



SCHOOL OF MANAGEMENT FRIBOURG

INTERNATIONAL PROGRAMS



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EDITORIAL



The School of Management Fribourg serves society as one of Europe's top management schools in the fields of innovation and entrepreneurship, offering international programs at all levels. We leverage on theory and the latest research insights in order to enhance the knowledge and skills of our course participants and partner organizations.

We are integrated in a wide network of national and international management schools and in developing and implementing international benchmarks in education and business knowledge. As a member of AACSB (Association to Advance Collegiate Schools of Business) our strategy is directed by a deep commitment to excellence. In addition we develop and offer new products in further education according to demand.

The excellent location of our school, at the crossroads of three countries, together with our trilingualism, allow our program participants to hone their intercultural and linguistic competences in a truly unique way. The HEG-FR encourages worldwide student and professor exchange (inbound and outbound) and we also provide a variety of courses for foreign students, who, in terms of intercultural learning, are integrated in existing courses in Bachelor and Master degree programs as well as at a postgraduate level.

On the basis of this integration, these foreign students discover our students' innovative entrepreneurial spirit and excellent implementation skills. As the School of Management Fribourg is a solid partner for SMEs, large corporations and non-profit organizations, international students benefit from this "Entrepreneur-as-professor" concept and the possibility to visit several companies.

We are convinced that our School is a perfect place to develop intercultural competences and thanks to the campus Péroilles and the innovation laboratory, we are able to establish cooperations with other disciplines in flexible ways. In hands-on interdisciplinary projects and collaboration with other experts, our program participants learn how to attain specific objectives in sustainable ways.

A handwritten signature in black ink, which appears to read "R. Baldegger". The signature is fluid and cursive.

Prof. Rico Baldegger, PhD
Director School of Management



UNIVERSITY OF APPLIED SCIENCES AND ARTS WESTERN SWITZERLAND (HES-SO)

The HES-SO, a vast reservoir of competencies, ideas, innovation, creativity and knowledge is taking a leading role in the socio-economic development of the country and is proudly contributing to the growth of Western Switzerland. The school constitutes the largest network of tertiary education in Switzerland and currently has approximately more than 20,000 students enrolled in its various programs – 6,500 in Business, Management and Services, of which 850 are studying at the School of Management Fribourg.



THE SCHOOL OF MANAGEMENT FRIBOURG (HEG-FR)

Founded in 1991 as the School of Economics and Administration (ESCEA), the School of Management Fribourg has developed significantly over the years. Progress can be seen in the scope of our training programs (Bachelor degree, Master degree, and executive education). It is also visible in the growing number of students and staff.

The School of Management Fribourg belongs to a dense network of universities, private companies, and public administrations in Switzerland and abroad. Profiting from its privileged position at the crossroads of four nations and its trilingual programs, our school takes part in significant international projects. Thus, the intercultural and linguistic skills acquired by our students are firmly anchored in the practical.

