

SUPSI

CAS in International Business Strategy

Descrizione

Codice

DEASS IBS

Presentazione

Going international may represent many opportunities but also it may entail some risks. Tapping into new markets and discovering new opportunities demands analysis, knowledge, decisions and action. Having access to the techniques and knowledge to better understand how, when, why and where to internationalise may make the difference between failure and success. The CAS International Business Strategy (IBS) has been geared to improve the analytical and decision-making capacity of professionals who need to make informed decisions about launching and/or improving their internationalisation strategies and is especially designed to support SMEs. The program design took into account the importance of offering a multidisciplinary approach and boosting both lateral thinking and intuition, which can offset or mitigate limited knowledge, misperception, or to simply challenge the 'common wisdom'. The CAS IBS will ensure the international exposure of students, allowing them to experience multicultural realities, get access to top-notch experts, whilst increasing their professional networks.

Obiettivi

Main objective: The CAS IBS aims to strengthen the analytical skills of its participants to support and enhance their decision-making capacities in the field of business internationalisation.

Specific Learning Outcomes:

- Interpret the main trends and characteristics of the national, regional and international economic and socio-political environments by understanding and critically comparing different contexts.
- Understand and utilize complex data by identifying, selecting, extracting and processing qualitative and quantitative information from official and non-official sources.
- Organize a wide array of multidisciplinary methods and approaches by elaborating robust country risk and market analyses.
- Learn the basics of big data analysis and machine learning by applying those techniques to country risk and market analyses.
- Learn the most relevant theoretical and practical aspects pertaining to cross-cultural communication and negotiation for business.
- Develop and improve communication skills by preparing and delivering presentations.
- Improve decision-making processes by developing critical and lateral thinking as well as boosting awareness and perception.
- Design, plan and analyze, both individually and collectively, by creating and nurturing a learning community around the topic of international business.

Destinatari

Business development planners, strategic planners, corporate planners, risk managers, business analysts, regional director, consultants and experts from both the private and public sectors.

Requisiti

The admissions committee will evaluate candidates holding a degree from universities, polytechnic schools and universities/colleges of applied sciences. Limited places are available for candidates who can demonstrate notable professional experience of at least 5 years in a field related to this CAS. An admissions committee composed from SUPSI and HSLU, will be created ad-hoc to assess candidatures by dossier.

The language of instruction is English. Candidates will have to attest a minimum English certificate of B2/ IELTS 5.5-6.5. Personal interviews will be conducted to evaluate the suitability of the candidates to the program.

Certificato

Certificate of Advanced Studies SUPSI and HSLU (CAS) in International Business Strategy

Crediti di studio

15 ECTS

Contenuti

Programma

Module 1 International Political and Economic Systems – Lugano, October/November 2019

- Globalization processes, new geographies and narratives
- Emerging economies and international trade
- Economic and technological convergence, crises and risks
- Environmental, social, technological and political trends and challenges for international business environment

Module 2 Strategies of Internationalisation – Zürich and Luzern, November 2019

- Internationalization strategies and entry modes. General aspects and a focus on SMEs
- Export/import, technical and legal aspects
- Global value networks
- Challenges and trends in emerging markets
- Digital Marketing and e-commerce
- Corporate Social Responsibility and Reputation

MODULE 3 Country Risk Analysis and Big Data – Lugano, March 2020

- Risk perception and analysis
- Uncertainty and decision-making processes
- Country risk analysis and management (political, economic, social, environmental, technological)
- Big data analysis and machine learning for international business.

MODULE 4 Intercultural Communication for Business – London, May 2020

- Theory and practice of professional and business communication in cross-cultural contexts
- Intercultural negotiation
- Communication in the workplace
- Applying Intercultural Communication knowledge in the 'real' world

MODULE 5 Applied Research Paper – Off-campus

Students will prepare –individually- an applied research project integrating the most salient aspects pertaining to each module.

Durata

148 lecture hours + individual study and final applied research project.

Metodo di valutazione

FINAL CERTIFICATION

Compulsory attendance. Up to 20% justified absence is allowed. Successful completion of all modules (assignments and individual/collective presentations). Final applied business case (8.000 words) and presentation.

Upon successful completion, Birkbeck, University of London will grant a certificate of attendance to the participants.

Responsabile/i

- Dr. Ivan Ureta, SUPSI, Head CAS IBS

Ivan Ureta, holds a PhD in Business History (Deusto) and a Phd in International Political Economy (King's College London). Ureta works as a Senior Lecturer in International Economics and Management at SUPSI and he is the Head Continuing Education in Economics and Management.

- Prof. Dr. Ingo Stolz, HSLU, Co-Head CAS IBS.

Ingo Stolz, holds a PhD in Organizational Leadership, Policy, and Development (University of Minnesota). Ingo works as researcher and lecturer at the Lucerne University of Applied Sciences and Arts . He is the Head Executive Education of the Institute of Business and Regional Economics.

Relatore/i

The teaching body is composed of seasoned practitioners and highly qualified lecturers who combine strong academic backgrounds, relevant business experience and international exposure. The quality of the CAS IBS is ensured by the partnership SUPSI, HSLU, S-GE and Birkbeck, University of London.

Informazioni

Iscrizione ai corsi

Deadline 30 September 2019

Date

Module 1- Lugano

-Friday 25 & Saturday 26 OCTOBER, 2019

-Friday 8 & Saturday 9 NOVEMBRE, 2019

Module 2- Luzern and Zürich

-Thursday 28, Friday 29 & Saturday 30 NOVEMBER

Module 3- Lugano

-Friday 12 & Saturday 13 MARCH, 2020

-Friday 26 & Saturday 27 MARCH, 2020

Module 4- London

-Thursday 7, Friday 8 & Saturday 9 MAY, 2020

Module 5- Lugano and off-campus

- Defenses September and October 2020.

Orari

Morning: 9:00-13:00

Afternoon: 14:00-18:00

Luogo

-SUPSI, Stabile suglio, Manno: Modules 1 and 3

-Luzern and Zürich, HSLU and S-GE: Module 2

-London, Birkbeck University of London: Module 4

Costo

CHF 7'900.–

Transport and living expenses to Zürich, Luzern and London are covered independently by the students.

Early applicants will get a 10% reduction. Deadline 31 July 2019.

Informazioni

Further information
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