Kalaidos University of Applied Sciences Switzerland
The University for Professionals.

CAS UAS in International Management

Class abbreviation: CASIM_11/23
Classroom hours: 08:30 - 12:00 and 13:00 - 16:30
Course location is Zurich-Oerlikon, Jungholzstrasse 43. Room details may change.

Please consult each module description for any preparatory tasks as well as the document "Kompetenznachweise_CASIM" for information on the course evaluation. You will find these documents in the OpenOLAT course in time before the start of the semester.

Date	Topic	Lecturer
Tuesday 24.10.2023 5-6 pm **Online**	Kick Off CAS and Introduction to the Simulation Market Research	Richard Beswick
Friday 03.11.2023 Room 512	Business Research and Analysis • Research Principles, Methods and Applications • Research Simulation in Class Introduction to the Simulation Emerging Markets, 4 – 5 pm	Richard Beswick
Saturday 04.11.2023 Room 413	Cross Cultural Communication • The lecture examines behavioural differences across cultures and, more importantly, offers an applicable methodology to help professionals identify and minimize cross-cultural issues encountered during assignments abroad.	Jürg Wittwer
Friday & Saturday 17.&18.11.2023 Room 512	Introduction to International Management • The challenges, trends and risks international companies face • Drivers and strategies for internationalization, and methods to enter new markets • New opportunities and challenges companies face with the digital transformation (industry 4.0)	Randy Drenth
Wednesday 22.11.2023 5-6 pm **Online**	Q&A Session for the Test Round in the Simulation Emerging Markets	Richard Beswick Edumundo
Friday 19.01.2024 Room 510	Global Supply Chain Management • How global product and process innovations solve business problems • Quality management and fulfilling customer needs in supply chains • Understanding outsourcing processes, and the difference between supply and value chain management	Randy Drenth
Friday & Saturday 02.&03.02.2024 Room 508	Corporate Finance and Global Capital Markets • How international financial markets and institutes work • How to manage costs, benefits and risks in global operations • The context and connections of global events on investor behaviour	Michal Paserman

Friday & Saturday 23.&24.02.2024 Room 514	International Marketing • How to use contextual, experience-based customer understanding to develop international marketing strategies • Theories and models of client experience in international marketing context • Tools and methods for international market research • Case studies and group work on multi-channel client experience and international marketing strategy	Tiia Mäkinen
Friday 22.03.2024 Room 508	Knowledge Transfer • Presentation of simulation by each team	Richard Beswick

Tutorial Coaching

November-March	Details	Lecturer
Periodic Tutorials & Progress Controls	• Main Simulation e.g. Edumundo Emerging Markets • Running rounds • Reviewing strategies and results with evaluation of performance	Richard Beswick

Evaluation

End of Course	Details	Evaluated by
Course evaluation	Your learning is evaluated through the following assignments: • Simulation (BRAL Oct-Nov, BICS Nov-Mar) • Presentation, 22.03.24 • Essay, assignment deadline: 10.01.24 • Study Trip Assignment or Alternative, assignment deadline: 29.04.24	Richard Beswick (for simulation, presentation, essay)

Simulation Timetable: Market Research

The simulation runs to a strict timetable as follows (for more details consult the BRAL syllabus on OpenOLAT):

Introduction webinar	**24-Oct 5PM**	Online meeting facilitated by Course Lecturer.
Student Groups commence	24-Oct	Simulation enabled for student groups
BRAL class session	03-Nov	Simulation run in class
Post class deadline for finishing of simulation	14-Nov	Completion of all rounds of the simulation

Simulation Timetable: Emerging Markets
The simulation runs to a strict timetable as follows (for more details consult the KT syllabus on OpenOLAT):

Introduction webinar	**03-Nov 4PM**	Online meeting facilitated by Course Lecturer and Edumundo Representative
Test round	Start 03-Nov	
Test round closes	15-Nov	Followed by an online Q&A with Edumundo Representative on **Wed 22-Nov 5PM**
Round 1 closes	6-Dec	
Round 2 closes	10-Jan	
Essay completion deadline	10-Jan	Essay related to simulation must be completed by this date
Round 3 closes	24-Jan	<24-Jan
Round 4 closes	7-Feb	
Round 5 closes	21-Feb	<21-Feb
Round 6 closes	1-Mar	Final round
Final Presentation and Evaluation of Performance	22-Mar	Presentation of results by each group to the plenum
Round 7 -8 (optional)	30-Mar	Those wishing to do rounds 7-8 must complete them by March 30th

