

<b>Course Name</b>	<b>Cross-linked thinking</b> for Exchange Students			
<b>Course Code</b>	CROS			
<b>ECTS-Credits</b>	5			
<b>Workload in hours</b>	<b>Contact hours</b>			32.5 hours
	<b>Guided self-study</b>			90 hours
	<b>Self-study</b>			27.5 hours
	<b>Total amount of work</b>			150 hours
<b>Term</b>	<b>Full-time Study:</b> 5 <sup>th</sup> or 6 <sup>th</sup> Semester for Exchange Students		<b>Part-time Study:</b> ---	
<b>Language of instruction</b>	English			
<b>Level of Module</b> (see below)	<input type="checkbox"/> B	<input checked="" type="checkbox"/> I	<input type="checkbox"/> A	<input type="checkbox"/> S
<b>Type of Module</b> (see below)	<input checked="" type="checkbox"/> C	<input type="checkbox"/> R	<input type="checkbox"/> M	
<b>Module Coordinator</b>	International Office – Mathias Kleiner			
<b>Team of Lecturers</b>	Module coordinator and main lecturer: Mathias Kleiner Intercultural Training: Christa Uehlinger Creativity workshop: Lukas Schmid Presentation skills: Julia Varga			
<b>Methods of Teaching and Learning</b>	Group work, theory, teacher-conducted class-work, class discussions, guided self-study, presentations			

<b>Main Goals</b>	<p>Business students have the opportunity to further develop their basic, personal, social, methodological and international skills.</p> <p>Students work in a team of exchange students on a complex issue from the business world. They will directly apply the learned theory to a designated Swiss company.</p> <p>The project task consists of a SWOT analysis, a value analysis and the implementation of the methodology of cross-linked thinking.</p> <p>The team properly plans and conducts the primary research, collects and analyses the data and draws appropriate solutions. A creativity workshop supports the team to develop innovative solutions.</p> <p>The process and all results of the project are recorded in a report (approx. 20-30 pages plus appendix) in accordance with the academic and linguistic requirements. The solutions are presented in a comprehensive classroom presentation.</p> <p>The students are expected to bring in their own thoughts, expertise and ideas to develop practical solutions to a real business case.</p>
<b>Learning Objectives (Competencies)</b>	<p><b>Professional Competencies:</b> Participants can</p> <ul style="list-style-type: none"> <li>• apply the knowledge from all former modules to an assignment from the international business world.</li> <li>• implement a project with respect to the formal requirements of a scientific and international business concept.</li> </ul> <p><b>Methodological Competencies:</b> Participants can</p> <ul style="list-style-type: none"> <li>• apply relevant theories directly to a business case.</li> <li>• develop and structure practical solutions for a real business case.</li> <li>• show their ability for scientific work and report writing.</li> <li>• present the project results verbally and in written form.</li> </ul> <p><b>Self-Competencies:</b> Participants can</p> <ul style="list-style-type: none"> <li>• reflect and challenge their own judgement as well as the opinions of the team members and develop themselves by dealing with new topics and methods.</li> <li>• endeavour flexibility, independence and responsibility and show performance as well as team orientation</li> <li>• develop a sense for conflict potential and find constructive solutions</li> <li>• adequately behave in a multicultural environment</li> </ul> <p><b>Social Competencies:</b> Participants can</p> <ul style="list-style-type: none"> <li>• show their communication, team and leadership skills</li> <li>• develop their working experience as part of an international project team</li> </ul>

<b>Topics covered</b>	<p>The module consists of three parts:</p> <p><b>Block I: Theory</b></p> <ul style="list-style-type: none"> <li>• methodology of cross-linked thinking</li> <li>• SWOT analysis</li> <li>• Value analysis</li> <li>• → direct implementation of theory to a designated company</li> </ul> <p><b>Block II: company visits</b></p> <ul style="list-style-type: none"> <li>• On-site visit of designated companies</li> </ul> <p><b>Block III: preparation for report and presentation</b></p> <ul style="list-style-type: none"> <li>• Creativity workshop</li> <li>• Presentation skills and communication: development and design of final report and final presentation</li> </ul>
<b>Prerequisites</b>	<p>English certificate Minimum 4 Semesters of Management Studies</p>
<b>Teaching materials</b>	<ul style="list-style-type: none"> <li>• Lecturers handout</li> <li>• Internet</li> <li>• Secondary literature</li> </ul>
<b>Requirements and Assessments</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Oral exam; Duration:</li> <li><input type="checkbox"/> Written exam; Duration:</li> <li><input checked="" type="checkbox"/> Presentation, Duration: 30'</li> <li><input checked="" type="checkbox"/> Discussion</li> <li><input checked="" type="checkbox"/> Written report</li> <li><input type="checkbox"/> Learning Report</li> </ul>
<b>Requirements and Assessment</b>	<p>According to structured evaluation form</p>
<b>Other comments</b>	

*Level of Module:*  
*B – Basic level course*  
*I – Intermediate level course*  
*A – Advanced level course*  
*S – Specialised level course*

*Type of Module:*  
*C – Core course*  
*R – Related course*  
*M – Minor course*

