

COURSE DESCRIPTIONS

Individual course descriptions can be found on the following pages categorised by language of instructions. If the course description you are looking for is not found in this document, please contact us by email to request for it



ENGLISH

FALL SEMESTER





COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Main options, S-C
Course description:	Digital Leadership
Instructor:	Alfred Münger / Maurizio Caon / Eric Mc Laren / according to the themes third party teachers may be included
Number of lessons:	60
Number of students:	Max. 30
Prerequisites:	-
Main language of instruction:	<input checked="" type="checkbox"/> English <input type="checkbox"/> Other Description:
Teaching aims / General learning aims:	<ul style="list-style-type: none">• obtain greater knowledge of the leadership of companies, teams and employees in the context of Digitalization• learn to apply different styles of leadership in different leadership situations
Content and form of instruction:	<ul style="list-style-type: none">• Interactive lesson led by the instructor.• Ev. Mandatory online lessons counted as part of workload.• Powerpoint slides for visual support during class.• Provision of optional extra material as multimedia content. • Digital Transformation<ul style="list-style-type: none">○ Digital Economy & Society○ Ecosystems○ Change Management○ Future of Work○ Ethics○ Challenges for the strategic management○ Social Impacts○ Intellectual Property○ Data Privacy○ Leadership in the digital age○ Digital process management



Examination and validation procedures:	Written exam with open/closed questions and/or written report. Language: English
Language credits for a multilingual course of study:	<input checked="" type="checkbox"/> English <input type="checkbox"/> Other Description:
Course dates and times:	Every Friday Morning Fall-Semester



DESCRIPTIF DE COURS

Nom école/site:	HEG Fribourg
Domaine	Economie et Services
Filière	Bachelor en économie d'entreprise (plein temps et en emploi)
Orientation	--
Intitulé du cours	Fundamentals of sustainable business & management I
Intitulé du module	Options principales, S-C
Professeur/e	Laurent Houmard Divers intervenants
Nombre de leçons	60
Nombre d'étudiants	Max. 20
Prérequis	-
Langue principale d'enseignement	<input checked="" type="checkbox"/> Français <input checked="" type="checkbox"/> Anglais
Compétences visées/ Objectifs généraux d'apprentissage	<p>Depuis quelques années maintenant, les défis liés aux enjeux climatiques, écologiques et socio-économiques sont devenus centraux dans les agendas des politiques publiques internationales et nationales. Dans ce contexte, le désir de créer une économie mondiale plus inclusive et durable s'est avéré être l'un des dénominateurs communs dans la conception et le lancement des 17 objectifs de développement durable (ODD) en 2015. L'accent mis sur la création d'opportunités économiques pour relever les défis mondiaux en matière de durabilité implique que les entreprises doivent jouer un rôle important dans la mise en œuvre des 17 ODD. L'objectif des ODD de créer une économie responsable et plus inclusive implique que la réglementation seule ne pourra pas sauver la planète ; il faut investir dans des solutions innovantes qui permettent de relever efficacement les défis environnementaux et sociaux. Cette conception de la durabilité est formulée dans l'Agenda pour le développement durable (Agenda 2030), conçu pour mettre en œuvre les 17 ODD et unir les forces pour réaliser ce plan d'action en faveur des personnes, de la planète et de la prospérité.</p>

	<p>Compétences visées Outre des compétences techniques, la capacité à agir dans le domaine de la durabilité nécessite les compétences suivantes:</p> <ul style="list-style-type: none"> • Elaborer un savoir en durabilité en intégrant de nouvelles perspectives de façon ouverte sur le monde • Acquérir des connaissances interdisciplinaires en disposant d’aptitudes professionnelles nécessaires au management et à la prise de responsabilité • Être en mesure d’identifier et d’évaluer les risques, les dangers et les incertitudes et les opportunités • Pouvoir prendre en compte des objectifs contradictoires lors d’une réflexion sur des stratégies d’action <p>A la fin du cours, les étudiants</p> <ul style="list-style-type: none"> • Connaissent les termes, concepts et modèles relatifs au développement durable comme la durabilité faible et forte • Décrivent et analysent à l’aide d’exemples concrets les différents enjeux de la durabilité dans le domaine de l’économie • Comprennent et dérivent la notion de la responsabilité sociale de l’entreprise (RSE) et expliquent les critères d’évaluation de l’intégration ou non de la durabilité en entreprise (indicateurs – audit) • Sont capables d’appliquer des outils permettant d’évaluer et améliorer la performance globale - sociale, environnementale et économique - de l’entreprise et le long de sa chaîne de valeur
<p>Contenu et formes d’enseignement</p>	<p>1) Enjeux sociétaux et concept du développement durable</p> <ul style="list-style-type: none"> • Fresque du climat : Systémique des enjeux • Problématiques et défis planétaires : changement climatique, ressources naturelles, biodiversité, etc. • Historique du développement durable et les 17 ODDs <p>2) Politiques publiques et enjeux économiques</p> <ul style="list-style-type: none"> • Agenda 2030 et la stratégie de la Confédération Suisse • Approches économique et sociale: théorie du Donut (K. Raworth), les limites à la croissance (D. Meadows) <p>3) Analyse et contexte de l’entreprises</p> <ul style="list-style-type: none"> • Entreprise en tant qu’acteur de la durabilité et intégration du management durable en entreprise • Contextualisation de l’approche RSE dans la société actuelle : besoins, freins et accélérateurs. De la durabilité 1.0 à 3.0. • SDG 8 et les entreprises • Sustainable business model - innovation



	<p>4) Sustainable management : diagnostique performance</p> <ul style="list-style-type: none">• Analyse de la performance environnementale et sociale (KPI)• Analyse ESG et mesure des impacts• Bilan carbone – théorie et exemple pratique Conduire un diagnostic bilan carbone en entreprise• Science based Targets initiative – zero net• Analyse de la chaîne de valeur dans le contexte du développement durable y inclus des questions éthiques (droits humains) <p>5) Evaluation RSE/ESG d'une entreprise</p> <ul style="list-style-type: none">• Initiatives nationales en durabilité (STI) et référentiels/ normes associés à la durabilité (ISO, BCorp, etc.)• Techniques de réalisation d'un audit en entreprise• Connaissance des outils d'évaluation de la performance : Ok pilot, ESG2go, BCorp, Ecovadis, etc. <p>NB : Les contenus peuvent subir des modifications, notamment en fonction de l'évolution de l'actualité et du temps disponible.</p> <p>Forme d'enseignement : Présentation des concepts et théorie Approche interdisciplinaire et par résolution de problème Etude de cas et intervention de praticiens et d'experts</p>
Modalités d'évaluation et de validation	Analyse de la Durabilité d'une entreprise Réalisation d'un travail en groupe: analyse d'une entreprise en termes d'intégration de la durabilité et rédaction d'un dossier et présentation (Evaluation en groupe et aussi individuel du module).
Validation linguistique pour les études plurilingues	<input checked="" type="checkbox"/> Français <input checked="" type="checkbox"/> Anglais
Dates et heures de cours	Tous les vendredis matin de 8h35 à 11h55 du semestre d'automne



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Main options, S-C
Course description:	Circular Economy Business Models
Instructor:	Alfred Münger / Maurizio Caon / according to the themes third party teachers may be included
Number of lessons:	60
Number of students:	Max. 30
Prerequisites:	-
Main language of instruction:	<input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	<ul style="list-style-type: none"> • Understanding the characteristics of the circular economy • Determine the strategic potential for success of the circular economy in accordance with digital tools (big data, blockchain etc.) • Describe its importance in the context of business development by using digitized processes • Explain and apply the basic ideas of the circular economy • Recognize the potential applications of the circular economy of products and services such as sharing or gig economy <ul style="list-style-type: none"> ○ Introduction to the circular economy ○ UN Sustainable Goals ○ Models of the circular economy⁷ <ul style="list-style-type: none"> ▪ The linear economic model, circular economy ▪ Cradle to Cradle®, Circular Design, Design Circular ○ The 7 Rs of the Circular Economy ○ Sustainability as a business model ○ Policy and circular economy
Content and form of instruction:	<ul style="list-style-type: none"> • Interactive lesson led by the instructor. • Ev. Mandatory online lessons counted as part of workload. • Powerpoint slides for visual support during class. • Provision of optional extra material as multimedia content.
Examination and validation procedures:	Written exam with open/closed questions and/or written report. Language: English