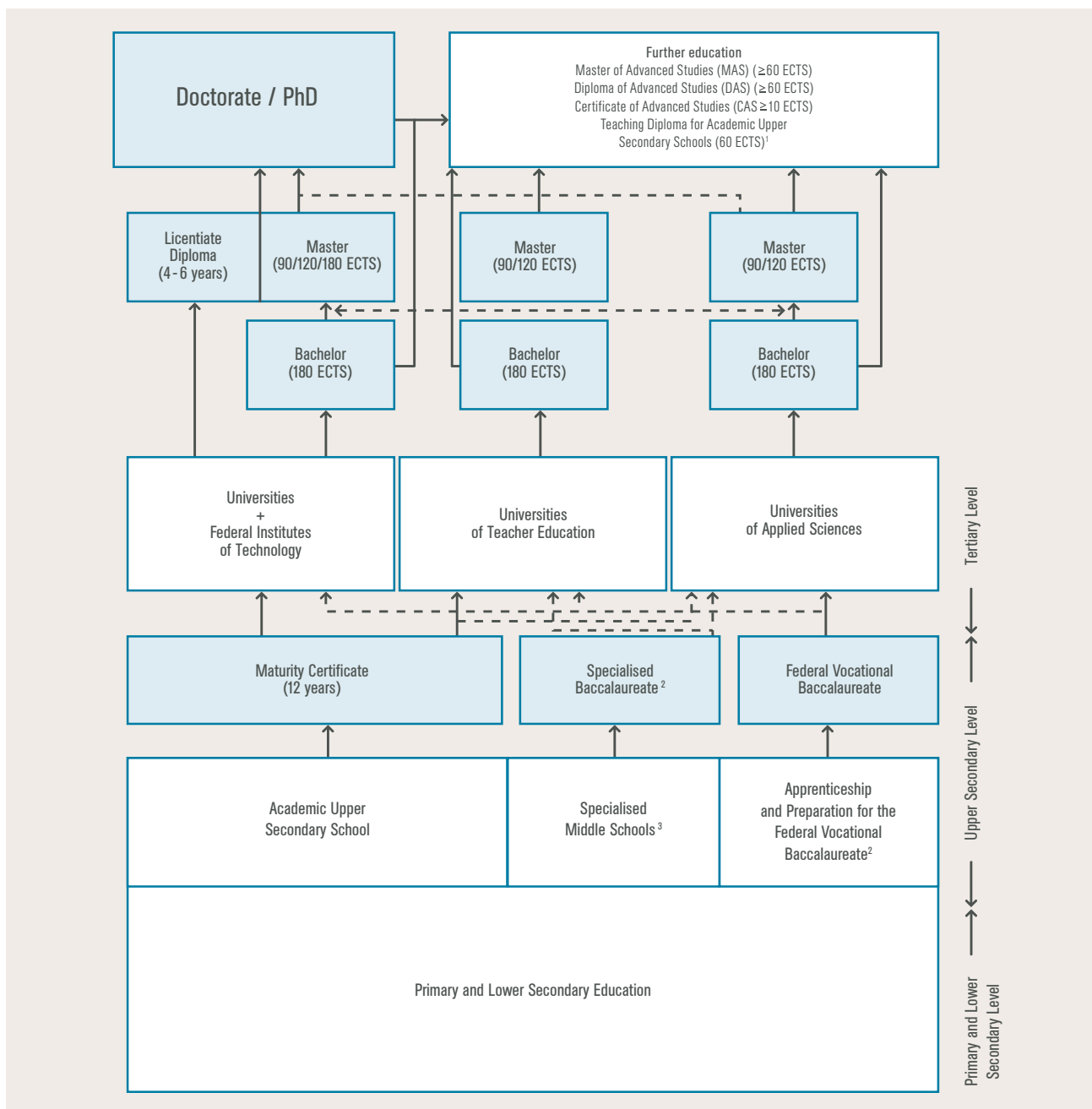
The HEG-FR is the hub where students meet with passionate teachers from Swiss and international universities and profit from the opportunity to pursue their studies in different languages.

The School has been organizing the exchange of professors in the field of entrepreneurship and SMEs for the last 15 years. Guest professors from internationally renowned partner universities from all over the world teach classes side-by-side with resident professors and course instructors. Former students who have established their own successful companies are closely associated with the program so they can share their hands-on experience in building their businesses.

SWISS EDUCATION SYSTEM

The high-quality Swiss education system reflects the country’s federalist system and mirrors its diversity of languages, cultures and history. Academic and applied studies are offered at three types of tertiary-level-A institutions: Swiss doctoral/research universities, universities of applied sciences and arts, and universities of teacher education.

