



University of
Zurich^{UZH}

UZH International Summer Schools 2020 (Online Format)

How Switzerland got rich –
What defines a country's success?

Institute of Sociology

5 – 24 July 2020





Preface

This online summer school looks at the **development of Switzerland into one of the richest and most globalized countries** in the world. Find out how Switzerland became an international finance center, how some Swiss companies evolved into big transnational corporations and how they manage to export Swiss-made goods under the condition of a strong currency, the Swiss Franc.

During these three weeks, you will learn about the **country's roots and study its worldwide successful industries** like watchmaking, pharmaceuticals, and food processing, through talking to leading experts.

We will further **compare Switzerland to other countries** and will explore their similarities and differences. By doing so, we will examine which **historical, sociological, and political factors** have to be taken into account when explaining a country's success. Last but not least, this will also help us to understand **why countries react differently to crises** such as the one we are all currently witnessing with COVID-19.



Main Learnings



Understand Switzerland's preconditions and historic experiences in economic development.



Identify Switzerland's singularities and commonalities with other countries.



Discuss strengths and weaknesses of the "Swiss model" and how its elements fit together



Draw conclusions for ongoing debates on the relevant factors for successful economics and crisis management of countries



Content: Switzerland's Humble Beginnings

- The world of farmess, craftsmen and guilds, haulers and mercenaries (15th – 18th century)
- The associational way of state building – how a confederation stood its ground in a world of powerful monarchies





Content: Switzerland as an Early Globalizer – Global Trading in a World of Colonies

- How Switzerland got involved with the emerging world economy
- How Swiss companies secured their interests in a world of colonial empires
- The Swiss silk industry
- Swiss companies in Africa





Content: Switzerland as an Early Industrializer

- The use of hydropower
- Thriving textile industry
- The mechanization of production, the Swiss development of machines and the export of heavy machinery





Content: The Swiss Labor Movement – From Class Struggle to Social Partnership & Welfare State

- Intensified class struggle due to industrialization – strikes, luddites and the formation of the Swiss labor movement
- The emergence of industrial peace, «social partnership» and a rudimentary welfare state
- Swiss pattern of standard living as a «combination of modest expectations concerning the minimum acceptable standard of living and a high level of actual standard of living» (Suter 2005)





Content: Three sectors for which Switzerland is famous

- More than chocolate: Switzerland's food industry
- Clockwork Switzerland: The story of the watch industry
- How Switzerland became one of the most important financial centers in the world





Course Director and Guest Speakers



Professor Patrick Ziltener

Patrick Ziltener has been Associate Professor in Sociology at UZH since 2008. His teaching and research focuses on economic, political and development sociology as well as on globalization/transnationalization and the sociology of world society.

Professor Ziltener also worked for the Swiss State Secretariat for Economic Affairs (SECO) and spent several years in East and Southeast Asia as a research fellow.

Additionally, the online summer school will feature **guest lectures by experts** from different fields and backgrounds.



Teaching and Learning Methods

- **Podcasts and Livestreams:** Watch sessions on our online platform* and interact with lecturers during live sessions or watch them again if they have been recorded
- **Q&A and mentoring sessions:** Ask your questions and get answers from your Course Director, Professor Patrick Ziltener
- **Group work:** Interact with other students and work together on your projects
- **Individual presentations:** Improve your presentation skills, discuss your project and get immediate feedback from classmates and your Course Director
- **Comparative analysis and discussion of recent topics:** Benefit from a diverse classroom and discuss about commonalities of different countries.

*All course content will provided via Microsoft Teams. Enrolled students will get an invitation to join the platform before the summer school starts. Some interactive sessions might be provided over Zoom.



Assessment

In order to get 6 ECTS for this online summer school, you have to:

- Watch all podcasts / livestreams in accordance with the schedule
- Participate actively in the interactive sessions
- Work in groups on different topics
- Give project presentations and hand in your paper in time

→ You will receive your Transcript of Records (stating your grade with „pass“ or „fail“) and a Certificate of Attendance by the end of July 2020.



Tentative Schedule Week 1 (5 – 10 July 2020)

	Morning	Afternoon
Sun, 5 July		Welcome to the UZH International Online Summer Schools / Social Program open to all summer programs (International Relations Office)
Mon, 6 July	Welcome and Introduction to the Course: - Course Concept - Topics and Research Questions	Individual research time to work on your paper and presentation Mentoring session with Course Director
Tue, 7 July	Humble Beginnings 1: Farmers, Craftsmen, Haulers and Mercenaries	Individual research time to work on your paper and presentation Mentoring session with Course Director
Wed, 8 July	Individual research time to work on your paper and presentation Mentoring session with Course Director	Humble Beginnings 2: Statebuilding by association
Thu, 9 July	Switzerland as an Early Globalizer 1: Cotton and Silk	Individual research time to work on your paper and presentation Mentoring session with Course Director
Fri, 10 July	Switzerland as an Early Globalizer 2: Virtual tour through Zurich «Seefeld»	Individual research time to work on your paper and presentation Mentoring session with Course Director

Interactive sessions will be offered in the mornings and afternoons respectively (CEST resp. GMT+2) in order to accommodate different time zones. We will create a detailed schedule with exact times as soon as we know where students are coming from and which time zones we need to take into account. Students will join groups that allow working together despite time shifts.



Tentative Schedule Week 2 (12 – 17 July 2020)

	Morning	Afternoon
Sun, 12 July		Social Program for all summer programs (optional)
Mon, 13 July	Recap research questions; Overview of this week's program Student presentations	Individual research time to work on your paper and presentation Mentoring session with Course Director
Tue, 14 July	Individual research time to work on your paper and presentation Mentoring session with Course Director	Switzerland as an Early Industrializer 1 Student presentations
Wed, 15 July	Switzerland as an Early Industrializer 2: Hydropower, Electrification and a virtual tour of the Rhine Falls Student presentations	Individual research time to work on your paper and presentation Mentoring session with Course Director
Thu, 16 July	More than chocolate: Swiss food industry More than LSD: Swiss pharma industry Student presentations	Individual research time to work on your paper and presentation Mentoring session with Course Director
Fri, 17 July	Individual research time to work on your paper and presentation Mentoring session with Course Director	«Labour Day»: Working conditions, labour movement, strikes and the way to industrial peace Student Presentations

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Tentative Schedule Week 3 (19 – 24 July 2020)

Half day		Half day
Sun, 19 July		Social Program for all summer programs (optional)
Mon, 20 July	Recap research questions; Overview of this week's program Export vs. Domestic economic growth Student presentations	Individual research time to work on your paper and presentation Mentoring session with Course Director
Tue, 21 July	Switzerland's Financial Sector and a virtual tour of Zurich's Paradeplatz (location of the headquarters of both UBS and Credit Suisse)	Individual research time to work on your paper and presentation Mentoring session with Course Director
Wed, 22 July	Individual research time to work on your paper and presentation Mentoring session with Course Director	Clockwork Switzerland: Watch industry and a virtual tour of the international watch museum and the Jurassic Arc Student presentation
Thu, 23 July	Selling Snow & Air: Alpine Tourism	Individual research time to work on your paper and presentation Mentoring session with Course Director
Fri, 24 July	Concluding Discussion: The Sources of Wealth – What can we learn?	Final Wrap-up session & Graduation Ceremony for all summer programs

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Contact

In case of any questions regarding the UZH International Summer Schools please contact **Ms. Carmen Richard** and **Ms. Katja Hager**:

UZH International Relations Office

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