

Double Degree University of Pavia - University of Fribourg

DD X-Change Day, Pavia, January 29, 2021

Univ.-Professor Dr. Dirk Morschett
Chair for International Management

TOPICS

Switzerland

University of Fribourg –
Faculty of Management, Economics and Social Sciences

Master in
International and European Business

SWITZERLAND AT A GLANCE

- Small country in the heart of Europe
 - population: **8.6 million**
- Attractive country and high quality of life
- Productive and wealthy country
 - **EUR 73'000** as GDP p.c. 2019 (nominal)
- One of the most **competitive** countries of world (#5 in the Global Competitiveness Ranking)
- Home of many **world leading companies**
- Location of European **Headquarters** of many Multinational Corporations
 - more than 850 international companies with HQ functions in Switzerland, e.g. Bombardier, General Motors, Sony, Nissan, Google, IBM and Mondelez, highlighting the attractiveness of Switzerland as a business location



SOME SWISS COMPANIES AND BRANDS (1)



Nestlé Good food, Good life



NESPRESSO



SOME SWISS COMPANIES AND BRANDS (2)



Schindler



SWITZERLAND AS LOCATION FOR FOREIGN MULTINATIONALS

Menü Suchen HZ Das Wirtschaftsportal von Handelszeitung und BILANZ Abo Newsletter

Home > Tech > Wie Zürich zum grössten Google-Standort ausserhalb der USA wurde

Wie Zürich zum grössten Google-Standort ausserhalb der USA wurde

© Lesezeit: 3 Minuten

Teilen Merken Drucken



Jubiläum: Vor 14 Jahren startete Google ein Büro in Zürich.
Quelle: Keystone.

Vor 14 Jahren startete Google als Zwei-Mann-Büro in Zürich. Dank dem Schweizer Urs Hölzle ist daraus eine Erfolgsgeschichte geworden.



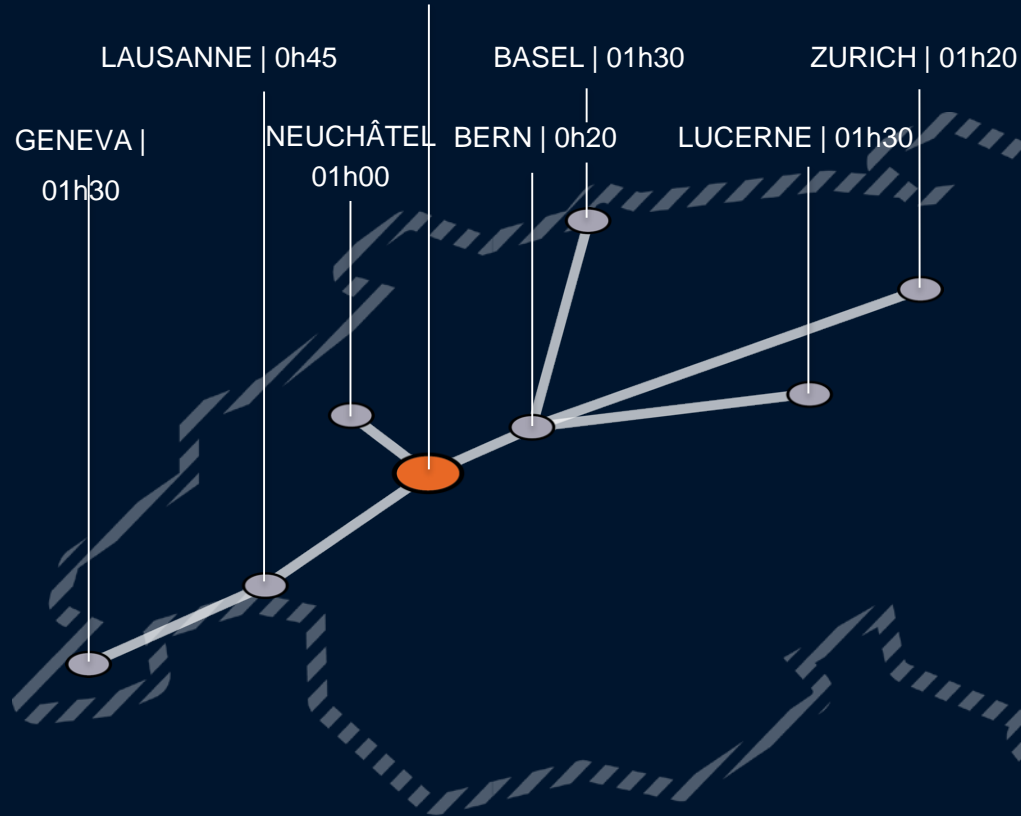
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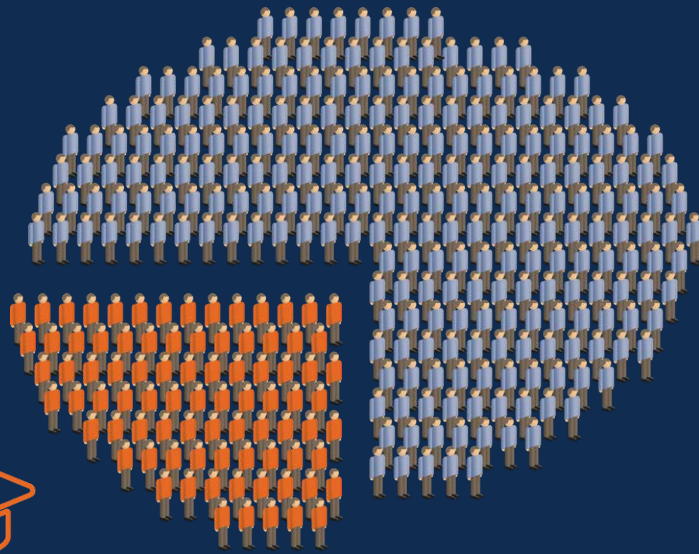
IN THE HEART OF SWITZERLAND FRIBOURG