Language credits for a multilingual course of study:	<input checked="" type="checkbox"/> English <input type="checkbox"/> Other Description:
Course dates and times:	Every Friday Afternoon Fall-Semester



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Secondary options, S-C
Course description:	Systems Thinking, Loop Approach and Complexity-Management
Instructor:	Leo Bürki
Number of lessons:	30
Number of students:	Max. 20
Prerequisites:	Preferred: project management
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other Description:
Teaching aims / General learning aims:	Students learn to distinguish between complicated and complex systems and gain ability to be a leader in complex situations or projects. We discuss strategies and pattern of complexity, learn methods to describe and steer complex systems. Inputs out of latest research and publications, learn to use online-tools, simulation, cross-impact-analyze - develop systems thinking to be successful in complex challenges: become an agile Leader.
Content and form of instruction:	General principles Theory and tools to understand complex systems Systemics and systems thinking – viable systems theory Tools Definition of success in complex systems – define holistic goals Stakeholder management and participation Agile and complexity management Sensitivity analyze – complexity tools Intuition and decision making – being successful in VUCA-world Strategies and solution building Systems thinking and agile behavior Fragile, robust, resilient and antifragile Learnings and experiences Team work, online tools, double impact analyze, simulation, etc.



Examination and validation procedures:	<ul style="list-style-type: none">• Individual “sprint-review” (presentations)• Results of “complex project” (team-work)
Language credits for a multilingual course of study:	<p><input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other</p> <p>Description: Possibility to answer in the mother tongue</p>
Course dates and times:	<p>Saturday 23th November 2024 (8.35 – 11.55 and 13.00 – 16.20) Saturday 30th November 2024 (8.35 – 11.55 and 13.00 – 16.20) Saturday 07th December 2024 (8.35 – 11.55 and 13.00 – 16.20) Saturday 14th December 2024 (8.35 – 11.55 and 13.00 – 16.20)</p>



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree program:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Main options, S-C
Course description:	Applied Corporate Finance
Instructor:	Nils Tuchs Schmid
Number of lessons:	60
Number of students:	unlimited
Prerequisites:	-
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	Students will <ul style="list-style-type: none">• be familiar with the basic concepts of corporate finance including the company's financing options• be able to analyze and to select investment projects• be able to estimate the cost of capital of a company• understand the principle of real options embedded into many investment projects and understand how the latter can affect the investment decision making process• understand the motivations for mergers, acquisitions or takeovers; analyze and understand the working of the market for corporate control
Content and form of instruction:	Basic concepts Time value of money; Financial markets and financial assets, Capital structure; Corporate governance and agency costs (bond holders vs. equity holders) Capital Budgeting Cost of capital estimation; Selection criteria, Cash flow calculation and financial projections; Budgeting, investment and financing decisions Real Options Introduction to derivatives; Option valuation; Real Options and investment decisions



	Merger, Acquisition and Takeover Tender offers and shareholders' role; the free-rider problem; Introduction to the markets for corporate control. The motives for mergers, acquisitions and takeovers; Takeover bids, means of payment and strategy
Examination and validation procedures:	Group presentation (case study) and an individual test (open book)
Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Course dates and times:	Every Thursday during the Autumn semester from 13:00 to 16:20



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Secondary option, S-C
Course description:	Applied Innovation and Market Experimentation
Instructor:	Marco De Rosa
Number of lessons:	30
Number of students:	Open
Prerequisites:	-
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	<p>Learning Objective: Participants will learn the common Applied Design Thinking approaches. Using the acquired methods and real challenges, students will develop a prototype. The focus will be on customer benefits, customer proximity, cost efficiency, speed, and presentation techniques.</p> <p>Students will learn:</p> <ul style="list-style-type: none">• What is applied design thinking and how do I apply it?• Design Thinking/Doing Process & Rapid Market Experimentation.• Facilitation.• What is an MVP, PoC, prototype?• A shared innovation language.• Presentation techniques.
Content and form of instruction:	<p>A practice-oriented course with real-world economic and societal examples. Over the course of 6 days, participants will work on challenges/ideas of their choice, learning various innovation methods to guide them from problem identification, exploration, and validation to a genuine solution approach. The course provides all participants with the opportunity to focus on innovating, challenging, advancing, and implementing their ideas collaboratively. Utilizing the Design Thinking method, participants will craft initial solution approaches, placing a central emphasis on customer benefits and prompt implementation.</p>



Examination and validation procedures:	Exam type: Presentation of group work. Language of instruction and examination: English.
Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Course dates and times:	Wednesday, 18.09.2024 from 17.15 to 21.00 Wednesday, 25.09.2024 from 17.15 to 21.00 Wednesday, 02.10.2024 from 17.15 to 21.00 Wednesday, 09.10.2024 from 17.15 to 21.00 Saturday, 12.10.2024 from 8.35 to 11.55 and 13.00 to 16.20 Wednesday, 16.10.2024 from 17.15 to 21.00



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Main options, S-C
Course description:	Fintech & Blockchain
Instructor:	Maurizio Caon/Nils Tuchschnid
Number of lessons:	60
Number of students:	Max. 30
Prerequisites:	-
Main language of instruction:	<input checked="" type="checkbox"/> English
Teaching aims / General learning aims:	<p>Fintech</p> <ul style="list-style-type: none"> - Finance and digitalization : an introduction <ul style="list-style-type: none"> - The (news) Economics of Information - Mobile technology, BI, Big data and cloud computing, ... - Digitalization, finance and the job market - The example of robo advisors - Sharing economy and financing <ul style="list-style-type: none"> - Sharing or gift economy - Platform, peer-to-peer exchange and crowd-based capitalism - The traditional financing options : pros and cons - Crowdfunding and crowdfunding platforms : the new competitors ? - Fintech <ul style="list-style-type: none"> - Fintech : a brief introduction - The example of Robo Advisors - The value chain of finance advice - Financial markets and portfolio construction : a brief introduction - Robo advisors : a real threat ? - Blockchain and cryptocurrencies <ul style="list-style-type: none"> • The role of money • Currencies and cryptocurrencies • Investing in cryptocurrencies : the example of bitcoin



	<p>Blockchain</p> <ul style="list-style-type: none">– Introduction to the basic principles of the technical structure of the Blockchain technology and develop the competences to reason on its functioning leveraging the advantages while being aware of its limits.– Providing understanding of how legal framework works for business based on Blockchain with particular reference to the Swiss and US systems.– Building the competences for creating new business models that are opportune for business based on Blockchain.– Providing the understanding of pros and cons of cryptocurrencies and the associated risks.– Building competences for the creation of a business leveraging the Blockchain characteristics.
Content and form of instruction:	<ul style="list-style-type: none">• Interactive lesson led by the instructor.• Ev. Mandatory online lessons counted as part of workload.• Powerpoint slides for visual support during class.• Provision of optional extra material as multimedia content.
Examination and validation procedures:	3 mandatory assignments + 2 written exams with open/closed questions. Language: English but with possibility to answer in mother tongue.
Language credits for a multilingual course of study:	<input checked="" type="checkbox"/> English
Course dates and times:	Every Friday Afternoon Fall-Semester