Lecturers

Name	Biography
Prof. Richard Beswick	Professor ZFH, whose principal discipline is marketing. Adjunct faculty at Kalaidos IIM: international business courses and master thesis mentoring. BBA, MBA & DBA thesis supervision and lecturing, both on-line and in classroom, on marketing related disciplines at 10 European, American, Asian and Australian business schools and in-company management training programmes. Publications: Published articles in European and American management and technical journals and presented papers at international conferences on various facets of international marketing and markets. Co-author of three books since 2000. Thesis mentoring: Supervision, coaching and examination of over 100 BBA, MBA & DBA theses. Main topic emphasis: marketing, international marketing, digital marketing, market research, new product development, business strategy development with particular focus on technology, industrial and materials value chains. Practitioner profile: Founder and managing director of bms Ltd, an international consultancy, with offices in Switzerland and the USA, providing market intelligence, research and consultancy to over 100 multinational corporations in technology and industrial sectors in Europe, Asia and North America. Prior management positions in new product development, market research and marketing management with Simon Engineering, Gira, Biogen, E.M.S and Dow Chemical.
Randy Drenth	Randy Drenth is Head of Production Planning & Analysis at Swisscom Enterprise Customers. Being a big fan of the resource-based view of the firm, he was always interested in how large-scale enterprises align complex structures to gain competitive advantage. After graduating in Strategic Management in the Netherlands, he worked for Business Excellence at Hilti Corporation in Liechtenstein, and spent six years researching Supply Chain Management at the University of St. Gallen. In 2008 he started as Logistics Corporate Development Manager at Swisscom. After a successful consolidation of Swisscom's regional Supply Chain landscape, he became responsible for Strategy and Business Development at Customer Service. Next to his professional work, Randy engages in scientific research on customer effort. Since 2008 he is a teacher of operations-, supply- and value chain management at various universities and coached more than 100 master theses on related subjects.
Dr. Tiia Mäkinen	Throughout her 20-year career, Dr. Tiia Mäkinen has worked exclusively on client experience and marketing. She considers herself a client advocate and experience evangelist - true believer of an engaging experiences' ability to create meaningful client relationships and profitable businesses. Tiia works with international companies to make client experiences real through her experience strategy consultancy, Musta Experience. Speaking and teaching engagements across Europe also keep her busy. She is the former Head of Client Experience at UBS Wealth Management and former Client Experience Manager at Credit Suisse. During her career in Finland, she worked as a strategic planner in the leading design management agency and delivered brand consultancy work for global companies covering the Nordic countries. She did her doctorate research on sensory branding at the Chair of Marketing at the University of Zürich. She holds a MSc degree in international management and marketing and design management from the University of Vaasa, Finland.
Dr. Michal Paserman	Michal Paserman is the Manager of the Executive Education at the Geneva Finance Research Institute – the University of Geneva. With more than 20 years of international experience she has been teaching finance at leading universities in executive, graduate and undergraduate programs. She has delivered workshops for banks and senior executives on the topic of Behavioural Finance. Dr. Paserman is a consultant to Alere Syon Family Office and Associate Editor of World Scientific Lecture Notes in Finance. She has served as a Director on the Boards of the listed companies Ampa Capital Ltd. and Ampa Investments Ltd., where she also acted as a Member of the Audit Committee. Previously, she was a Senior Economist at IFTRIC and worked as an economist in the international headquarters of TEVA Pharmaceuticals Ltd. She earned a Ph.D. in International Economics from the Graduate Institute of International and Development Studies in Geneva (IHEID), specialising in sovereign debt and financial crises.
Dr. Jürg Wittwer	Jürg Wittwer is CEO of the Touring Club Suisse, the leading automotive club in Switzerland with 1.5 million members and 1900 employees. He completed his studies at the University of St. Gallen with a doctorate. During and after his studies he worked as a freelance journalist. He then went on to pursue a career in international insurance with senior executive positions in Spain, Portugal, Canada, the USA, Germany and Switzerland. Jürg Wittwer regularly lectures on the

	subject of intercultural communication, among others at the Virginia Commonwealth University (Richmond USA) and the Executive School of the University of St. Gallen. Jürg Wittwer grew up in the Bernese Oberland and in Burkina Faso (West Africa), and now lives in Geneva.