

Programme 2020

BSwiss - Swiss International Business Summer School: Sunday, August 2 (Welcome) to Friday, August 14 2020

1st week	Sunday August 2	Monday August 3	Tuesday August 4	Wednesday August 5	Thursday August 6	Friday August 7	Saturday August 8
08-09	Individual arrival and check-in						Free Saturday (no classes) Individual plans
09-10		Enrolment session	Countries' comparative advantages and their companies' competitiveness Erich Bürkler	US election <i>Guest lecture:</i> Stan Kamzol	<u>IPR institute</u> SECO Swiss Economic Policy Competitiveness <i>Timothy Nussbaumer</i>	Switzerland's Macroeconomic Policy and Competitiveness Erich Bürkler	
10-11		Intercultural workshop <i>Guest lecture:</i> Ariane Curdy	Lunch break	Lunch	Lunch at Ruag cantine (offered)	Lunch break	
11-12							
12-13		Welcome lunch (offered)	Switzerland's economic performance and competitiveness according to the WEF report and its underlying methodology Erich Bürkler	US election <i>Guest lecture:</i> Stan Kamzol	Tour Berne	International Competitiveness Erich Bürkler	
13-14		Introduction Erich Bürkler			<u>IPR Institute</u> Dr. Kamran Housang Pour		
14-15							
15-16							
16-17		Markthalle (pending)			Guided tour Basel		
17-18							
18-19							
	International Welcome Dinner						

2nd week	Sunday August 9	Monday August 10	Tuesday August 11	Wednesday August 12	Thursday August 13	Friday August 14	Saturday August 15
08-09	Guided tour: Discover Switzerland (included) (depending on weather -> postpone to Tuesday)						Individual departure and check-out
09-10		International Competitiveness Erich Bürkler	Product Innovation <i>Beat Birkenmeier</i>	Business Model Innovation <i>Beat Birkenmeier</i>	Migration and Competitiveness <i>Dragan Ilić</i>	Migration and Competitiveness <i>Dragan Ilić</i>	
10-11			Lunch break	Lunch break	Lunch break	Lunch break	
11-12							
12-13		Excursion to Läcklerli House (pending)	Product Innovation <i>Beat Birkenmeier</i>	Excursion to Novartis Campus	Migration and Competitiveness <i>Dragan Ilić</i>	Lunch break	
13-14							
14-15						Final Essay in two computer rooms	
15-16							
16-17							
17-18						Farewell dinner (offered)	
18-19							