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Secondary option, S-C
Course description:	Corporate Risk Management
Instructor:	Tuna Oez
Number of lessons:	30
Number of students:	Unlimited
Prerequisites:	-
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	<ul style="list-style-type: none"> - Understand the corporate risk management concepts, approaches, methods and techniques. - Students will learn the basics of risk management, through immediately applicable tools in an organization. - Students will learn to set corporate objectives, KPIs, identifying all risks involved as well as analyzing all risks through quantitative and qualitative analysis as per best practices. - Overall expectation is to develop critical decision making by constantly challenging students. - This is a very dynamic, intense and high demanding course. - The course is intended to those who wish to pursue a career in a leadership position, to build their own company or to acquire a key knowledge for decision making.
Content and form of instruction:	<ul style="list-style-type: none"> - Theory - Exercises - Scenarios - Individual and group work - Videos - Real-time risk management
Examination and validation procedures:	<ul style="list-style-type: none"> - Individual pre-course work/assignments (20%) - Class assignments and participation (30%) - Individual post-course work/assignments (50%)
Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French



	<input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Course dates and times:	Wednesday 30.10.2024 from 17.15 to 20.30 Wednesday 06.11.2024 from 17.15 to 20.30 Wednesday 13.11.2024 from 17.15 to 20.30 Wednesday 20.11.2024 from 17.15 to 20.30 Wednesday 27.11.2024 from 17.15 to 20.30 Wednesday 04.12.2024 from 17.15 to 20.30 Wednesday 11.12.2024 from 17.15 to 20.30 Wednesday 18.12.2024 from 17.15 to 20.30



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Minor options, S-C
Course description:	Business of fashion
Instructor:	Darren Sleeman
Number of lessons:	30
Number of students:	-
Prerequisites:	-
Main language of instruction:	<input type="checkbox"/> German <input checked="" type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other Description:
Teaching aims / General learning aims:	<p>The course objectives:</p> <ol style="list-style-type: none">1) Interpret the role of fashion in modern society2) Review the global nature of the fashion industry3) Relate how the fashion industry is evolving in response to the growth and challenges of digital channels.4) Analyze the worldwide importance of the sector to the global economy <p>Students will have an overview of the following topics:</p> <ul style="list-style-type: none">-The worldwide economy of the fashion sector-Different types of fashion consumers-Internationalization and marketing strategies-Major fashion labels and their branding strategies-Fashion and luxury-Sustainability and ethical issues in the sector-Branding style from Armani to Zara-Fashion sourcing and distribution-Fashion and online retailing-Digital media
Content and form of instruction:	The BUSINESS OF FASHION course proposes an overview of the fashion industry and its multiple brands (this includes fashion, textiles and accessories) from their conception to commercialization



	The course includes lectures, presentations, case studies, videos plus live online talks with fashion entrepreneurs and bloggers. Handouts are in English and French according to the texts used
Examination and validation procedures:	Group presentation and written report (80%)
Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Course dates and times:	Monday 16.09.2024 from 17.15 to 21.00 Monday 23.09.2024 from 17.15 to 21.00 Monday 30.09.2024 from 17.15 to 21.00 Monday 07.10.2024 from 17.15 to 21.00 Monday 14.10.2024 from 17.15 to 21.00 Saturday 19.10.2024 from 8.35 to 11.55 and 13.00 to 16.20



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Secondary options, S-C
Course description:	Neuro-Marketing Fundamentals
Instructor:	Bart Norré
Number of lessons:	30
Number of students:	Max. 25
Prerequisites:	-
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	<p>Embark on an exciting journey into the human mind! Dive deep into the realm where 95% of decisions are made without conscious awareness, as highlighted by Prof. G. Zaltman from Harvard University. This module offers a unique opportunity to:</p> <ul style="list-style-type: none">• Explore the fascinating world of the brain: Gain foundational knowledge about this complex organ and its incredible capabilities.• Decode the mysteries of the nonconscious mind: Learn how it silently orchestrates customer choices, shaping the marketing world and beyond.• Unveil the secrets of subconscious processes: Understand the intricate workings of the nonconscious brain and its impact on human behavior.• Embrace the power of emotions: Discover how emotions are pivotal in consumer decision-making, influencing choices in ways we're only beginning to understand.• Master the art of advertisement analysis: Develop the skills to assess ads that resonate with the nonconscious mind, giving you a competitive edge in marketing. <p>Join us for a transformative experience that will enrich your academic knowledge and equip you with practical skills for a successful career in various fields. Don't miss the chance to unlock the secrets of the human mind!</p>



Content and form of instruction:	<p>Transform your understanding of marketing with our dynamic module, where the fascinating world of neuromarketing meets practical application! This program is designed to blend various engaging methodologies for an enriching learning experience:</p> <p>Theory: Delve into the intriguing realm of neuromarketing, understanding its unique position in the landscape of traditional marketing:</p> <ul style="list-style-type: none">- Explore the foundational concepts of the brain and its functions.- Unravel the latest insights into the decision-making process, emphasizing the critical role of emotions.- Gain an in-depth understanding of the non-conscious mind's laws and processes, which are pivotal in shaping consumer behavior. <p>Practical Sessions: Hands-on learning with the innovative NeurOrchestra™ observation tool. Engage in stimulating group work where you'll apply your newfound knowledge to analyze real-world advertisements. This practical approach not only solidifies your theoretical understanding but also hones your skills in real-life applications, preparing you for a successful career in the ever-evolving field of marketing.</p> <p>Join us for this unique blend of theory and practice, and become a part of the new wave of marketing professionals who understand the profound impact of the human mind on consumer behavior. This module isn't just a course; it's a journey into the future of marketing!</p>
Examination and validation procedures:	Multiple Choice Test and group assignment
Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other



Course dates and times:	<p><u>Course a):</u> Monday 16.09.2024 from 13.15 to 16.35 Monday 23.09.2024 from 13.15 to 16.35 Monday 30.09.2024 from 13.15 to 16.35 Monday 07.10.2024 from 13.15 to 16.35 Monday 14.10.2024 from 13.15 to 16.35 Monday 28.10.2024 from 13.15 to 16.35 Monday 04.11.2024 from 13.15 to 16.35 Monday 11.11.2024 from 13.15 to 16.35</p> <p><u>Course b):</u> Monday 16.09.2024 from 17.15 to 21.00 Monday 23.09.2024 from 17.15 to 21.00 Monday 30.09.2024 from 17.15 to 21.00 Friday 04.10.2024 from 17.15 to 21.00 Monday 07.10.2024 from 17.15 to 21.00 Friday 11.10.2024 from 17.15 to 21.00 Monday 14.10.2024 from 17.15 to 21.00</p>
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COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Secondary options, S-C
Course description:	Neuro-Marketing Playground
Instructor:	Bart Norré
Number of lessons:	30
Number of students:	Max. 25
Prerequisites:	Neuro-Marketing Fundamentals
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	<p>This course is tailored to provide an immersive learning experience, empowering students to:</p> <ul style="list-style-type: none">• Master Neuromarketing-Driven Branding: Unravel the significance of branding from a neuromarketing perspective. Dive into the innovative Brand Vision Archetype methodology, learning not just the theory but how to apply it effectively in real-world scenarios.• Decode Shopping Environment Tactics: Gain insights into the subtle, yet powerful tactics used in shopping environments. Develop the skill to identify and understand these tactics in real-life settings, offering a practical perspective on how environments influence consumer decisions.• Craft and Implement Neuromarketing Surveys: Learn the art and science of designing Neuromarketing surveys. Get hands-on experience with neuromarketing technology to set up and execute surveys that uncover the deep-seated preferences and behaviors of consumers. <p>This module offers a unique blend of theoretical knowledge and practical application, equipping students with the tools and insights needed to excel in the cutting-edge field of neuromarketing. Join us for an educational adventure where science meets consumer behavior, and transform the way you perceive branding and marketing strategies!</p>