Upper secondary education in Switzerland is subdivided into general education programs and vocational education training (VET) programs: General education programs include general and specialized upper secondary schools. Graduates from general education programs obtain a Swiss maturity certificate. This certificate allows students to enter universities. Students may also access universities of applied sciences provided they have done one year of work-placement. Vocational education training programs, in which adolescents learn a profession, are mostly dual-system and combine a paid apprenticeship at a host company with class-based instruction.



In accordance with the principles of the Bologna Declaration, 1 ECTS (European Credit Transfer System) corresponds to 25–30 hours workload (lecture, preparation, exam, self-study, project work, etc.) Source: Swissuniversities.ch

INTERNATIONAL RELATIONS



In Switzerland and internationally, our school is part of a large network of universities, private companies and public administrations. Capitalizing on our prime location at the crossroads of four countries and our trilingual teaching, we also participate in major international projects. All our students develop cross-cultural and linguistic skills that are directly rooted in practice.

The HEG-FR offers various courses (taught in English) for foreign students. To foster intercultural learning, we encourage them to take part in courses at Bachelor and Master levels, as well as in continuing education.

SOLID PARTNERSHIPS IN SWITZERLAND AND ABROAD

In Switzerland

In addition to our partnership with HES-SO, we are proud to partner with the following institutions:

- In our canton: the School of Engineering and Architecture Fribourg, the School of Health Sciences Fribourg, the School of Social Work Fribourg and the University of Fribourg, as well as the government of the Canton of Fribourg and the Fribourg Cantonal Bank.
- At a national level: the University of St. Gallen, the University of Applied Sciences of St. Gallen, the School of Management and Law of the Zurich University of Applied Sciences (ZHAW), the Swiss Federal Institute of Technology in Zurich, the University of Applied Sciences and Arts of Southern Switzerland (SUPSI) and Fachhochschule Nordwestschweiz, as well as a number of companies and organizations including Postfinance, Credit Suisse and SMEs.

“INTERNATIONAL EDUCATION BRINGS THE OPPORTUNITY TO GROW ONE’S GLOBAL VISION; AT THE HEG-FR WE ARE WORKING TO PREPARE STUDENTS FOR AN INTERNATIONAL ECOSYSTEM. EVERY YEAR WE WELCOME PARTICIPANTS FROM DIFFERENT COUNTRIES AND BACKGROUNDS WHO ENRICH THE GLOBAL EXPERIENCE.”

Andrea Rohrer

International Office HEG-FR – Americas

Internationally

We continue to work with and strengthen our partnerships with the following institutions:

USA	University of California, Irvine (UCI), Worcester Polytechnic Institute (WPI), University of Vermont, Swissnex Boston and Swissnex San Francisco
Canada	HEC Montreal, the University of Quebec at Trois-Rivières, TÉLUQ (University of Québec)
Brazil	Escola Superior de Propaganda e Marketing (ESPM), Universidade do Valle do Rio dos Sinos (UNISINOS), Swissnex São Paulo
Mexico	Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)
France	University of Lorraine, University of Montpellier, Grenoble Ecole de Management, EM Strasbourg Business School
Germany	University of Trier, Aschaffenburg University of Applied Sciences, SRH Hochschule Berlin
Chile	Universidad del Desarrollo
China	China Foreign Affairs University, Swissnex Shanghai
Vietnam	Yersin University of Da Lat
Australia	Swinburne University of Technology

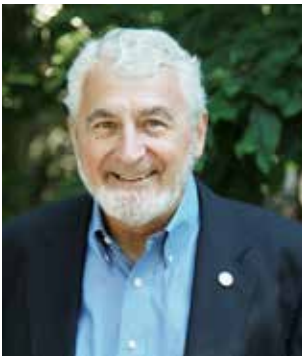
SUMMER SCHOOL

MODULE I

ENTREPRENEURSHIP & INNOVATION ACROSS CULTURES

JULY

THIS TWO-WEEK SUMMER SCHOOL MODULE, FEATURING AN INTENSIVE PROGRAM OF SPECIALIZED STUDIES IN INTERNATIONAL ENTREPRENEURSHIP COMBINED WITH TECHNOLOGY AND INNOVATION, IS GIVEN IN THE MOST INNOVATIVE COUNTRY IN THE WORLD - SWITZERLAND.



