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

Business students have the opportunity to further develop their basic, personal, social, methodological and international skills.

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.

The project task consists of a SWOT analysis, a value analysis and the implementation of the methodology of cross-linked thinking.

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.

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.

The students are expected to bring in their own thoughts, expertise and ideas to develop practical solutions to a real business case.

## Learning Objectives

### Professional Competencies:

Participants can
- apply the knowledge from all former modules to an assignment from the international business world.
- implement a project with respect to the formal requirements of a scientific and international business concept.

### Methodological Competencies:

Participants can
- apply relevant theories directly to a business case.
- develop and structure practical solutions for a real business case.
- show their ability for scientific work and report writing.
- present the project results verbally and in written form.

### Self-Competencies:

Participants can
- 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.
- endeavour flexibility, independence and responsibility and show performance as well as team orientation
- develop a sense for conflict potential and find constructive solutions
- adequately behave in a multicultural environment

### Social Competencies:

Participants can
- show their communication, team and leadership skills
- develop their working experience as part of an international project team
### Topics covered

The module consists of three parts:

**Block I: Theory**
- methodology of cross-linked thinking
- SWOT analysis
- Value analysis
- direct implementation of theory to a designated company

**Block II: company visits**
- On-site visit of designated companies

**Block III: preparation for report and presentation**
- Creativity workshop
- Presentation skills and communication: development and design of final report and final presentation

### Prerequisites

| English certificate  
| Minimum 4 Semesters of Management Studies |

### Teaching materials

| Lecturers handout  
| Internet  
| Secondary literature |

### Requirements and Assessments

- Oral exam; Duration: 
- Written exam; Duration: 
- Presentation, Duration: 30’
- Discussion
- Written report
- Learning Report

### Requirements and Assessment

According to structured evaluation form

### Other comments

| Level of Module:  
| Type of Module:  
| B – Basic level course  
| C – Core course  
| I – Intermediate level course  
| R – Related course  
| A – Advanced level course  
| M – Minor course  
| S – Specialised level course |
"Cross-linked thinking" (CROS) for Exchange students

Management Theory and Assignment
- Company/market overview
- Concept of cross-linked thinking
- SWOT analysis
- Value analysis

Team support
- Management coach
- Intercultural training
- Creativity workshop
- Presentation skills

Course outcome
- Written report (20-30 pages)
- Final presentation
- Reflection of team work

One team
- Exchange students
- 4-7 team members
- Good English skills
- Profound knowledge in business administration and economics
- Intercultural sensitivity
- 5 ECTS

Assigned company
- Well known Swiss company
- On-site visit