Content and form of instruction:	<p>Elevate your educational experience with our dynamic course, structured in three interactive workshops, each blending insightful theory with practical, hands-on activities:</p> <p>Workshop 1: Branding</p> <ul style="list-style-type: none">• Theoretical Insight: Delve into the concepts of branding through the innovative lens of the Brand Vision Archetype methodology.• Hands-On Challenge: Apply your learning creatively to develop a unique brand. This real-world exercise encourages you to use the Brand Vision Archetype methodology, testing your understanding and creativity in brand creation. <p>Workshop 2: Shopping</p> <ul style="list-style-type: none">• Theoretical Insight: Explore the fascinating neuromarketing concepts used in retail environments.• Hands-On Exploration: Embark on a field trip to a supermarket. Here, you'll engage in a practical exercise to identify and analyze the neuromarketing strategies in action. This immersive experience provides a deeper understanding of how theoretical concepts are applied in real-world shopping scenarios. <p>Workshop 3: Neuromarketing Survey</p> <ul style="list-style-type: none">• Theoretical Insight: Learn about the intricacies of creating effective neuromarketing surveys.• Hands-On Application: Leverage professional neuromarketing technology to design and implement a survey. This practical task allows you to gain first-hand experience in survey creation, offering a glimpse into the real challenges and rewards of neuromarketing research. <p>This course isn't just about learning; it's about doing. Get ready to engage, experiment, and excel in the world of neuromarketing with our hands-on workshops designed to transform your theoretical knowledge into practical expertise!</p>
Examination and validation procedures:	Tests and group assignments
Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other



Course dates and times:	<p><u>Course a):</u> Friday 08.11.2024 from 17.15 to 20.30 Saturday 09.11.2024 from 8.35 to 11.55 and from 13.00 to 16.20 Saturday 16.11.2024 from 8.35 to 11.55 and from 13.00 to 16.20 Friday 22.11.2024 from 17.15 to 20.30 Friday 29.11.2024 from 17.15 to 20.30 Friday 06.12.2024 from 17.15 to 20.30</p> <p><u>Course b):</u> Monday 14.04.2025 from 8.35 to 12.25 Monday 28.04.2025 from 8.35 to 12.25 Monday 05.05.2025 from 8.35 to 12.25 Monday 12.05.2025 from 8.35 to 12.25 Monday 19.05.2025 from 8.35 to 12.25 Monday 26.05.2025 from 8.35 to 12.25 Monday 02.06.2025 from 8.35 to 12.25</p>
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COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Secondary option, S-C
Course description:	User Experience Design (UXD)
Instructor:	Maurizio Caon
Number of lessons:	30
Number of students:	Max. 30
Prerequisites:	-
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	<ul style="list-style-type: none">• What is User Experience Design (UXD) and why it is important.• What is human-centered design and how it can lead to innovation.• Learning design methods and tools following the Google Design Sprint method.• Learning prototyping methods.• Learning how to test prototypes to extract relevant insights.• Learning how to build a website.• Learning user experience and usability testing with relative metrics.
Content and form of instruction:	<ul style="list-style-type: none">• Interactive lesson led by the instructor.• Powerpoint slides for visual support during class and tools for the techniques explained during the course.• Hands-on experience for the creation of a UX-driven product/service.• Provision of extra material under form of multimedia content.• Group project for the creation of an innovative product/service following the Google Design Sprint method and a report containing its analysis.
Examination and validation procedures:	Evaluation of the group project (Participation, presentation and report). Language: English but with possibility to write the report in French.



Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Course dates and times:	Tuesday, 29.10.2024 from 17.15 to 20.30 Tuesday, 05.11.2024 from 17.15 to 20.30 Tuesday, 12.11.2024 from 17.15 to 20.30 Tuesday, 19.11.2024 from 17.15 to 20.30 Tuesday, 26.11.2024 from 17.15 to 20.30 Tuesday, 03.12.2024 from 17.15 to 20.30 Tuesday, 10.12.2024 from 17.15 to 20.30 Tuesday, 17.12.2024 from 17.15 to 20.30

SPRING SEMESTER





COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Secondary option, S-C
Course description:	Data Science for Business Intelligence
Instructor:	Leonardo Angelini Alessandro Silacci
Number of lessons:	30
Number of students:	Max. 30
Prerequisites:	Course on statistics
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	<ul style="list-style-type: none"> • Understand the data science process and its usefulness in a business environment. • Learn what “Big Data” is and its influence on the future of business • Learn to assess and compare models based on adequate fit measures. • Learn the fundamentals of data modelling and machine learning based analytics in RapidMiner Studio <u>without coding</u>. •
Content and form of instruction:	<ul style="list-style-type: none"> • Videorecording lecture and powerpoint slides • Interactive quizzes in class led by the instructors • Hands-on, “Travail dirigé”, for the use of data analysis tools • Provision of optional extra material as multimedia content.
Examination and validation procedures:	Written exam with open/closed questions. Language: English.
Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other



Course dates and times:	Monday 03.03.2025 from 17.15 to 20.30 Monday 10.03.2025 from 17.15 to 20.30 Monday 17.03.2025 from 17.15 to 20.30 Monday 24.03.2025 from 17.15 to 20.30 Monday 31.03.2025 from 17.15 to 20.30 Monday 07.04.2025 from 17.15 to 20.30 Monday 14.04.2025 from 17.15 to 20.30 Monday 28.04.2025 from 17.15 to 20.30
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COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Secondary options, S-C
Course description:	Ethics & Enterprise
Instructor:	Eric Maeder
Number of lessons:	30
Number of students:	Max. 25
Prerequisites:	-
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	<p>Companies today are facing ever more important ethical challenges: trust in new technologies and the digitalization of services, the fight against all forms of discrimination in the workplace, respect for human rights in purchasing policy or the supply chain, consumers' expectations in terms of sustainability, fair marketing or advertising.</p> <p>By the end of the semester, students should be able:</p> <ul style="list-style-type: none">• To recognize ethical issues, develop an ethical solution framework and design ethical processes• To implement ethical values (trust, fairness, diversity, respect of human rights in the supply chain) in management, HR or marketing and to prevent any type of discrimination or conflict of interest in the workplace.• To understand the purpose and content of codes of conduct and what ethical professional behavior means.• To grasp the ethical issues at stake in emerging technologies (big data and privacy, AI and robotization, biotechnologies, etc.).



Content and form of instruction:	<ul style="list-style-type: none">• Introduction to ethics, values and principles• What is business ethics? Managing ethics in any type of organization. How to prevent discrimination or biases in management or marketing?• Organizational ethics and codes of conduct. Understanding ethical professional behavior and nature of conflict of interest• Ethics of emerging technologies ethics
Examination and validation procedures:	Assignments during the semester
Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Course dates and times:	Friday 04.04.2025 / 17.15 to 20.30 Saturday 05.04.2025 / 8.35 to 11.55 and 13.00 to 16.20 Friday 11.04.2025 / 17.15 to 20.30 Saturday 12.04.2025 / 8.35 to 11.55 and 13.00 to 16.20 Friday 09.05.2025 / 17.15 to 20.30 Saturday 10.05.2025 / 8.35 to 10.35



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Major options, S-C
Course description:	Intercultural Management
Instructor:	Jean-Marie Ayer
Number of lessons:	60
Number of students:	unlimited
Prerequisites:	Good English knowledge
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	<p>Intercultural management deals with the challenges and dilemmas that arise when people from different cultures collaborate. It examines how culture influences people's approaches to handling and solving various issues.</p> <p>This course explores various work-related scenarios where cultural differences are pivotal: negotiation, marketing, human resources recruitment and management, overseas work, organizational setups, mergers, and acquisitions. The course will equip you with the crucial skills needed to operate effectively in a global environment by addressing these diverse aspects.</p> <p>You will learn to recognize and comprehend distinct thought processes, values, and styles of communication, negotiation, and leadership, all of which are vital for success in multicultural settings. Additionally, participating in this course is an excellent opportunity to enhance your soft skills, increasingly crucial for a career in management.</p>
Content and form of instruction:	Theoretical Part The course will introduce various models that elucidate cultural differences and their impacts on business practices. This section also incorporates e-



	<p>simulations and case studies (e.g., in the areas of mergers and acquisitions, employee recruitment, management of expatriates, etc.).</p> <p>Discussion with Professionals Throughout the course, we will engage in numerous discussions with professionals who will share their extensive experience from various regions around the world with the participants.</p> <p>The X-Culture Project The X-Culture Project is an engaging, international, virtual project that challenges students to collaborate with a global virtual team. Together with your team members from around the world, you will develop a business proposal for a company that is planning to expand internationally.</p>
Examination and validation procedures:	2 written exams during semester + class participation mark => 60% X Culture-Project => 40%
Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Course dates and times:	Every Monday morning of the Spring semester from 8.35 to 11.55



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Main options, S-C
Course description:	Managing Emerging Technologies
Instructor:	Maurizio Caon
Number of lessons:	60
Number of students:	Max. 30
Prerequisites:	-
Main language of instruction:	<input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	<ul style="list-style-type: none">• Emerging Technologies<ul style="list-style-type: none">○ Virtual & Augmented Reality○ Artificial Intelligence○ IOT• Innovation Management<ul style="list-style-type: none">○ Strategies & Trends○ Disruptive innovation○ Digital Business Models○ Design Thinking• Digital Project Management<ul style="list-style-type: none">○ Project Life Cycle○ System Development Life Cycle○ Agile program management○ Scrum• Law• Case study
Content and form of instruction:	<ul style="list-style-type: none">• Interactive lesson led by the instructor.• Ev. Mandatory online lessons counted as part of workload.• Powerpoint slides for visual support during class.• Provision of optional extra material as multimedia content.



