Valid from 2025.HS

Module description: Study Trip

Module Code	w.MA.XX.STBA.23HS
ECTS Credits	3
Language of Instruction/Examination	English
Module Description	This module offers students a unique opportunity to explore the diverse landscape of business development and corporate innovation through a series of "nearshore" trips to innovation labs and platforms and venture boutiques at regional and national levels. By engaging directly with industry-leading corporations and organizations, students will gain invaluable insights into the strategies, processes, and collaborations driving business innovation and development across various sectors. The module is designed to expose students to a spectrum of innovation ecosystems, from established corporate entities to agile and disruptive venture boutiques. Through site visits, interactive sessions, and experiential learning activities, students will have the chance to observe first-hand how different organizations approach innovation, collaborate with external partners, and navigate the challenges of new business creation and transformation. By the end of this module, students will emerge with a more comprehensive understanding of the diverse approaches to business development and innovation within corporate and entrepreneurial settings, along with the skills and networks necessary to thrive in dynamic innovation ecosystems.
Organizational Unit	Institute for Organizational Viability
Module Coordinator	Adrian W. Müller
Deputy Module Coordinator	Martin Feuz
Program and Specialization	• Business Administration - Specialization in Enterprise Development • Business Administration - Specialization in Innovation and Entrepreneurship
Legal Framework	Academic Regulations MSc in Business Administration dated 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Enterprise Development), first adopted on 09.11.2021
Module Category	**Module Type** Compulsory Elective
Prerequisite Knowledge	
Contribution to Program Learning Objectives (by the concerned Module)	• Professional Competence • Methodological Competence • Social Competence • Self-Competence

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Contribution to Program Learning Objectives	**Professional Competence** • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance **Methodological Competence** • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation **Social Competence** • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective **Self-Competence** • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change
Module Learning Objectives	Students... • explore corporate innovation and business development units, organizations, and platforms. They gain insights into the structures, processes, and initiatives of corporate innovation and business development units within leading organizations, understanding how they drive creativity, agility, and strategic growth. • engage with innovation labs. They discover the innovative capabilities and experimental approaches of innovation labs, exploring how they foster a culture of experimentation, rapid prototyping, and disruptive thinking. • collaborate with innovation platforms. They learn about innovation platforms and ecosystems that facilitate collaboration between corporations, startups, academia, and government, exploring the benefits of open innovation and co-creation. • explore the entrepreneurial mindset and agile methodologies of venturing and venture boutiques, observing how they identify market opportunities, build scalable ventures, and disrupt traditional industries. • develop networking and collaboration skills. They build professional networks and cultivate relationships with industry practitioners, entrepreneurs, and innovators, enhancing opportunities for future collaboration and career advancement.
Module Content	• Nearshore visits: Preparing for visits to corporate innovation and business development units, labs, innovation platforms, and venture boutiques located within regional and national proximity, providing students with diverse perspectives and experiences. • Interactive sessions & workshops: Facilitating interactive workshops/sessions and discussions with innovation leaders, entrepreneurs, and experts, enabling students to explore emerging trends, best practices, and challenges in corporate innovation and venture creation. • Case studies and analysis: Analyzing case studies of successful innovation initiatives, partnerships, and startup ventures, extracting lessons learned and identifying key success factors applicable to diverse organizational contexts. • Reflection and synthesis: Encouraging students to reflect on their experiences, insights gained, and connections made throughout the module, synthesizing their learnings into actionable strategies for fostering innovation in their own contexts.
Links to other modules	This module is linked to the following modules:
Digital Learning Resources	• Provided in class
Methods of Instruction	• Case Studies • Explorative Learning • Problem-Oriented Teaching • Site visits / study trips Social Settings Used: • Group Work

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Type of Instruction

	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	-	-	
Excercise	-	-	
Project Work	-	-	
Seminar	28 h	-	
Total	**28 h**	**0 h**	**62 h**

Performance Assessment

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

Others	Assessment	Format	Length (min.)	Weighting
Preparatory task	Pass/Fail	Andere	0	0.00
Talk/oral presentation	Grade	Gruppenarbeit	30	100.00

Classroom Attendance Requirement

80%

80% minimum attendance necessary. Full attendance required for the final presentation, otherwise the module will be considered "not passed."

Compulsory Reading

Recommended Reading

Comments

This year's nearshore study trip will take place in calendar week 37 in September (8.9. - 12.9.25, the week before semester start). It consists of several half-day and day trips to a selection of organizations regionally and nationally. (Train fares may cost up to CHF 300 max.) On Wednesday noon of week 6 (3.9.25) there will be a short online welcome info about the upcoming study trip week.

Further information will be communicated in due course. Participation is limited to 20 students. Changes affecting the module or type of performance assessment are possible at short notice if circumstances change.