“THIS SUMMER SCHOOL OFFERS PARTICIPANTS A UNIQUE INTERNATIONAL EXCHANGE EXPERIENCE, AND AN OUTSTANDING OPPORTUNITY TO DEVELOP AN INNOVATIVE, ACTION-FOCUSED ENTREPRENEURIAL MINDSET.”

Louis-Jacques Filion –
Rogers-J. A. Bombardier,
Professor of Entrepreneurship
(HEC Montreal)



Participants of this summer program will have the opportunity to discover the Swiss entrepreneurial ecosystem. This program provides knowledge, tools and coaching needed to undertake entrepreneurial activities in an international environment, using different management approaches in Europe.

This focus on visionary and entrepreneurial thinking will provide participants with the conceptual framework required to take on any kind of activities, but especially entrepreneurial and organizational activities. Participants will learn the characteristics of innovators and how entrepreneurial activity systems are designed. They will also learn how to apply the entrepreneurial model of vision in order to understand entrepreneurial behavior in a multicultural environment and use it as a basis for developing their own system of visionary thinking.

The course lays the foundation for entrepreneurial activities both inside and outside existing organizations, which is why visits to national and multinational start-ups are a vital part of our summer school. Entrepreneurial spirit is essential for this program as students are invited to bring with them their own business ideas to improve on, together with experienced entrepreneurs, coaches, professors and other international students.

SUMMER SCHOOL

MODULE II

DIGITAL FINANCE & FINTECH FOR ENTREPRENEURS

JULY

THE SECOND MODULE OF THE SUMMER SCHOOL WILL INTRODUCE STUDENTS TO THE BASIC CONCEPTS AND MODELS OF MODERN FINANCIAL THEORIES. STUDENTS WILL HAVE THE OPPORTUNITY TO ATTEND GUEST LECTURES AND COMPANY VISITS; EXPLORE TEXTS AND CASE STUDIES.



“I AM A FULL PROFESSOR AT THE UNIVERSITY OF LORRAINE – FRANCE, WHERE I AM HOLDER OF THE ENTREPRENEURSHIP CHAIR. MY MAIN RESPONSIBILITY IS TO ENHANCE AND TO CONSOLIDATE ENTREPRENEURSHIP’ CULTURE IN THE UNIVERSITY. INDEED, I HAVE WRITTEN SEVERAL ARTICLES AND BOOKS WITHIN THAT FIELD.”

Christophe Schmitt –
Professor, Chair of Entrepreneurship
(Université de Lorraine)



The Financial management module makes up the second half of our summer school. Students will learn, from experienced international guest speakers and professors, about how a start-up could be financed; the new fintech tools for entrepreneurship; different types of investments (crowdfunding, raising capital online, etc); Students will also have a practical look into FinTech and Blockchain technology, as well as how they can be utilised in various business models. This module will also be complemented with company visits, making it a very comprehensive program.

At the end of the course, students should be able to act entrepreneurially, identify business opportunities and establish the support structure needed to translate their ideas into action. This program is intended to stimulate students’ potential behaviour. Complementated with a know-how of financial management, it offers a general but complete program to motivate future entrepreneurs.



“YOU DON’T WANT A SKI COACH WHO SITS IN THE LODGE SIP-PING BRANDY AND TALKING SKI THEORY. YOU WANT SOMEONE WHO GRABS YOU AND SAYS, “FOLLOW ME DOWN THE HILL.” DON’T BE SURPRISED TO FIND ME CALLING A SILICON VALLEY STARTUP LIVE DURING YOUR CLASS TO DISCUSS REAL CASES AND UNDERSTAND REAL CHALLENGES. IN OUR CLASSES WE ROLL UP OUR SLEEVES AND GET DIRTY WORKING ON REAL PROBLEMS FACED BY REAL ENTREPRENEURS.”

