden strategic and operational understanding about the opportunities and challenges of doing business and living in China.
Contents	<ul style="list-style-type: none"> • Visits to businesses, academic, governmental & social institutions in selected regions. <p><i>Further details will be available during the semester</i></p>
Methods	<ul style="list-style-type: none"> • Official visits and receptions. • Guest lectures of Chinese professionals, professors and officials as well as western expatriates. • Informal meetings with local people and representatives from governments of Switzerland and China as well as partner universities.
Language	English
Assessment(s)	- Required Self-study: Preparation as necessary for active participation during the trip + research to be conducted independently (also possible in groups) on the topic chosen.

	<p>- Attendance: 100%</p> <p><u>- Examination/Assessment</u></p> <p>1. Briefing Paper (weighting 40%)</p> <ul style="list-style-type: none"> • Students will be allocated a topic during or prior to the preparatory seminar and must produce a briefing paper of approximately 1000 words per person • The briefing paper should summarise current knowledge in the area defined, outline issues of interest for the Insight China Delegation and suggest areas to be further investigated during the onsite trip. • The briefing paper should be delivered to the supervising lecturer and project team no more than 14 days after the end of the preparatory seminar. • The briefing paper may be allocated to individual students or to pairs. The decision on individual or group work will be made by the supervising lecturer based on the topics defined during the preparatory seminar. <p>2. Reflective Essay (weighting 60%)</p> <ul style="list-style-type: none"> • Students will define a topic in consultation with the supervising lecturer (or an alternative lecturer defined by the supervising lecturer). The topic must reflect the key issues being investigated during the preparatory and onsite seminars. • The reflective essay should incorporate current knowledge in the area defined, outline issues of interest and include personal reflections based on the experiences during the onsite seminar. • The reflective essay is normal individual work and should be approximately 2000 words in length. • It is possible for the supervising lecturer to allocate a topic to a pair or small group. If this is the case. the length of the essay would be calculated as 2000 words per participant and the contribution of each participant must be clearly visible to allow for individual grading <p>Weight:</p> <ul style="list-style-type: none"> • Module weighting: according to number of ECTS credits, here 3. <p>Grading:</p> <ul style="list-style-type: none"> • Performance is graded. <p>Deadline for submissions: to be submitted to 'Responsible Lecturer' by <i>Final Event</i> (exact date to be communicated)</p>
References	To be communicated during the seminar.
General Requirements or Previous Module(s) / Course(s)	<ul style="list-style-type: none"> • Attendance at the Preparatory Seminar (“Doing Business in China”, Week 7) • Proficient English skills (written & oral) • Highly developed social skills
Subsequent	---

Module(s) / Course(s)	
Remarks	<p>Participation: by selection based on application. Students will be approached by e-mail to submit their applications.</p> <p>Application Deadline: a short time later, to be communicated during the early part of the semester</p> <p>Cost: The on-site trip is typically supported by a number of sponsors. Students will still need to consider a substantial personal financial contribution.</p> <p>Certificate of Attendance: All participants receive a special certificate stating participation in both Preparatory (1 ECTS) and On-site seminar (3 ECTS) as well as the result of their performance (including the grade for Briefing Paper and Reflective Essay).</p>