

# NewM - Abroad@home

A full virtual exchange semester - Fall 2020

## General Information

Abroad@Home offers an innovative approach of a completely virtual semester abroad in which interested students can participate from home. In addition to 6 Modules which are cumulating to 30 ECTS, social activities are also offered. Everything virtual of course!

With this programme we do not only react to the current Corona situation but also want to meet the general change of the world and offer an inclusive semester abroad for everyone.

The programme is completely in English and a variety of online tools will be used to enable students to learn, collaborate and experience in the context of an international exchange. Therefore the core learning outcomes of all the Modules are:

- Overcoming intercultural barriers and fostering potentials
- Online teamwork skills

## Information for Students of FHWS

Students can participate in any number of modules and receive a transcript of records. If you participate in all courses you will earn an additional certificate for a complete virtual semester abroad. All courses can be transferred to the 3rd and 4th semester of the International Management programme. Therefore they will not lose a semester.

Available places: 10 students per university  
Costs: No additional costs

**MODULE 1: Speaking Europe** (provided by Seinäjoki University of Applied Sciences, Finland & Debrecen University, Hungary)  
Online International Communication Skills in English. This module serves as a prep module for the rest since the skills gained here are needed throughout. Task-based project work during semester in student teams

Timeframe: mid-September- end of October

Topics covered:

- Online negotiation skills
- Professional writing online (different online platforms)
- Relevant Intercultural Communication skills, e.g. Online Meetings and Online Negotiations

## MODULE 2: Nailing it – design, develop and communicate your idea!

(provided by: Würzburg-Schweinfurt University of Applied Sciences, Germany & Seinäjoki University of Applied Sciences, Finland)

The students will work in international teams and as a result introduce a new product online.

Timeframe: mid-October – end of November

Topics covered:

- developing your idea into a product
- teamwork skills
- preparation of an online presentation for an international webinar
- feedback skills

## MODULE 3: International Marketing

(provided by: University of Applied Sciences Würzburg-Schweinfurt)  
Students face the fundamentals of Marketing and experience basic models of cross-border marketing by solving tasks in a simulated scenario

Timeframe: mid-October - end of January

Topics covered:

- Advertising fundamentals and marketing strategies
- Preparation of international marketing plans
- Collaborative working on marketing challenges in a cross cultural context

## MODULE 4: Management Gaming in virtual cooperation

(provided by: Fontys University of Applied Sciences, the Netherlands)  
Students face the basics of management with all instruments that are needed to analyse and solve integrated marketing and supply chain plans.

Timeframe: October 1st- end of January.

Topics covered:

- Establishing well-founded marketing plans (promotion and pricing).
- Defining operations management plans (sourcing and channels).
- Evaluating financial performance of the organisation (report to shareholders).

## MODULE 5: Marketing Research

(provided by: Lucian Blaga University of Sibiu, Romania & Fontys UAS, the Netherlands)

You will work in an international team to develop a marketing research project

Timeframe: October 1st- end of January

Topics covered:

- Marketing research based on secondary and primary data
- Questionnaire Design and Construction
- Using marketing research data to guide business strategies

## MODULE 6: Strategic Management

(provided by: University of Zielona Góra, Poland)  
The main objective of the course is to provide knowledge on the methods and tools of strategic analysis and the importance of formulation and implementation of the development strategy in a company.

Timeframe: October 1st - the end of January

Topics covered:

- The analysis of a closer and further environment: Benchmarking, Balance Scorecard, PEST
- Analysis of the company's potentials (product life cycle, SWOT analysis, strategic balance)
- Development strategy for a new product

For application and more specific information please refer to the programmes homepage:

<https://fwiwi.fhws.de/newm/abroadhome/>

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