

Valid from 2025.HS

Module description: Study Trip		
Module Code	w.BA.XX.1STR-IM.XX	
ECTS Credits	3	
Language of Instruction/Examination	English	
Module Description	This aim of this module is to introduce students to comparative views of international business and help them gain an understanding and appreciation of the factors at work in today's global environment. The experiential component (visit to a country or region) allows students to interact directly with managers, government officials, and others, learning first-hand the skills critical to the operation of international business. The module also aims to increase students' global awareness.	
Organizational Unit	Abteilung International Business	
Module Coordinator	Michael Jan Kendzia	
Deputy Module Coordinator	Susan Bergen	
Program and Specialization	<ul style="list-style-type: none"> <li>• Elective module (see module table)</li> </ul>	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	<b>Module Type</b> Compulsory Elective	<b>Program Phase</b> Main Study Period
Prerequisite Knowledge	Students must have completed two modules: <ul style="list-style-type: none"> <li>• International Business and Management</li> <li>• The International Environment of Business</li> </ul>	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> <li>• Professional Competence</li> <li>• Methodological Competence</li> <li>• Social Competence</li> <li>• Self-Competence</li> </ul>	
Contribution to Program Learning Objectives	<p><b>Professional Competence</b></p> <ul style="list-style-type: none"> <li>• Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>• Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>• Evaluate Content of Theoretical and Practical Relevance</li> </ul> <p><b>Methodological Competence</b></p> <ul style="list-style-type: none"> <li>• Problem-Solving &amp; Critical Thinking</li> <li>• Scientific Methodology</li> <li>• Work Methods, Techniques, and Procedures</li> <li>• Information Literacy</li> <li>• Creativity &amp; Innovation</li> </ul> <p><b>Social Competence</b></p> <ul style="list-style-type: none"> <li>• Written Communication</li> <li>• Oral Communication</li> <li>• Teamwork &amp; Conflict Management</li> <li>• Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>• Self-Management &amp; Self-Reflection</li> <li>• Ethical &amp; Social Responsibility</li> <li>• Learning &amp; Change</li> </ul>	

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### Module Learning Objectives

Students...

- are able to explain social/cultural, political/legal, economic, and environmental/technological factors that affect decision-making in an international setting.
- are able to conduct independent research and prepare a paper on a country- or region-specific topic using clear arguments supported by evidence. Neither the use of AI nor other online sources is allowed.
- are able to produce a five-minute video covering a particular topic concerning the study trip destination.
- are able to apply frameworks and concepts of international business and management to international business and cross-cultural management situations.
- are able to make an informed decision on international business issues based on sound evidence and experience.
- are able to determine the impact of the wider socio-economic and cultural environment on business practices in a country or region.
- are able to explain the role of business in a different country or region.
- are able to communicate effectively in cross-cultural settings.
- are able to work independently and manage their own learning by setting goals and monitoring their progress.
- are able to set their own goals and reflect on what they have learned and how they have learned it by keeping a reflective journal.

### Module Content

- Country-specific analysis

### Links to other modules

This module is linked to the following modules:

- w.BA.XX.1CCM-IM.XX
- w.BA.XX.1CR-IM.XX
- w.BA.XX.1IEBUS-IM.XX
- w.BA.XX.1BMGT-IM.XX
- w.BA.XX.1SMGT-IM.XX

### Digital Learning Resources

- Teaching Videos

### Methods of Instruction

- Literature Review
- Project Work
- Lecture
- Interactive Instruction

Social Settings Used:

- Group Work

### Type of Instruction

	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	6 h	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>6 h</b>	<b>0 h</b>	<b>84 h</b>

### Performance Assessment

End-of-module exam		Form	Length (min.)	Weighting
-				
Permitted Resources				
Others	Assessment	Format	Length (min.)	Weighting

Module description:	Others	Assessment	Format	Length (min.)	Weighting
	Study Trip				
	<p>Q&amp;A Session after the video on site</p> <p><i>Each group member must show the ability to participate in the Q&amp;A session and answer questions, which will be graded (accurateness of the content, presentation skills, authenticity).</i></p>	Grade	Einzelarbeit	0	20.00
	<p>Video production</p> <p><i>A three-minute video that effectively communicates the core insights and arguments of the mini-thesis. The video must be conceptually rich and provide knowledge constructs, visually structured, and serve as an independent, viewer-friendly explanation of the chosen international business challenge. The format must exclude direct interviews, talking-head segments, or recordings in front of a webcam.</i></p>	Grade	Gruppenarbeit	5	30.00

Module description:	Others	Assessment	Format	Length (min.)	Weighting
	Mini-Thesis	Grade	Gruppenarbeit	0	50.00
	<p><i>The structure must be the same as of a bachelor's thesis: Introduction (max. 1 page), Theoretical Framework (own developed analytical tool / model; max. 3 pages), Findings (max. 4 pages), Discussion (max. 1 page), Conclusion (max. 1 page). The text must: - include diagrams, models and/or tables (own creation) and investigates a current international business challenge or opportunity related to the study trip destination (e.g. Shenzhen/China). - generate new insights by applying theory to practice and placing data into a novel analytical context - demonstrate a high level of analytical, evaluative, and creative thinking, combining theoretical rigor with practical relevance. The evaluation weights methodology at 70% and data selection at 30% - language is not considered.</i></p>				
<b>Classroom Attendance Requirement</b>	<p>Other</p> <p>1. Kick-off lecture 2. Video presentations and Q&amp;A 3. Lecture with China expert &amp; briefing lesson Participation in i) the kick-off lecture, ii) Videos presentations, followed by a graded Q&amp;A session and iii) the lecture with China expert &amp; the briefing session for the final trip are compulsory. A justified absence is only possible with a medical certificate. In addition, an absence due to an obligation within the framework of the "International Business Project" module is acceptable. Unjustified absences or work assignments from an employer are not acceptable excuses and will result in a lower grade (each single absence leads to deduction of 0.5 grade point).</p>				
<b>Compulsory Reading</b>					
<b>Recommended Reading</b>					

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### Comments

The overseas part of the module takes place outside the ZHAW SML and is scheduled for specific dates only. Particular arrangements will be determined in due time and communicated at the beginning of the semester. Students should also read the Study Trip Code of Conduct prior to enrollment in the module. This must be signed prior to departure.

The Study Trip module is an elective that takes place during Semester 5 in early February 2026, immediately following the exams. The trip is the highlight of the program and focuses on doing business in a foreign country. The module is worth 3 ECTS credits. It consists of a kick-off and final lecture, including the presentation of the videos.

Being on-site provides students with first-hand experience of doing business through a series of company visits and presentations. Our goal is to expose students to opportunities and challenges and enable them to understand better what drives and impedes national and foreign companies in the world's marketplaces.

We have decided on Shenzhen (China) as our destination. The respective entry requirements will be reviewed and tracked regularly. However, it is recommended that you book your flights with appropriate travel insurance. To book the flights, the specific dates will be communicated in due course.

Our partner will reserve rooms in a hotel. In other words, no individual accommodation booking will be required. Please note that the ZHAW SML cannot be made liable for any costs incurred since this module is an elective.