

# GoSwiss!

## General Orientation on Swiss Business Relations and Policies

Certificate of Advanced Studies  
2<sup>nd</sup> Edition: May 2019 - February 2020



**unine**  
UNIVERSITÉ DE  
NEUCHÂTEL

# The Programme

---

## Aim

As the business world becomes more multicultural, competitive and complex, executives need to find new ways to interact optimally with their business partners. Managing diverse teams requires understanding the key determinants of the business relations shaped by language, culture, history, tradition and diverse business practices. Consequently, the importance of intercultural understanding and effective business communication increases. With its unique combination of ethnic diversity, political stability and economic openness, Switzerland provides the ideal context to develop such competences.

The programme is designed for present or future managers of multinational teams, and policy makers who are required to communicate in complex business situations and negotiations, especially when dealing with participants from different backgrounds, cultures and nationalities. The programme is addressed to any professional who would like to enhance the effectiveness of their communication skills and their understanding of the Swiss business environment.

## Content

The GoSwiss! programme offers an original combination of cultural and communication skills transmitted by seasoned specialists and delivered over a flexible timeframe. The basic building blocks are four three-day teaching units that can be attended either separately or jointly. The first two units (module 1) develop fundamental communication skills and techniques, as well as introduce key negotiation tactics and approaches, and address the issues that may arise due to intercultural differences. The last two units (module 2) expose the specificities of Swiss institutions and culture in two crucial domains i.e. banking and industry on the one hand, and energy and environment on the other hand.

Each module also includes business-oriented language courses in English (or in French as an option), a visit to a local factory, and a gala dinner. An optional tour to one of the landmarks in Switzerland is organised at the end of each one-week module.



## Schedule

The modules and units can be freely combined according to the following options:

### **Module 1**

#### **Effective Business Communication**

May 20-24, 2019

or August 19-23, 2019

#### **Unit 1a**

##### **Intercultural Communication**

May 27-29, 2019

August 26-28, 2019

November 25-27, 2019

#### **Unit 2a**

##### **Banking & Industry**

June 3-5, 2019

September 2-4, 2019

February 24-26, 2020

### **Module 2**

#### **Sustainable Business Development**

May 27-31, 2019

or August 26-30, 2019

#### **Unit 1b**

##### **International Negotiation**

May 30-June 1, 2019

August 29-31, 2019

November 28-30, 2019

#### **Unit 2b**

##### **Energy & Environment**

June 6-8, 2019

September 5-7, 2019

February 27-29, 2020

The combination of module 1 (or units 1a + 1b) and module 2 (or units 2a + 2b) generates a Certificate of Advanced Studies (CAS) equivalent to 12 credits issued by the University of Neuchâtel.

For a more detailed schedule of the programme see the last page of this brochure.



# Highlights

---

## Teaching approach

The programme comprises a combination of business modules mixed with English and other business-relevant classes. The exposure to up-to-date developments in various fields is combined with discovery of the uniqueness of the Swiss culture and the values of its citizens that shape the business practice of this economically successful and stable country. The programme follows a highly interactive and participatory approach designed to combine learning with fun.

## Language

The programme is taught in English. A B1 level is required for units 1a and 1b (module 1), a B2 level is required for units 2a and 2b (module 2). Conditional on demand, and for a small additional fee, interested participants may replace their business English classes by an introduction to written and spoken business-oriented French.

## Number of participants

Participation to each unit or module is limited to 20 participants. The organization of each unit and each module is conditional on the number of participants being reached. The University of Neuchâtel reserves the right to cancel the unit or the module if the number of participants is less than 10. Full reimbursement within two weeks is guaranteed in case of cancellation of the unit/module (see below).

## Learning outcomes

Participants following the full programme will:

- Expand their knowledge about Swiss culture, values and policies.
- Develop intercultural sensitivity and a global mindset.
- Identify potential business opportunities in new markets.
- Familiarize themselves with recent developments in international business studies.
- Increase awareness of today's and tomorrow's business challenges.
- Enlarge their network by interacting with professionals from a wide variety of backgrounds and business sectors.
- Exchange information, compare and contrast experiences, as well as challenge current viewpoints with other participants of the programme.
- Gain a unique and unforgettable learning experience.

## Location

All classes take place within the confines of the lake campus of the University of Neuchâtel, which scores among the top 20 small universities at the worldwide level according to Times Higher Education (THE) rankings ([www.timeshighereducation.com/student/best-universities/worlds-best-small-universities](http://www.timeshighereducation.com/student/best-universities/worlds-best-small-universities)). Participants will enjoy a stay in one of the charming hotels set on the banks of the Lake of Neuchâtel and overlooking the Alps, ideally situated within walking distance to the University and the city's main attractions.

## Certificate

Each three-day unit leads to a certificate worth 3 ECTS credits (European Credit Transfer System, [www.swissuniversities.ch/en/topics/teaching/bologna-reformacts/](http://www.swissuniversities.ch/en/topics/teaching/bologna-reformacts/)). A one-week module leads to 6 credits. Each participant completing the full programme will receive a Certificate of Advanced Studies (CAS, 12 credits) issued by the University of Neuchâtel.

## Programme Policies

---

### Admission conditions

Participants should hold an academic degree or equivalent and have advanced English language skills confirmed by a diploma (B1 for units 1a or 1b or module 1, B2 for units 2a or 2b or module 2).