Prof. Carlos Da Silva
Entrepreneurial Finance Professor

“SUMMER SCHOOL GAVE ME NEW PERSPECTIVES AND TOOLS TO LOOK AT THE BUSINESS ITSELF. IT HAS TAUGHT ME RESOURCES AND IDEAS THAT I CAN BRING BACK TO THE BRAZILIAN ENVIRONMENT.”

João Barbosa, ESPM São Paulo, Brazil
Summer School Entrepreneurship & Innovation 2016

OBJECTIVES

- To stimulate students’ potential entrepreneurial behavior and complement this knowledge with financial management
- To provide the knowledge, tools and conceptual framework needed to undertake entrepreneurial activities in an international environment
- To provide a complete program where students can improve their business ideas and have all the tools to finance their own ideas

PROGRAM PROSPECTS

Graduates of the Summer School program in "Entrepreneurship & Innovation and Digital Finance" will be able to act entrepreneurially, be capable of identifying business opportunities, developing a vision and establishing the support structure needed to translate their ideas into action. They will complement their knowledge with current financial instruments for a better understanding of the financial world.

ADMISSION

- This program focuses on Undergraduate and Master students with excellent academic achievement
- English skills at B2 European level or higher are essential
- Previous knowledge of finance and entrepreneurship is taken into account

CREDIT POINTS

Those who successfully complete the course will be awarded ECTS and an official certificate of participation from the School of Management Fribourg in Switzerland, along with guaranteed credits at their home university, thanks to bilateral agreements.



Impact Hub Story



- 100+ Locations
- 500+ Makers
- 16 000+ Members
- 1 Community



Are you ready to be the next entrepreneur?

CREATE

YOUR

Are you the next entrepreneur to be known globally?

FUTURE



LONG PROGRAM

DIPLOMA IN FINANCIAL MANAGEMENT

FEBRUARY–JUNE

AN IN-DEPTH UNDERSTANDING OF FINANCIAL TOPICS IS AN IMPORTANT PREREQUISITE FOR A SUCCESSFUL PROFESSIONAL CAREER AND ADMISSION TO BUSINESS COURSES AT UNIVERSITIES.

This semester program is designed for undergraduate students and introduces the basic concepts and models of modern financial theories via lectures, texts and case studies, and company visits. Students learn how assets and companies are valued. Projections of future cash flows, capital budgeting, the trade-off between risk and return, risk management, and the valuation of securities are further courses offered in this program. The content of the classes is designed to be applicable to the current needs of banks, insurance and finance companies. Practical project work that reflects real-life applications in various corporations is a vital part of the program.



“IT HAS BEEN A TREMENDOUS ADVANTAGE FOR US TO BECOME MORE INTERNATIONAL, TO HAVE A BETTER OUTLOOK AND TO PUT INTO PRACTICE WHAT WE LEARNED HERE.”

Jorge Carrera Ortega –
Mexico
Diploma Financial Management 2014

PROGRAM PROSPECTS

Students of the Diploma of Financial Management will be able to understand and apply financial management principles to investment strategies and securities valuation, estimate the cost of capital and risk assessment, construct an investment portfolio, illustrate how derivative instruments can be used to manage risk and explain the role of financial institutions. Students will strengthen their reflections on the intercultural challenges related to the Swiss finance system and learn more about finance ecosystems from Switzerland.

ADMISSION

- This program focuses on undergraduate students with excellent academic achievement
- English Skills at B2 European level or higher are essential
- Previous knowledge of finance is necessary to follow this program

CREDIT POINTS

The program comprises of six modules, an applied Finance Project and a “French as a foreign language” option. It will give you the opportunity to certify your knowledge. The program runs for one semester every Spring, in Fribourg, Switzerland, and bears 30 ECTS.



