

Module Description CPIN

Course Name	Consulting Project International Management for Exchange Students				CPIN
Course Code	CPIN	ECTS Credits	10	Language of instruction	English
Type of Course	Core Course		Level of course		advanced
Lessons of contact	12 6 20	Market Research - CPINa Intercultural Coaching - CPINb Project Coaching - CPINc	Overall workload		300 hours
Semester	Fulltime: 5. or 6. Semester for Exchange Students (Spring or Fall Semester)				
Responsible lecturer	Knowledge Transfer Unit WTT – Judith Scherzinger				
University Coaches	Christa Uehlinger, Roger Martin, Mathias Kleiner				
Method of learning	Group work, guided self-study, self-study				
Guiding Principals	<p>Business students have the opportunity to further develop their basic, personal, social, methodological, and international skills. Students work in a mixed team of Exchange and Swiss students on an actual issue from the business world, for a company or a public institution.</p> <p>The project task consists of a market analysis with thorough primary and secondary research and the development of concrete, realisable measures, suggestions, and concepts.</p> <p>The content of the extensive primary research could be a market potential analysis, a product development survey, a competitor analysis, a customer satisfaction survey, a location or partner evaluation or the like.</p> <p>The team properly plans and conducts the primary research, collects and analyses the data in a statistically correct manner and draws appropriate conclusions. The process and all results of the project are recorded in a report (approx. 50 pages plus appendix) in accordance with the academic and linguistic requirements. The findings are presented to the client company in a concluding presentation.</p> <p>The client, usually a Swiss company, pays several thousand Swiss Francs to FHS for the project. The FHS does assure the quality of the results to the clients. Therefore, the team is closely guided by an experienced FHS advisor as project coach and additional coaches from specific fields in regards to the project tasks. While working on the project, students are taught in scientific report writing and the basics of FHS consulting project methodology.</p> <p>The students are expected to bring in their own thoughts, expertise and ideas to guide the client's decisions like a real business consultant. The students are responsible to achieve the agreed goals of the project with support of their coach. The expected workload per student is about 20 hours per week. The students are required to work on the project assignment also during semester breaks.</p> <p>CPINc for exchange students is the same as CPIM for International Management Students.</p>				
Content	<p>The module consists of three parts; all of them have to be attended by the exchange students to receive the 10 ECTS.</p> <p>CPINa: classes in market research, project management and scientific report writing</p> <p>CPINb: individual intercultural coaching per mixed team</p> <p>CPINc: individual project assignment (market research and/or management design) per mixed team</p> <p>CPINc content details</p> <ul style="list-style-type: none"> • Primary and secondary research for a company or a public institution • Data collection and analysis • Conceptual work • Recommendations and specific package of measures • Customer focused communication and team work • Layout and design of the final report • Final presentation to the customer 				