Examination and validation procedures:	Written exam with open/closed questions and written report (business case). Language: English but with possibility to answer in mother tongue.
Language credits for a multilingual course of study:	<input checked="" type="checkbox"/> English <input type="checkbox"/> Other Description:
Course dates and times:	Every Friday Morning Spring-Semester



DESCRIPTIF DE COURS

Nom école/site:	HEG Fribourg
Domaine	Economie et Services
Filière	Bachelor en économie d'entreprise (plein temps et en emploi)
Orientation	--
Intitulé du cours	Fundamentals of sustainable business & management II
Intitulé du module	Options principales, S-C
Professeur/e	Laurent Houmard Divers intervenants
Nombre de leçons	60
Nombre d'étudiants	Max. 20
Prérequis	Avoir suivi le cours Fundamentals of Sustainable business & management I
Langue principale d'enseignement	<input checked="" type="checkbox"/> Français <input checked="" type="checkbox"/> Anglais
Compétences visées/ Objectifs généraux d'apprentissage	<p>Cette unité de cours est la suite du cours Fundamentals of Sustainable business & management I. Il met l'accent sur les enjeux d'intégration des défis sociétaux dans l'organisation en termes éthique et de gouvernance, la gestion durable des ressources humaines et les défis d'une communication environnementale cohérente.</p> <p>Objectifs d'apprentissage :</p> <ul style="list-style-type: none">• Acquérir des connaissances interdisciplinaires en disposant d'aptitudes professionnelles nécessaires au management et à la prise de responsabilité• Être en mesure d'identifier et d'évaluer les enjeux éthiques, de ressources humaines et de gouvernance au sein d'une entreprise• Comprendre les enjeux de communication environnementale et de gestion des achats responsables
Contenu et formes d'enseignement	1) Ethique et gouvernance des organisations <ul style="list-style-type: none">• Gouvernance éthique, transparence• Conformité légale et risque• Etude de cas• Outils de gestion au niveau de la corruption (ISO 37001)



	<p>2) Gestion durable et développement des ressources humaines</p> <ul style="list-style-type: none">• Conditions de travail, égalité des chances et discrimination• Santé et sécurité au travail• Dialogue social <p>3) Communication environnementale</p> <ul style="list-style-type: none">• Information aux clients consommateur• Greenwashing et risques liés à la communication• Rapports environnementaux et sociaux : bonnes pratiques <p>4) Gestion des achats responsables</p> <ul style="list-style-type: none">• Méthode d'évaluation des besoins en achats• Quels critères introduire pour acheter durablement• Quelles politiques d'achats mettre en place <p>NB : Les contenus peuvent subir des modifications, notamment en fonction de l'évolution de l'actualité et du temps disponible.</p> <p>Forme d'enseignement : Présentation des concepts et théorie Approche interdisciplinaire et par résolution de problème Etude de cas et intervention de praticiens et d'experts</p>
Modalités d'évaluation et de validation	Examen individuel ou en groupe sous forme de contrôle continu Rédaction d'un rapport final et soutenance sur une des thématiques vus durant le semestre
Validation linguistique pour les études plurilingues	<input checked="" type="checkbox"/> Français <input checked="" type="checkbox"/> Anglais
Dates et heures de cours	Tous les vendredis matin de 8h35 à 11h55 au semestre de printemps



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Main options, S-C
Course description:	Banking & Insurance
Instructor:	Nils Tuchs Schmid
Number of lessons:	60
Number of students:	unlimited
Prerequisites:	
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	On successful completion of this course, students will be able to understand the key role of banks in the economic system, the different business models and the regulation standards. After a descriptive overview of the insurance sector, special attention will be devoted to the Swiss social insurance system.
Content and form of instruction:	This course provides an introduction to the principles of banking. It examines the issues that come under the broad heading of principles of banking. First, it explains the key economic reasons used to justify the existence of financial intermediaries (and specifically banks). Second, it presents the typical financial structure of the latter, the different markets, products and business models. It also investigates the special nature of banking. An overall description of insurances will be provided. Then the course will focus on the swiss social insurance system.
Examination and validation procedures:	Case study group presentation and an individual test (open book)
Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Course dates and times:	Every Thursday during the Spring semester from 13:00 to 16:20



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree program:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Main options, S-C
Course description:	Applied Corporate Finance
Instructor:	Nils Tuchs Schmid
Number of lessons:	60
Number of students:	unlimited
Prerequisites:	-
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	Students will <ul style="list-style-type: none">• be familiar with the basic concepts of corporate finance including the company's financing options• be able to analyze and to select investment projects• be able to estimate the cost of capital of a company• understand the principle of real options embedded into many investment projects and understand how the latter can affect the investment decision making process• understand the motivations for mergers, acquisitions or takeovers; analyze and understand the working of the market for corporate control
Content and form of instruction:	Basic concepts Time value of money; Financial markets and financial assets, Capital structure; Corporate governance and agency costs (bond holders vs. equity holders) Capital Budgeting Cost of capital estimation; Selection criteria, Cash flow calculation and financial projections; Budgeting, investment and financing decisions Real Options Introduction to derivatives; Option valuation; Real Options and investment decisions



	Merger, Acquisition and Takeover Tender offers and shareholders' role; the free-rider problem; Introduction to the markets for corporate control. The motives for mergers, acquisitions and takeovers; Takeover bids, means of payment and strategy
Examination and validation procedures:	Group presentation (case study) and an individual test (open book)
Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Course dates and times:	Every Thursday during the Autumn semester from 13:00 to 16:20



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Main options, S-C
Course description:	Digital Marketing
Instructor:	Lukas Schneuwly
Number of lessons:	60
Number of students:	Max. 30
Prerequisites:	-
Main language of instruction:	<input checked="" type="checkbox"/> English <input type="checkbox"/> Other Description:
Teaching aims / General learning aims:	<ul style="list-style-type: none">• Multichannel Marketing<ul style="list-style-type: none">○ Multichannel Campaigns○ Marketing via Social Media○ Mobile Marketing○ Digital Customer Experience○ SEO/SEA○ Digital Marketing Platforms○ Shitstorm & Reputation Campaigns○• E-Business<ul style="list-style-type: none">○ E-Commerce○ E-Supply Chain
Content and form of instruction:	<ul style="list-style-type: none">• Interactive lesson led by the instructor.• Ev. Mandatory online lessons counted as part of workload.• Powerpoint slides for visual support during class.• Provision of optional extra material as multimedia content.
Language credits for a multilingual course of study:	<input checked="" type="checkbox"/> English <input type="checkbox"/> Other Description:
Course dates and times:	Every Friday Afternoon Spring-Semester