“ALLOCATING CAPITAL TO RISK ASSETS CAN QUICKLY MAKE YOU HUMBLE. AT THE END, THE MARKET IS YOUR TEACHER. IT WILL LET YOU KNOW IF YOU’VE BEEN RIGHT OR IF YOU’VE BEEN WRONG ... THAT MAKES FINANCE AND PORTFOLIO MANAGEMENT IN PARTICULAR SO INTERESTING.”

Nils S. Tuchs Schmid PhD
Professor Financial Markets and
Derivatives

FINANCIAL MARKETS AND DERIVATIVES (5 ECTS)

This course provides an introduction to Financial Markets and Financial Assets by measuring returns and volatility. It furthermore introduces concepts for measuring risk and risk-adjusted returns as well as concepts of risk diversification and portfolio risk calculation. Assessments of unsystematic vs. systematic risk and beta calculation are discussed and the asset allocation decision is investigated.

Furthermore, we will look at derivative and how it’s used in formulating investment strategies and hedging policies; futures and forwards stocks, futures valuation and cost of carry model are also analyzed.

OBJECTIVES

- To 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, ...)
 - To understand derivatives and their use when it comes to implement investment strategies and hedging policies
-

FINANCIAL VALUATION (5 ECTS)

This course will 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 addressing these important questions, the class will first review the main risk characteristic of traditional individual investments like bonds and equities.

The orientation of this course aims to be resolutely practical. About 50% will be dedicated to practical exercises, realized by means of Excel..

OBJECTIVES

- 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 be familiar with the different possible investment approaches
 - To understand the importance of the investments implementation
-

APPLIED FINANCE PROJECT (5 ECTS)

The main objective of this team work is to create a report on a specific topic in applied finance: 1/3 of the work will develop the theory and the methodology; 2/3 of the work will be an application of real information/ data. The report will be read by at least 2 professors of the school and students will make a presentation. Length: no less than 80 pages (without appendices).

OBJECTIVES

- To understand how to carry out applied research in finance
 - To develop project management skills
 - To enhance team skills
-

“PROFESSORS HAVE A LOT OF EXPERIENCE IN THE FINANCIAL FIELD. INTERACTING WITH SWISS STUDENTS ALLOWED ME TO DEVELOP IN A MORE INTERNATIONAL ENVIRONMENT. THEREFORE, STUDYING IN SWITZERLAND ALLOWED ME TO GROW BOTH IN MY PROFESSIONAL AND PERSONAL LIFE.”

Roberta Flores –
ITESM, Mexico Campus Monterrey,
Diploma Financial Management 2016

APPLIED CORPORATE FINANCE (5 ECTS)

This module teaches basic concepts, such as the time value of money; corporate governance (bond holders vs. equity holders) and capital structure. Besides investment planning, there remain cost of capital estimation, cash flow calculation and financial projections; Budgeting and investment decisions. In addition the mergers and acquisitions strategy analysis and valuation; Takeover process and bidding strategies; Structuring and financing a transaction.

OBJECTIVES

- To be familiar with the basic concepts of corporate finance including the company's financing options
 - To be able to estimate the cost of capital of a company or project
 - To understand how the value of a company can be affected by its strategic decisions
 - To understand the principles of mergers, acquisitions and other corporate transactions
-

RISK MANAGEMENT (2.5 ECTS)

In this module students will learn how important risk management is to an organization and how corporate risks are managed. This module imparts threats and risks, risk definitions and the different kinds of risks, the definition of risk management, risk areas, risk treatment (avoid, reduce, retain, transfer), the risk management process, risk reporting and monitoring and risk assessment.

