



Bern University
of Applied Sciences

Study Trip to Shanghai, China

Business Development and Intercultural Challenges

Experience the mega city Shanghai and get insights into doing business in China.

China's market growth coupled with its opening business environment. The tremendous human resource potential boosted by the government investment in education. The rising income level driving consumer spending. These all make China highly attractive to Western firms as the focal point for their global growth strategies - and an intriguing place to visit and experience.

During this one week study trip you will sense Shanghai from its very core. You'll follow lectures covering Chinese culture and business practices. Field trips to Swiss and Chinese companies will introduce you to their economic value chains from R&D to procurement, from production to distribution. Discussions with business experts enhance your understanding of market entry concepts and strategies to China.

During the week, your impressions are rounded off by insights into the country's historical, social and political aspects, as well as its prospects for the future.



Program highlights*

Lectures and networking:

The Swiss Consul in Shanghai
The Swiss Chamber of Commerce
Market research institute supporting foreign companies' market entry

Tours and visits:

Suzhou Industrial Park
Zhangjiang Hi-Tech Park
Shanghai city tour
Chinese companies and Swiss subsidiaries in China

*The program may vary from year to year, following the dynamics of the business environment.

Facts and figures

Location	Shanghai, China
Presence	6 days, arrival and departure on Sunday
Dates	Every year in June
Degree title	Included in the CAS IM and certain Bachelor's programs Bern University of Applied Sciences awards a certificate to successful participants
Learning requirements	6 ECTS
Fees	CHF 3'200 for students from Kalaidos and partner institutions. CHF 3'700 for external participants. Fees include hotel, certain meals and on-ground transportation. Participants pay for their flights, visa, books and travel insurance themselves.
Who can join	Master's students. Bachelor's students and external participants with min. 3 years of professional business experience. Good English communication skills are required.

Contact and Consultation

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Study Trip to Bangalore, India

Doing Business in India's Vibrant Environment

Learn from India's top notch companies, gain insight into the business culture and dynamic market conditions.

This study trip takes you to Bangalore, a mega city of over 8 million inhabitants, a rich history and culture as well dynamic new industries and a favoured location for Western companies in India. During the week, you will experience a range of business sectors, such as finance, high tech, infrastructure, manufacturing and retail. We examine the scale and scope of changes taking place in Indian society, economy and government, and hear success stories and challenges of Swiss companies in India.

The following two questions guide us throughout the week: What opportunities, risks and rewards companies face when investing in India? What strategies Indian companies deploy when adjusting to the fast-moving environment in India and abroad?

We consider all the various dimensions of Indian business setting. Government policies, the socio-cultural environment, business practices, customs, negotiations, and macroeconomic factors, such as foreign exchange rates, will be discussed - not forgetting the influence of local communities on businesses. Visits to local markets, spiritual and historical sites and exploration of the Indian cuisine spice up the program.



Program highlights*

Interactive discussions with senior managers and factory tours at Swiss and Indian companies, such as ABB, Buhler, Wipro, United Breweries (Kingfisher), Skillsonics, Amalgamated Bean Coffee Trading Company (Café Coffee Day)

Discussions with Indo-Swiss trade experts

Workshop with Indian entrepreneurs

Insight into Indian history, culture, spiritual tradition and cuisine

*The program varies from year to year, following the dynamics of the business environment.

Facts and figures

Location	Bangalore, India
Presence	6 days, arrival and departure on Saturday
Dates	Every year in February-March
Degree title	Study Trip Certificate. Can be taken as a component of the CAS IM or certain BA programs
Learning requirements	6 ECTS
Fees	CHF 3'200 for students from Kalaidos and partner institutions. CHF 3'700 for external participants. Fees include hotel, certain meals and on-ground transportation. Participants pay for their flights, visa, books and travel insurance themselves.
Who can join	Master's students. Bachelor's students and external participants with min. 3 years of professional business experience. Good English communication skills required.

Contact and Consultation

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Study Trip to Silicon Valley, USA

The Role of Leadership in Entrepreneurial Success

This study trip takes you strides closer to understanding the role of leaders in innovation processes.

The study week offers an exclusive selection of lectures and workshops by professors, business coaches and successful Silicon Valley entrepreneurs. They highlight a range of issues relating to the connection between leadership and sustainable business success.

Participants meet in San Francisco and reside downtown. The week's program includes a variety of hand-picked companies and leaders in San Francisco and the famous Silicon Valley. Our guiding question throughout the trip is: What in innovation is essential to these leaders and how do they foster innovation in their own activities?

On our field trip you learn about the area and get a taste of Route 1. The evenings are mostly free, which gives you the possibility to explore the city's fascinating quarters. The entire program is conducted in English, inviting you to sharpen your communication skills.