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Secondary option, S-C
Course description:	Data Science for Business Intelligence
Instructor:	Leonardo Angelini Alessandro Silacci
Number of lessons:	30
Number of students:	Max. 30
Prerequisites:	Course on statistics
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	<ul style="list-style-type: none"> • Understand the data science process and its usefulness in a business environment. • Learn what “Big Data” is and its influence on the future of business • Learn to assess and compare models based on adequate fit measures. • Learn the fundamentals of data modelling and machine learning based analytics in RapidMiner Studio <u>without coding</u>. •
Content and form of instruction:	<ul style="list-style-type: none"> • Videorecording lecture and powerpoint slides • Interactive quizzes in class led by the instructors • Hands-on, “Travail dirigé”, for the use of data analysis tools • Provision of optional extra material as multimedia content.
Examination and validation procedures:	Written exam with open/closed questions. Language: English.
Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other



Course dates and times:	Monday 03.03.2025 from 17.15 to 20.30 Monday 10.03.2025 from 17.15 to 20.30 Monday 17.03.2025 from 17.15 to 20.30 Monday 24.03.2025 from 17.15 to 20.30 Monday 31.03.2025 from 17.15 to 20.30 Monday 07.04.2025 from 17.15 to 20.30 Monday 14.04.2025 from 17.15 to 20.30 Monday 28.04.2025 from 17.15 to 20.30
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COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree program:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Main options, S-C
Course description:	Portfolio Management and Derivatives
Instructor:	Nils Tuchs Schmid
Number of lessons:	60
Number of students:	unlimited
Prerequisites:	-
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	Students will: <ul style="list-style-type: none">• study financial markets, portfolio construction criteria, market efficiency and asset pricing models to be able to apply various concepts, method and tools related to investment products and portfolio management (calculating returns, risk, beta, alpha, etc, ...)• understand derivatives and their use when it comes to implement investment strategies and hedging policies• be able to select the appropriate methods, make the calculations and present the findings and solutions in an adequate way• be able to solve financial problems with the means of calculators and/or computers.
Content and form of instruction:	Introduction to Financial Markets and Financial Assets Financial system, Primary and secondary markets, Financial intermediaries and financial assets, Introducing to equity and debt instruments Portfolio Construction, Market Efficiency and Asset Pricing Models Measuring returns and volatility; Mean-variance criterion, Unsystematic vs. systematic risk; Measuring risk and risk adjusted returns; Beta calculation; Market efficiency and passive vs. active investing; Introducing asset pricing models and performance measures



	Derivatives Introducing Derivatives; Futures and Forwards; Futures valuation and cost of carry model; Introducing options; Call and Put Arbitrage Relationships; Option pricing models; Investment strategies and hedging policies using derivatives
Examination and validation procedures:	Group assignment and an individual test (open book)
Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Course dates and times:	Every Thursday during the Spring semester from 08:35 to 11:55



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Main options, S-C
Course description:	Financial Valuation and Investment Strategy
Instructor:	Nils Tuchs Schmid
Number of lessons:	60
Number of students:	unlimited
Prerequisites:	-
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	On successful completion of this course, you will be able to <ul style="list-style-type: none">- to understand the basic risk mechanisms underlying the main traditional investments,- to formulate an investment strategy- to understand the importance of the strategy in the investment process,- to know the different possible investment approaches,- to understand the importance of the implementation process of investments.
Content and form of instruction:	<p>The objective of this course is to provide students with the necessary tools to formulate an investment strategy, to determine an investment approach and to evaluate the different possibilities of implementing the investments. Before to address these important questions, the first part will be dedicated to present/to review the main risk characteristic of traditional individual investments like bonds and equities.</p> <p>The orientation of this course aims to be resolutely practical. About 50% will be dedicated to practical exercises, realized by means of Excel.</p>
Examination and validation procedures:	Group assignment and an individual test (open book)



Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Course dates and times:	Every Thursday during the Autumn semester from 08:35 to 11:55



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Secondary options, S-C
Course description:	Neuro-Marketing Playground
Instructor:	Bart Norré
Number of lessons:	30
Number of students:	Max. 25
Prerequisites:	Neuro-Marketing Fundamentals
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	<p>This course is tailored to provide an immersive learning experience, empowering students to:</p> <ul style="list-style-type: none">• Master Neuromarketing-Driven Branding: Unravel the significance of branding from a neuromarketing perspective. Dive into the innovative Brand Vision Archetype methodology, learning not just the theory but how to apply it effectively in real-world scenarios.• Decode Shopping Environment Tactics: Gain insights into the subtle, yet powerful tactics used in shopping environments. Develop the skill to identify and understand these tactics in real-life settings, offering a practical perspective on how environments influence consumer decisions.• Craft and Implement Neuromarketing Surveys: Learn the art and science of designing Neuromarketing surveys. Get hands-on experience with neuromarketing technology to set up and execute surveys that uncover the deep-seated preferences and behaviors of consumers. <p>This module offers a unique blend of theoretical knowledge and practical application, equipping students with the tools and insights needed to excel in the cutting-edge field of neuromarketing. Join us for an educational adventure where science meets consumer behavior, and transform the way you perceive branding and marketing strategies!</p>



Content and form of instruction:	<p>Elevate your educational experience with our dynamic course, structured in three interactive workshops, each blending insightful theory with practical, hands-on activities:</p> <p>Workshop 1: Branding</p> <ul style="list-style-type: none">• Theoretical Insight: Delve into the concepts of branding through the innovative lens of the Brand Vision Archetype methodology.• Hands-On Challenge: Apply your learning creatively to develop a unique brand. This real-world exercise encourages you to use the Brand Vision Archetype methodology, testing your understanding and creativity in brand creation. <p>Workshop 2: Shopping</p> <ul style="list-style-type: none">• Theoretical Insight: Explore the fascinating neuromarketing concepts used in retail environments.• Hands-On Exploration: Embark on a field trip to a supermarket. Here, you'll engage in a practical exercise to identify and analyze the neuromarketing strategies in action. This immersive experience provides a deeper understanding of how theoretical concepts are applied in real-world shopping scenarios. <p>Workshop 3: Neuromarketing Survey</p> <ul style="list-style-type: none">• Theoretical Insight: Learn about the intricacies of creating effective neuromarketing surveys.• Hands-On Application: Leverage professional neuromarketing technology to design and implement a survey. This practical task allows you to gain first-hand experience in survey creation, offering a glimpse into the real challenges and rewards of neuromarketing research. <p>This course isn't just about learning; it's about doing. Get ready to engage, experiment, and excel in the world of neuromarketing with our hands-on workshops designed to transform your theoretical knowledge into practical expertise!</p>
Examination and validation procedures:	Tests and group assignments
Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other



Course dates and times:	<p>Course a): Friday 08.11.2024 from 17.15 to 20.30 Saturday 09.11.2024 from 8.35 to 11.55 and from 13.00 to 16.20 Saturday 16.11.2024 from 8.35 to 11.55 and from 13.00 to 16.20 Friday 22.11.2024 from 17.15 to 20.30 Friday 29.11.2024 from 17.15 to 20.30 Friday 06.12.2024 from 17.15 to 20.30</p> <p>Course b): Monday 14.04.2025 from 8.35 to 12.25 Monday 28.04.2025 from 8.35 to 12.25 Monday 05.05.2025 from 8.35 to 12.25 Monday 12.05.2025 from 8.35 to 12.25 Monday 19.05.2025 from 8.35 to 12.25 Monday 26.05.2025 from 8.35 to 12.25 Monday 02.06.2025 from 8.35 to 12.25</p>
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COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg
Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Secondary option, S-C
Course description:	Neuro-Marketing for sustainability
Instructor:	Bart Norré
Number of lessons:	30
Number of students:	Max. 25
Prerequisites:	-
Main language of instruction:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Teaching aims / General learning aims:	<p>An enlightening journey to explore the intersection of sustainability and human behavior in our innovative module. Inspired by Prof. G. Zaltman's insight from Harvard University that 95% of human decisions are unconscious, this course aims to unravel how these hidden processes impact sustainability-related choices. Here's what students can expect:</p> <ul style="list-style-type: none">• Discover Brain Basics: Grasp fundamental concepts of the brain, laying a foundation for understanding its role in sustainability.• Explore the Nonconscious Mind: Learn about the nonconscious part of the brain and its significant influence on customer decisions, especially in the context of sustainable choices.• Uncover Subconscious Processes: Delve into the underlying mechanisms of the non-conscious mind to understand how it shapes behavior and decision-making in sustainability.• Emotions and Decision-Making: Understand the crucial role emotions play in the consumer decision-making process, particularly in relation to sustainable practices and attitudes.• Analyze Sustainability Campaigns: Develop the ability to critically assess communication campaigns, determining their effectiveness in aligning with the nonconscious preferences and values of consumers, thereby driving sustainable behavior.