OBJECTIVES

- To identify and classify the threats an organization faces and discover how to transform the threats into measurable risks
 - To analyze the impact risks may have on an organization's balance sheet and income statement
 - To evaluate the options for risk treatment. Further, participants will work in teams to apply the acquired knowledge to practical cases
-



“MOST OF THE TEACHERS HAVE AMAZING CVS, THEY HAVE BEEN WORKING AND GIVING CLASSES MOST OF THEIR LIFE, PROJECTS ARE REALLY APPLIED, YOU USE WHAT YOU LEARN, NOT JUST LEARN.”

Juan Fernando Rodriguez –
ITESM, Mexico Campus Monterrey
Diploma of Financial Management 2016

INTERCULTURAL MANAGEMENT (5 ECTS)

The intercultural management module is divided into two parts. Intercultural management will form the first part, which discusses the challenges and dilemmas that arise when people from different cultures work together. It also deals with how culture influences the manner in which people cope with and resolve different problems. The international student collaboration project will complete the second block. Each team will be composed of 4 or 5 students from four different countries. It is the responsibility of the team members to initiate contact and find the collaboration mode that works best for their team. Each team must produce one business proposal on which every team member agrees and contributes to. Identical copies of the report must be submitted to each corresponding instructor.

OBJECTIVES

- To manage intercultural difference, intercultural challenges and cultural dimensions through business communication
 - To develop key intercultural competences
 - To manage intercultural team and collaborative understanding, accepting leadership and authority
 - To identify specific characteristics of cultures, to understand values and potential for conflict
-

ETHICS AND ENTERPRISE (2.5 ECTS)

Business ethics: How to implement ethical values in management? What is a conflict of interest? What does being loyal mean? Being trustworthy? What is integrity? This module provides a brief introduction to ethics, the principles and values of business ethics and making decisions in business ethics; this course also covers how to build respect for organizational ethics: understanding the content of codes of conduct and codes of ethics. Understanding whistle-blower procedures. How to fight against workplace mobbing, corruption and discrimination.

OBJECTIVES

- To recognize the advantages of ethical behavior in business
 - To understand the principles of honest and fair communication and of the right to privacy
 - To understand how to integrate extra-financial criteria (social and environmental values) into investment strategies
 - To comprehend the principles of good corporate governance and best practice
-

LONG PROGRAM ENTREPRENEURSHIP IMMERSION PROGRAM

DURATION OF IMMERSION PROGRAMS : 1 SEMESTER

Students in this program will take a series of finance and/or management courses while also being attached to a local company, gaining first-hand experience working with start-ups and SMEs. A company immersion outside of their home country allows students to understand cross-cultural differences and their impact on individual behaviour and business activities. It is also an excellent opportunity to meet students and entrepreneurs from other parts of the world and expand their network internationally.

The lectures and workshops focus on the theoretical and scientific foundation of entrepreneurship disciplines while the company attachment will provide them with an environment to put theory into practice. The knowledge students acquire in this program will develop their entrepreneurial spirit and prepare them for any strategic management positions in a start-up, small and medium enterprises, and spin-offs where new ventures, technological development, globalization and competition are areas of importance.



“THE PROGRAM IS A GREAT OPPORTUNITY FOR INTERNATIONAL STUDENTS TO EXPERIENCE THE VIBRANCY OF THE ENTREPRENEURIAL CULTURE IN SWITZERLAND”

Jerald Sze,
SMU - Singapore
Immersion Program 2017

AVAILABLE COURSES*

- Business of Fashion
- Neuromarketing 1
- Neuromarketing 2
- Distribution of Luxury Goods
- The 4th Industrial Revolution
- Emerging & Disruptive Technologies
- Intercultural Management
- Business Intelligence
- Digital Marketing
- Ethics and Enterprise

*subject to availability

PROGRAM PROSPECTS

Students of the immersion program should have an interest in international entrepreneurship and be capable of identifying business opportunities. Whether or not students become entrepreneurs, the course should stimulate potential entrepreneurial and intrapreneurial behaviour.

ADMISSION

This program focuses on Bachelor students with excellent academic achievement and exceptional communication skills. Previous knowledge of entrepreneurship or entrepreneurial activities is taken into account. English skills at B2 European level or higher are essential and French and/or German is an asset..



