

February 2009

Dear MBA and MBus Students

Expressions of interest sought to study a one-week module in Switzerland

Proposed date August 9-16 2009

We are delighted to offer our Master of Business Administration and Master of Business students an opportunity to learn about doing business in Europe as part of your degree.

As part of the subject MBA551 Doing Business in Europe, students are required to attend a one week module hosted by the University of Applied Sciences, Bern, Switzerland. Students will be introduced to the cultural diversity of Europe, the macroeconomic environment, and business requirements. Students will participate in site visits to leading organisations in Europe. Successful completion of the module will provide students with one elective subject as credit towards their Master degree.

Eligibility:

Current students enrolled in the MBA or MBus programs are eligible to apply. Please note that those who have previously completed the European module as well as those who have completed their elective component of their studies are not eligible.

Fees:

The estimated fee to attend the module is CHF2540, this includes accommodation, breakfast, two dinners, lunches, visits to places of special interest. The fee does not include flights, these are to be organised by each student (approximately AUD3400).

The cost of the module is built around a minimum number of students. We are currently seeking interest from at least 25 CSU students for the module to go ahead. Places will be allocated on a first come basis. To register your interest, please complete the expression of interest form available at <http://www.csu.edu.au/mba/swiss-module-registration.htm>

Assessment:

There are three assessment items.

- Assessment 1 – Presentation (group work-CSU students only)
Prior to departure, students will be grouped and assigned a topic to prepare for their presentation while in Switzerland.
- Assessment 2 – Presentation (group work-in conjunction with UASB students)
Students are grouped to present information and findings on companies that they will be visiting during the trip.
- Assessment 3 – Report (individual work)
Students are required to submit a report on two specified topics



'It was a truly memorable experience...exceeded our expectations...these site visits and contacts we made are unforgettable. The interaction with others in Switzerland and other students – fabulous. The outings were exceptional. The quality of the CSU MBA program is remarkable and with courses being offered such as this, the quality and reputation is enhanced.'

Keri Murray MBA

Closing Dates

Expressions of interest will close 30 March 2009. If the minimum number of registrations has been received, we will proceed with the formal application process. Students will be asked in April to pay a deposit to reserve their place in the module. If all students proceed with their registration, the module will be confirmed and the remaining fee will be due in June 2009.

Please direct any questions you may have to:
 Lisa Howard
 Coordinator, Postgraduate Programs
lhoward@csu.edu.au
 02 6933 2535

*Also available 'Doing Business in China', details to follow at a later date.



CSU Students at Schilthorn

'The networking and exposure to European business and business people is second to none. I have found this course extremely comprehensive and it has cemented my learnings from many other subjects into a European experience.'

Susan McGinn OAM MBA



Switzerland ~ 2005

'A program that encompassed academic and "hands on" learning with the opportunity to meet European business people and to visit numerous world renowned businesses...the program overall exceeded my high expectations. Don't let the opportunity pass you by.'

Wes Maxwell MBA

'Must do course! It was excellent. Experience of a lifetime.'

Sanjeshni Singh MBA

'The entire program had an excellent mix of theory and real-life business experiences; Sign up – Sign up!'

Reece Kershaw MBA

Draft Program

Day	Activity/Topic
Monday	Introduction and welcome Cultural diversity and business in Europe EU Institutions and Switzerland history and future outlook Welcome dinner
Tuesday	Setting up a company and business rules in Europe
Wednesday	Macro-economics in Europe and competitiveness Challenge EU expansion in East Europe macro-economic environment Beer Brewery tour
Thursday	Site visit 1—to be advised Site visit 2—to be advised
Friday	Site visit 3—to be advised Issues in global marketing and high tech marketing
Saturday	Tour Farewell dinner

Diary entry of previous module can be viewed at www.csu.edu.au/mba/overseas-study.htm