42'000

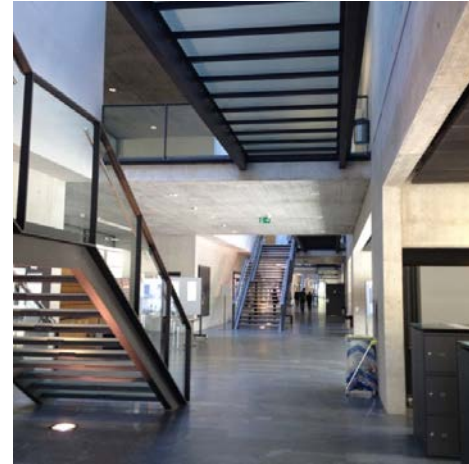
Fribourg –
a unique
university town

bilingual city
trilingual university,
with large offer of
courses in English



10'500

SOME VIEWS OF OUR UNIVERSITY (1)



SOME VIEWS OF OUR UNIVERSITY (2)



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ONE CORE MODULE + 1 OPTIONAL MODULE

(ALL MODULES WITH A LARGE SELECTION OF COURSES)

European and
Global Business

Strategy

Innovation &
Entrepreneurship

Organisation &
Human Resource
Management

Marketing

Managing
Digitalisation

Data
Analytics

Accounting &
Control

Finance

Nonprofit Management
& Sustainability

CORE MODULE: LARGE OFFER OF COURSES, ALL WITH AN INTERNATIONAL FOCUS

- Fundamentals of International Management
- Case Studies in International Strategy
- Managing the Multinational Network
- European Marketing
- International Services Marketing
- Microeconomics of Competitiveness
(together with Harvard Business School)
- Intercultural Business Projects
(together with X-Culture)
- Management in Emerging Markets
- Intercultural Management
- Strategic Value Creation
- Transnational Corporations in the Global Society
- International Finance
- International Taxation
- Sustainable Globalization
- Study Trip Doing Business in Asia
(e.g. Study Trip to Thailand)

CORE MODULE: TWO COURSE EXAMPLES

Case Studies in International Strategy (R. Grünig)

- in collaboration with a company
- student teams from Fribourg solve challenges that are defined by the company
- briefing by company executives to understand the business and the challenges
- final presentation to and discussion with top managers of the company



Intercultural Business Projects (E. Davoine/O. Furrer/D. Morschett)

- global virtual teams work together on real business projects presented by corporate partners
- ca. 4'000 students from over 40 countries
- each student from Fribourg is in another global team (of ca. 6 people)
- virtual cooperation via skype, WhatsApp and collaboration platforms
- to develop skills in international business consulting and intercultural intelligence



MANY EXECUTIVES' PRESENTATIONS ON THE INTERNATIONAL MANAGEMENT OF THEIR COMPANIES – SOME EXAMPLES

- Stefan Heissler, Managing Director at **Liebherr**
- G. Kern, CEO at **IWC** (now CEO at Breitling)
- D. Scholtz, MD of **Alcon Pharmaceuticals**
- A. Rigoni, Commercial Director at **Nestlé Suisse**
- J. Jenisch, CEO at **Sika** (now CEO **LafargeHolcim**)
- K. Haerri, Head Global Marketing & Sales at **Schindler**
- A. Baehny, Chairman, **Geberit**
- M. Vogt, Head of Sales & Marketing at **Ricola**