In sum, the contributions of our highly qualified speakers and sorely chosen visits will leave you with lasting impressions and insights into that mysterious ecosystem of Silicon Valley.



Program highlights*

Workshops and lectures:

- Authentic leadership
- Practical insights of a company
- Connecting the dots
- Leadership in start ups – innovation processes
- Feedback for high performance teams

Tours and visits:

- Visits to leading Silicon Valley companies
- Field trip to Santa Cruz and Route 1
- Santa Clara and Stanford University campus tours
- Night tour to Alcatraz Island (optional)

*The program may vary from year to year, following the dynamics of the business environment.

Facts and figures

Location	San Francisco and Bay Area, California, USA
Presence	6 days, arrival and departure on Saturday
Dates	Every year in February-March and October
Degree title	Study Trip Certificate or included in the CAS IMD and certain BA programs
Learning requirements	6 ECTS
Fees	CHF 2'500 for students from Kalaidos and partner institutions, CHF 3'000 for external participants. Included in the CAS IMD program fee. All participants pay for flights, accommodation, (visa) and travel insurance separately.
Who can join	Master's students. Bachelor's students and external participants with min. 3 years of professional business experience. Good English communication skills required.

Contact and Consultation

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Study Trip to Ecuador

Leadership rediscovered – shape the future with Agility

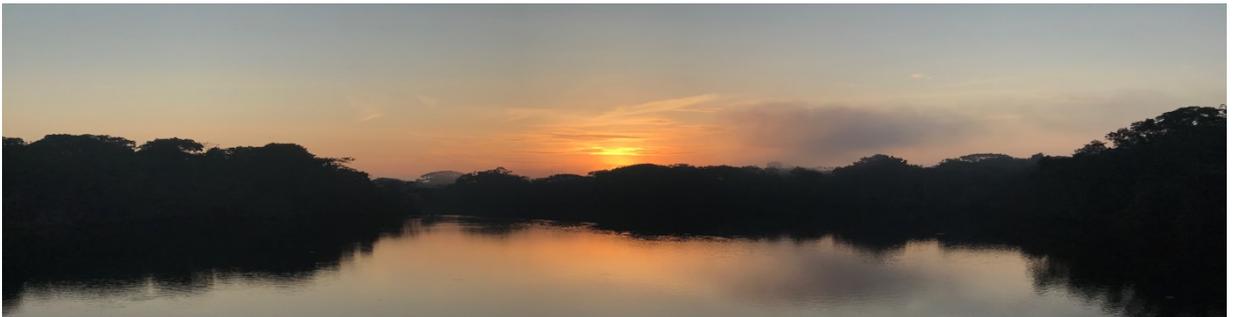
This study trip takes you on an extraordinary journey, linking the basic nature of leadership with contemporary challenges within innovation processes.

The study week offers you the opportunity to experience leadership on a new level through significant environmental settings. Carefully selected lectures and workshops given by international professors and successful local entrepreneurs create a rich learning opportunity in Ecuador.

The sessions discuss a range of aspects which have a remarkable impact on leadership.

Participants travel to Ecuador, where for the first few days, they go further into the Amazon by boat to spend time in the incredible ecosystem rainforest. The disruptive change of environment provides a captivating opportunity to explore leadership qualities in small groups and observe adaptation in the rainforest. You meet undisturbed nature and, on the other hand, very comfortable accommodation at an ecolodge. They are kept in balance in order to focus on selected leadership questions. Academic inputs, guided activities in small groups, self-observation and focused tasks sensitize participants with aspects of leadership on an individual level.

After these days of full immersion, which require continuous adjustments at a peaceful pace and provide a lot of time outdoors, the group travels on to Guayaquil. We are hosted by a local University and this large city in Ecuador offers a change of scenery. Four days of lectures, workshops, fireside chats and company visits are included in the program. Furthermore, experiences of the past days will be embedded in leadership contexts by the highly recognized speakers. Here participants get in touch with tools to continue developing authentic leadership skills related to their individual background.



Program highlights

Workshops and lectures:

- Authentic leadership and emotional intelligence
- Resilience and risk management
- Make visions come true – motivation psychological backgrounds and tools
- High Performance Teams – strategies for sustainable leadership

Settings and visits:

- Stay in the Amazon Rainforest and National Park for several days
- Task-related activities in a small group
- International keynote speaker at the University of Guayaquil, Ecuador
- Visiting companies with an exceptional corporate culture

Facts and figures

Location	Guayaquil, Ecuador
Presence	8 days
Dates	Every year in November
Degree title	Study Trip Certificate
Learning requirements	6 ECTS
Fees	CHF 4'500.- All participants pay for flights, accommodation, (visa) and travel insurance separately.
Who can join	Master's students. Bachelor's students and external participants with min. 3 years of professional business experience. Good English communication skills required.

Contact and Consultation

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