



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 1'500 for students from Kalaidos and partner institutions, CHF 2'450 for external participants. 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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