“SHARING MY SUMMER WITH STUDENTS AND EXPERIENCED TEACHERS FROM ALL OVER THE WORLD INSPIRED ME TO THINK OUTSIDE THE BOX AND APPROACH INNOVATION FROM A DIFFERENT PERSPECTIVE. THE SUMMER SCHOOL WAS NOT ONLY A LEARNING OPPORTUNITY BUT ALSO ALLOWED ME TO INCREASE MY NETWORK AND MAKE NEW FRIENDS.”

Marina Oliveira, ESPM –
Brazil
Summer School 2016

LOCATION FACILITIES & LIFE IN SWITZERLAND

ACCOMMODATION

The School of Management Fribourg will help you to find the best accommodation in the vicinity of Campus Pérolles.

TRANSPORT

The Swiss railway network extends over 20,300 km (12,600 miles), not including an additional 2,000 (1,240 miles) of private railways. Its public transportation system is one of the best worldwide as it integrates train, bus and boat travel seamlessly and offers high levels of comfort.

Overall travel time by train from Fribourg main station to: Bern: 0:21 h / Zurich: 1:23 h / Basel: 1:24 h / Lausanne: 0:44 h / Geneva: 1:22 h Depending on your travelling plans, there are different types of tickets available. For more information, please visit the Swiss railway website: www.sbb.ch/en/home.html

IMPORTANT FACTS

- You must ensure that your insurance covers all major risks in Switzerland (especially health insurance, international coverage)
- Please register for our programs through your international program office
- Fribourg does not have an international airport; you will need to fly into Geneva, Zurich or Basel and then travel to Fribourg by train

THE COUNTRY

Switzerland has a great deal to offer: cultural diversity, multilingualism, stunning scenery and, of course, its people. It has four national languages, (German, French, Italian and Romansch). Switzerland prides itself on its high standard of publicly-funded education. Switzerland's economy is based on a highly qualified labor force performing highly skilled work. The main areas include micro-technology, hi-tech, biotechnology and pharmaceuticals, as well as banking and insurance. Small and medium-sized enterprises (representing 98% of the total) play an extremely important role for the Swiss economy.

THE CITY

The city of Fribourg (in French) and Freiburg (in German) is the bilingual capital of the Swiss Canton of Fribourg and the district of Sarine. It is located on the banks of the river Sarine/Saane on the Swiss plateau, and is an important economic, administrative, and educational center on the cultural border between the German- and French-speaking regions of Switzerland. Fribourg is known for its cultural plurality, its university and its gastronomy. The increasing number of students living in Fribourg has also had an invigorating effect on what it has to offer culturally and artistically as well as its night life. Fribourg is especially popular with students: its bilingualism (French and German) present a major plus for students keen on picking up an additional language. Besides, Fribourg serves as a link between the German- and French-speaking regions of Switzerland, which is clearly a part of its culture.



WHY STUDY IN SWITZERLAND?

Switzerland has earned the top position in the Global Innovation Index for eight consecutive years since 2010. In fact, it is the overall innovation leader, outperforming all EU member states and is among global leaders in R&D spending and quality of local universities.

HEG-FR INTERNATIONAL RELATIONSHIP

Guest professors from internationally renowned partner universities from all over the world teach classes alongside our professors and course instructors.

The objective of our international activities is to provide education which corresponds to international standards: this entails exchanging students and professors around the world and developing international projects in areas of importance on a social level.

This international focus is strongly supported by the close partnerships we maintain with academic partners, start-ups, SMEs and multinational companies from several continents.

**SCHOOL
OF MANAGEMENT
FRIBOURG (HEG-FR)**

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Hes·so

Haute Ecole Spécialisée
de Suisse occidentale
Fachhochschule Westschweiz
University of Applied Sciences and Arts
Western Switzerland

August 2019