	<p>This course offers a unique blend of neuroscience, psychology, and sustainability, providing students with the tools to understand and influence sustainable behaviors effectively. Join us to be at the forefront of shaping a more sustainable future through the lens of neuromarketing and consumer psychology!</p>
Content and form of instruction:	<p>Our course offers a comprehensive and engaging methodology, perfectly balanced between theoretical knowledge and practical application, to explore the fascinating intersection of neuromarketing and sustainability.</p> <p>Theoretical Component (70%)</p> <ul style="list-style-type: none">• Neuromarketing and Sustainability: Understand the role of neuromarketing in driving behavioral and attitudinal change towards sustainability. Explore how neuromarketing strategies can be effectively used to promote sustainable practices.• Brain Basics: Dive into the fundamental concepts of brain science, laying the groundwork for understanding its influence on decision-making.• Decision-Making Paradigm: Uncover the new paradigm of the decision-making process, focusing on how subconscious factors shape our choices related to sustainability.• Emotional Markers: Learn about the role of emotional markers in decision-making, particularly in the context of sustainable choices and behaviors.• Non-Conscious Mind: Explore the laws and processes of the non-conscious mind, gaining insights into its powerful influence on behavior and attitudes towards sustainability. <p>Practical Sessions (30%)</p> <ul style="list-style-type: none">• NeurOrchestra™ Tool: Get hands-on experience with the innovative NeurOrchestra™ observation tool. This cutting-edge technology provides a window into the subconscious mind, offering valuable insights for neuromarketing strategies.• Groupwork and Analysis: Engage in collaborative groupwork where you will apply the NeurOrchestra™ tool to analyze two advertisements. This practical exercise is designed to develop your skills in applying neuromarketing principles to real-world scenarios, with a focus on sustainability. <p>This blend of in-depth theoretical learning and practical, hands-on experience is designed to equip students with a comprehensive understanding of how neuromarketing can influence sustainable behaviors, making them well-prepared for a future in this exciting field.</p>
Examination and validation procedures:	Individual test and group assignments
Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other
Course dates and times:	Saturday 22.02.2025 from 8.35 to 11.55 and from 13.00 to 16.20 Saturday 01.03.2025 from 8.35 to 11.55 and from 13.00 to 16.20 Saturday 08.03.2025 from 8.35 to 11.55 and from 13.00 to 16.20 Saturday 15.03.2025 from 8.35 to 11.55 and from 13.00 to 16.20



COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg // University of Applied Sciences and Arts Western Switzerland
Field of study:	Economics and Services
Degree program:	Bachelor (full-time and part-time study)
Major:	--
Module description:	Secondary options, S-C
Course description:	Summer school " Entrepreneurship, Innovation and Global Purpose. " Module 1: Discovering Entrepreneurship and Innovation
Instructor:	Professor Ph.D., Rico J. Baldegger , Dean School of Management Fribourg (HEG-FR) Full Professor UAS/Head of Industry Liaison and R&D, Fritz Jürgen Associate Professor Raphael Gaudart , Head Msc Program Entrepreneurship, HEG-FR Associate Professor Pascal Wild , HEG-FR Professor Bart Norré , CEO & Co-founder TM Tandem Marketing Professor Nils Tuchschnid , Director of the Institute of Finance, HEG-FR Laurent Lecamp , CEO of Montblanc Switzerland Chris Gmuer , Leonteq, Zurich, CH Adjunct Professor, Dr. Heather Cairns-Lee , IMD Lausanne, Switzerland
Number of lessons:	60 periods
Number of students:	Max. 30
Prerequisites:	Completed at least 4 semesters of Bachelor Studies
Description:	Our Summer School in Discovering Entrepreneurship and Innovation is a distinctive two-week program designed for inquisitive minds at both undergraduate and graduate levels. Our course invites students from diverse global backgrounds to engage in real-life business challenges, attend thought-provoking lectures, delve into case studies, and explore the dynamic entrepreneurial landscape of Switzerland.



	<p>This experience serves as a unique opportunity to not only grasp the fundamentals but also to refine your entrepreneurial vision and work on personal projects.</p> <p>Throughout the program, we will unravel the complexities of turning ideas into viable businesses. Is your business model primed for success? What funding channels suit your venture, and what are investors truly seeking in your pitch? These are just a few questions we'll explore together.</p> <p>As an added highlight, our 2024 Summer School may include participation in the Geneva/Fribourg Entrepreneurship Forum, with a potential visit to the United Nations headquarters (to be confirmed). This exclusive event offers a firsthand look into the practicalities of entrepreneurship, providing insights that extend beyond the classroom.</p> <p>Our commitment to enriching your experience extends to close interactions with industry practitioners, allowing you to refine your entrepreneurial concepts. This course aims to <u>bridge the gap between theory and practice</u>, ensuring you are well-equipped to navigate the ever-evolving entrepreneurial landscape.</p> <p>And, of course, we believe that learning is not confined to the classroom. Our program offers enriching social events, providing the perfect backdrop for expanding both personal and professional networks while enjoying the vibrant spirit of Switzerland.</p> <p>We look forward to embarking on this enlightening journey with you.</p>
<p>Teaching aims / General learning aims:</p>	<ul style="list-style-type: none">• Improving your knowledge• Compare different business scenarios• Select and mature promising business opportunities• Develop creative and practical solutions to business issues <p>Growing your capabilities</p> <ul style="list-style-type: none">• Support a comprehensive view on business opportunities• Develop a plan to turn your vision in tangible objectives• Judge quickly and adapt your plans <p>Growing yourself</p> <ul style="list-style-type: none">• Develop your experience working in diverse teams• Refine your intercultural competencies• Change your way of thinking on business challenges



Content and form of instruction:	<p>Content and Methodology of Instruction:</p> <p>The Summer School Entrepreneurship and Innovation is a dynamic two-week program led by lecturers and entrepreneurs globally.</p> <p>Our courses are meticulously designed to foster interactive and academically stimulating experiences, with a strong emphasis on applied management and entrepreneurship principles. Each module includes insightful field trips to diverse Swiss companies relevant to the program's focal points.</p> <p>The course structure is thoughtfully crafted to deliver a balance of academic rigor and interactive learning, promoting practical applications in management and entrepreneurship.</p> <p>Methodology:</p> <p>Our instructional approach adopts a fusion of theoretical insights, hands-on learning, and real-world case studies. Lectures are crafted to be engaging, encouraging active participation and fostering critical thinking among participants.</p> <p>Topics:</p> <ul style="list-style-type: none">• Entrepreneurial Mindset: Cultivate the mindset crucial for entrepreneurial success.• Art of Enduring: The BAARE Philosophy• Business Model Navigator: Navigate the intricacies of business models for effective decision-making.• Lean Startup Philosophy: Embrace the principles of lean startup methodologies for efficient and agile business development.• Lean Canvas Model: Master the art of succinctly articulating and refining business ideas.• Pitch and Strategy: Hone your skills in delivering compelling pitches and strategic planning.• Business Opportunities for Real Projects: Apply theoretical knowledge to real-world projects, fostering practical insights into entrepreneurship.
Examination and validation procedures:	<p>60% Group assignment/presentation 20% Individual assignment 15% Student engagement 5% Attendance</p> <p><i>A minimum attendance rate of 80% is required for a passing grade.</i></p>



Language credits for a multilingual course of study:	<input type="checkbox"/> German <input type="checkbox"/> French <input checked="" type="checkbox"/> English <input type="checkbox"/> Other Description: <i>This program is entirely in English. B2 level is mandatory.</i>
Course dates and times:	From Monday to Friday (Morning and Afternoon) from 24.06.2023 to 05.07.2023

1. Readings

Aulet, B. (2013). *24 steps to a successful startup*, First edition, Wiley

Baldegger, R./Julien, P.-A. (2010). *Entrepreneurship*, Springer/Gabler.