### Registration

Applicants should fill in the registration form available on the [website](#) and send it by email with all required documents to [Katarzyna.jagodzinska@unine.ch](mailto:Katarzyna.jagodzinska@unine.ch). Receipt of the application is acknowledged. A review of the application and candidate profile is then performed. Final registration can only be confirmed if the programme is run and once complete payment has been received.

Applications are considered on a "first come, first served" basis. Each unit/module is limited to 20 participants. If the minimum number of participants (10) is not reached 6 weeks before the first class, the unit/module is cancelled, with complete refund to every applicant of the fee paid.

Applications have to be sent more than 6 weeks before the first class. Applications submitted more than 8 weeks before the first class take advantage of an early bird fee, which has to be paid by bank transfer 6 weeks before the first class. If the payment occurs later, or if the application is submitted less than 8 weeks before the first class, the normal fee is due.

## Fees, options and cancellation policy

All included fee. Participants cover visa costs, air and transport tickets related to their timely arrival to Neuchâtel. The programme fee covers all other necessary expenses, which are part of the studies. This includes lectures, workshops and study materials, meals, public transport, local visits, gala dinner and accommodation in a four-star hotel by the lake. Drinks and extra expenses are not covered.

Fee for a separate unit (1a or 1b or 2a or 2b): **CHF 2'750.-** (Early Bird fee 2'300.-)

Fee for a single module (1 or 2): **CHF 4'250.-** (Early Bird fee 3'400.-)

Fee for the full CAS Programme: **CHF 7'500.-** (Early Bird fee 6'400.-)

**Options.** French classes instead of Business-English (depending on participation): **CHF 500.-** for a 3-day unit or **CHF 800.-** for a 5-day module. Optional tour during the following weekend (modules 1 or 2 only): **CHF 600.-**

**Cancellation policy.** If the programme is cancelled due to an insufficient number of participants 6 weeks before the first class, the applicants receive complete refund of the fee and wire transfer charges within two weeks. If a registered participant withdraws from the programme, the refund is 100% if the withdrawal is announced 6 weeks, 75% if announced 5 weeks, 50% if announced 4 weeks, and 25% if announced 3 weeks before the first class. There is no refund for later withdrawals.

## Programme direction

### Academic Director

Professor Jean-Marie Grether  
Vice-Rector of Finance and Accreditation  
University of Neuchatel  
Jean-Marie.Grether@unine.ch  
+41 32 718 10 13

### Programme Director

Professor Katarzyna Jagodzinska  
Enterprise Institute  
University of Neuchatel  
Katarzyna.jagodzinska@unine.ch  
+41 32 718 15 67

For more information, please contact by e-mail [katarzyna.jagodzinska@unine.ch](mailto:katarzyna.jagodzinska@unine.ch).



## Following the GoSwiss! programme choosing ONE-WEEK MODULES...

### Module 1: Effective Business Communication

	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
8-10	Welcome BEN	BEN	BEN	BEN	BEN	Tour (optional)
10-12	BEN	BEN	BEN	BEN	BEN-EX	
14-16	ICM	ICM	ING	ING	ING	
16-18	ICM	ICM	ING	ING	ICM&ING- EX	
18+			Visit		Dinner	

Dates: May 20-24 / August 19-23, 2019

### Module 2: Sustainable Business Development

	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
8-10	Welcome BEN	BEN	BEN	BEN	BEN	Tour (optional)
10-12	BEN	BEN	BEN	BEN	BEN-EX	
14-16	B&I	B&I	E&C	E&C	E&C	
16-18	B&I	B&I	E&C	E&C	B&I+E&C -EX	
18+			Visit		Dinner	

Dates: May 27-31 / August 26-30, 2019

## ...or THREE-DAYS UNITS

### Unit 1a: Intercultural Communication

	Monday	Tuesday	Wednesday
8-10	Welcome BEN	BEN	BEN
10-12	BEN	BEN	BEN-EX
14-16	ICM	ICM	ICM
16-18	ICM	ICM	ICM-EX
18+	Visit		Dinner

Dates: May 27-29 / August 26-28  
November 25-27, 2019

### Unit 1b: International Negotiation

	Thursday	Friday	Saturday
8-10	Welcome BEN	BEN	BEN
10-12	BEN	BEN	BEN-EX
14-16	ING	ING	ING
16-18	ING	ING	ING-EX
18+	Visit		Dinner

Dates: May 30-June 1 / August 29-31  
November 28-30, 2019

### Unit 2a: Banking & Industry

	Monday	Tuesday	Wednesday
8-10	Welcome BEN	BEN	BEN
10-12	BEN	BEN	BEN-EX
14-16	B&I	B&I	B&I
16-18	B&I	B&I	B&I -EX
18+	Visit		Dinner

Dates: June 3-5 / September 2-4, 2019  
February 24-26, 2020

### Unit 2b: Energy & Environment

	Thursday	Friday	Saturday
8-10	Welcome BEN	BEN	BEN
10-12	BEN	BEN	BEN-EX
14-16	E&C	E&C	E&C
16-18	E&C	E&C	E&C-EX
18+	Visit		Dinner

Dates: June 6-8 / September 5-7, 2019  
February 27-29, 2020

BEN: Business English    ICM: Intercultural Communication    ING: International Negotiation  
B&I: Banking and Industry    E&E: Energy and Environment    EX: Exams





Photos: Tourisme Neuchâtelois

# unine

UNIVERSITÉ DE  
NEUCHÂTEL

Avenue du 1<sup>er</sup>-Mars 26  
CH-2000 Neuchâtel  
Suisse

[www.unine.ch](http://www.unine.ch)