

Ergänzende Veranstaltung der School of Engineering

Titel: Engineering Practice within Chinese and Swiss Culture (MSE China Module)

Kürzel: EPCSC

Umfang in Credits	6 ECTS
Veranstalter	INE Institut für Nachhaltige Entwicklung
Leistungsnachweis	Gruppenarbeit Modularbeit Schriftliche Modulschlussprüfung
Startdatum	"Swiss Week": 13.07.2016 - 15.07.2016 (Woche 28) "Chinese Weeks": 24.07.2016 - 10.08.2016 (Wochen 30-32).
Art der Durchführung	Blockseminar
Unterrichtssprache	Englisch
Kurzbeschreibung (max. 300 Zeichen)	In the module MSE students get direct and in-situ view of the Chinese market for Swiss companies with regard to procurement, manufacturing, sales and collaboration in the fields of technology and supply chain management. Students gather insight views about the opportunities and risks to enter the Chinese market and learn strategies to successfully deal with these framework conditions. The module also helps students to bridge the cultural differences between the two countries by facilitating mutual understanding and cooperation.
Modulinhalte und Lernziele	In line with engineering and logistics practice, manufacturing and servicing of technical products, the fields of planning and transportation are also in the focus. Field trips to Swiss and Chinese companies cooperating in common R&D and manufacturing technologies as well as supply chains provide the participating students an excellent insight into good and best practices in these fields. Lectures with strong focus both on engineering and logistics/SCM create the methodological and theoretical foundations for a sound knowledge transfer, embedded in practical training and observation.
Zulassungsvoraussetzungen	Interesse an Technologietransfer, Produktion und Logistik sowie an interkultureller Entwicklung, Englische Sprachkenntnisse

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Literatur	Empfohlene Literatur:  <i>"Country Driving: A Journey Through China from Farm to Factory"</i> by Peter Hessler  <i>"Factory Girls: From Village to City in a Changing China"</i> by Leslie T. Chang
Besondere Regelungen	Teilweise Selbstfinanzierung durch Teilnehmende
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