Baron, R.A. (2018): *Essentials of Entrepreneurship*, Second Edition, Edward Elgar Pub

Blank, St. (2013). *The four steps to the Epiphany*, fifth Edition, K&S Ranch

Blank, S. & Dorf, B. (2012). *The Startup Owner's Manual*, Pescadero. K&S Ranch Press

Gassmann, O., Frankenberger, K., & Csik, M. (2014). *The business model navigator: 55 models that will revolutionise your business* (1st ed.). Upper Saddle River, NJ: FT Press.

Gassmann, O., Frankenberger, K., & Choudury, M. (2020). *The Business Model Navigator: The strategies behind the most successful companies* (2nd ed.). Upper Saddle River, NJ: FT Press.

Gruber, M., Tal S. (2017). *Where to play: 3 steps for discovering your most valuable market opportunities*, (1st Ed.). Pearson Education Limited, FT publishing

Hisrich R. D., (2016). *International Entrepreneurship*, third edition, Sage publications.

Kawasaki, G. & Filby, L. (2015). *The art of the start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything*. Portfolio

Kim, W. Ch., Mauborgne, R. (2005). *Blue Ocean Strategy*, Harvard Business School Press.

Neck H.M., Neck C.P., Murray E.L. *Entrepreneurship, The practice and Mindset*, 2nd edition, Sage

Maurya A. (2012). *Running Lean: Iterate from Plan A to a Plan That Works*. O'Reilly

Osterwalder, A., Pigneur, Y. (2010). *Business Model Generation*, 2nd Edition, John Wiley & Sons, Inc., Hoboken, New Jersey.

Ries, R. (2011). *The Lean Startup*. Crown Business New York, NY.



COURSE DESCRIPTION

NAME OF SCHOOL/LOCATION:	School of Management Fribourg (HEG-FR)/University of Applied Sciences and Arts (HES-SO)
Field of study:	Economics and Services
Degree programme:	Bachelor/Master in Business Administration (full-time and part-time study)
Major:	--
Module description:	Secondary options, S-C
Course description:	Summer school “ Entrepreneurship, Innovation and Global Purpose ” Module 2: How to lead with Purpose and Global Impact
	Professor PhD, Rico J. Baldegger , Dean School of Management Fribourg (HEG-FR) Professor Nicoletta Giusti , Associate Professor, Head of Institute Professor Alfred Muenger , Head industrial liaison, HEG-FR Professor Greta Balliu , Associate Professor, HEG-FR Professor Heather Cairns , leadership and organizational development Dr. Guy M. Ngayo Fotso , founder and managing director of the Swiss Institute for Leadership
Number of lessons:	60 periods
Number of students:	Max. 30
Prerequisites	Completed at least 4 semesters of Bachelor Studies
Description	<p>The Summer School “How to lead with Purpose and Global impact” is a two-week program designed for Swiss and international undergraduate and graduate students.</p> <p>Leading with a global purpose involves setting a clear, ambitious vision for the impact the organization or company aims to have on the world and aligning all decisions and operations with that vision.</p> <p>The successive global crisis of this first half of the XXI century and the many material and psychological challenges they carried, have created an unexpected and long lasting VUCA environment.</p> <p>People are more than ever or perhaps once again, dealing directly with issues like Life and Death, Work and Family, Identity and Diversity and in general, the Meaning of their presence in the world and the idea of finding a Purpose in Life. Many have radically changed their way of life, looking for an acceptable work life balance and several highly demanding sectors and companies are experiencing personnel shortages and difficulties in recruitment.</p>



	<p>Purpose is important for organizations, as it is demonstrated, at the individual level, that stating and embracing a genuine, clear purpose, unleashes higher performance and engagement. Research a collective level demonstrates as well that money is not only a not good enough driving force for the organizational behavior and that market performance can be even enhanced by non-economic motivators, like “passion” and “love”. because employees connect on a personal level with your business.</p> <p>The objective of this module is to help participants find their own purpose and leadership style, across a wide range of non-economics motivators as the environmental, social, and governance (ESG) priorities are and integrating it into a successful business context.</p> <p>This goal will be obtained thanks to a reflexion on how implementing, governing, and managing the shift required for a sustainable world and therefore on the necessary integration between individual, organizational and global context purposes and needs.</p> <p>The students will discover how to develop and set a clear purpose, vision and leadership style in a VUCA-environment, through an alternance of live case studies and collective and individual guided reflection.</p>
Teaching aims / General learning aims:	<ul style="list-style-type: none"> - Developing an individual and meaningful purpose, to be integrated in the personal leadership style and into an entrepreneurial strategy for the global business; - Analyzing the most critical and innovative issues of the global business environment; - Analyzing alternative purposes, to tackle the business environment, other than profit maximization; - Developing a leadership strategy, founded on a personal purpose, apt to anticipate and adapt to the VUCA environment and likely to have a positive impact on it.
Content and form of instruction:	Students following the program “How to lead with Purpose and Global impact” attend a variety of lectures, live case studies and company visits related to sustainability, 17 SDG’s, and empowering leadership to tomorrow.
Examination and validation Procedures:	<p>40% Group assignment 60% Individual project (100% continuous control)</p> <p><i>Attendance is compulsory and a minimum of 80% attendance is required to receive a grade.</i></p>
Language credits for a multilingual course of study:	<p>English</p> <p>Description: <i>This program is fully in English. B2 is a minimum requirement</i></p>
Course dates and times:	From Monday the 8th to Friday the 19th
Bibliography	<ul style="list-style-type: none"> • Baldegger, R. (2020). How a business model's sustainability and scalability interact. Journal of the International Council for Small Business 1(3-4). DOI: 10.1080/26437015.2020.1841496



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- Bénabou, R. & Tirole, J. (2010) . "Individual and Corporate Social Responsibility." *Economica* (London) 77.305: 1–19. Web.
- Bénabou, R, & Tirole, J. (2011). "Identity, Morals and Taboos: Beliefs and Assets" *The Quarterly journal of economics* 126.2 (2011): 805–855. Web.
- Bénabou, R., & Tirole, J. (2016). Mindful economics: The production, consumption, and value of beliefs. *The Journal of Economic Perspectives*, 30(3), 141-164. doi:<https://doi.org/10.1257/jep.30.3.141>
- Li, Jie et al. "Does Passion for Wine Matter? The Effects of Owner Motivation on Pricing and Quality Decisions in Emerging US Wine Regions." *Agribusiness* (New York, N.Y.) 35.4 (2019): 574–592. Web.
- Joly, Hubert. "5 Principles of Purposeful Leadership." *Accountancy SA* (2023): 48–49. Print.
- Henderson, Rebecca, and Eric Van den Steen. (2015). Why Do Firms Have "Purpose"? The Firm's Role as a Carrier of Identity and Reputation, *American Economic Review*, 105 (5): 326-30.
- Markman, G.D., Waldron, T.L., Gianidodis, P.T., & Espina, M.I. (2019). E Pluribus Unum: Impact Entrepreneurship as Solution to Grand Challenges. *Academy of Management Perspectives* 2019, Vol. 33, No. 4, 371–382. <https://doi.org/10.5465/amp.2019.0130>
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- Praszquier, R. (2019). *Empowering Leadership of tomorrow*, Cambridge University Press.
- Quinn, R. Q., Thakor, A. V. (2018). Creating a Purpose-Driven Organization. *Harvard Business Review*, July-August, 96(4), 78–85.
- Stahel, W. (2019). *The Circular Economy. A User's Guide*, Routledge New York.
- Webster, K. (2017). *The Circular Economy – A Wealth of Flows*, 2nd ed., Ellen McArthur Foundation Publishing.