LIEBHERR



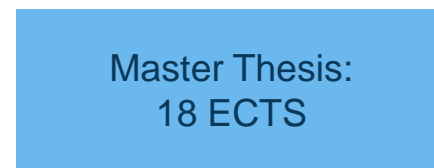
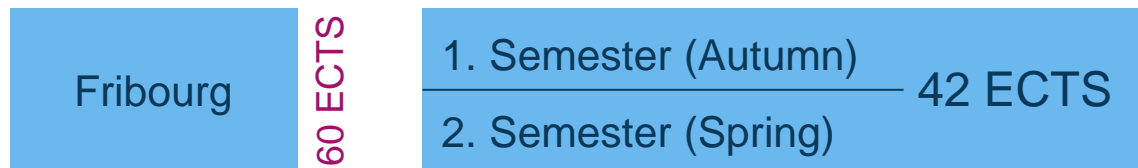
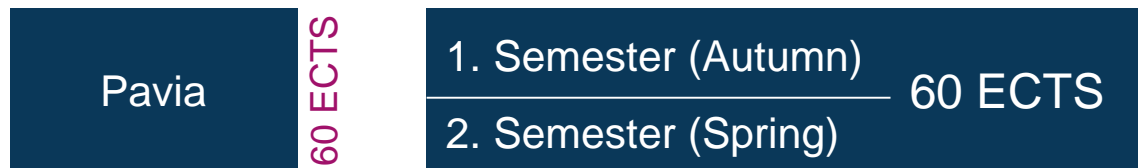
Ricola



STRUCTURE DOUBLE DEGREE PROGRAMME (FOR STUDENTS FROM PAVIA)

Courses:
102 ECTS

Thesis:
18 ECTS



SUMMARY

Switzerland is a highly attractive country for business (students)

The University of Fribourg provides many of the particular advantages of studying in Switzerland

The Double Degree Programme
MIBE (Pavia) + MIEB (Fribourg)
is an optimal preparation for a future career in MNCs

Double Degree University of Pavia - University of Fribourg

DD X-Change Day, Pavia, January 29, 2021

We would be happy to welcome you in Fribourg!

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WHAT HAS BECOME OF OUR FACULTY'S MASTER GRADUATES?

Some examples of SES careers...



Jan Jenisch
CEO
LafargeHolcim
(lic rer. pol., 1993)



Frédéric Goetschmann
CEO
Quickline Group
(MA in Management, 2001)



Thomas Truttmann
Managing Director
Compass Group (Schweiz) AG
(lic rer. pol., 1997)



Chabi Nouri
CEO
Piaget
(lic rer. pol., 1998)



David Pantillon
Country General Manager Switzerland
Audemars Piguet
(MA in Management, 2003)



Thomas Blunck
Member of the Board of Management
Munich Re
(Dr. rer. pol., 1993)



Alain Schnetzer
Director Customs and Trade Technologies
PwC
(MA in Management, 2012)



Katarina Lucic
Head of Retail Business
Sika Australia
(MA in Management, 2014)



Lukas Bucheli
Marketing Director Retail China
Groupe Savencia
(MA in Management, 2007)



Géraldine Gillard
Product Manager
Interdelta SA
(MA in Management, 2013)



Christoph Leu
Senior Program Manager Alexa Skills
Amazon
(MA in Management, 2011)



Salima Kherchaoui
Manager Strategy Consulting
Deloitte Luxembourg
(MA in European Business/Double Degree, 2015)



Dario G. Bianchi
Mitglied der Geschäftsleitung
G. Bianchi AG
(MA in Accounting and Finance, 2017)



Nhu-Lan Muster-Lam
Area Marketing Manager
Central and Eastern Europe
GSK Consumer Healthcare
(MA in European Business, 2011)

Photo: Piaget 2018

KEY INDICATORS OF COMPETITIVENESS

Switzerland

5th / 141

Global Competitiveness Index 4.0 2019 edition

Rank in 2018 edition: 4th / 140

Performance Overview Key ◇ Previous edition ▲ High-income group average □ Europe and North America average
2019



Source:
WEF, 2019.

IN ADDITION: SWITZERLAND AS LOCATION OF GLOBAL AND EUROPEAN HEADQUARTERS

- Switzerland as vital centre for global and regional headquarters of foreign companies
 - European firms with global headquarters in Switzerland
 - U.S. companies with regional headquarters
 - more than 850 international companies with HQ or other core functions in Switzerland
 - prominent examples such as Bombardier, General Motors, Sony, Google, IBM, and Mondelez show the attractiveness of Switzerland as a location for company headquarters

- Key criteria in the choice of location include
 - favourable tax environment, the availability of qualified staff, a high quality of life, and the advantageous geographic location
 - neutrality, stability, legal certainty, safety of people and the environment, high standard of living, quality of the education system
 - proximity to research facilities and clients
 - reliable double-taxation agreements

Source:
S-GE 2018.

SWITZERLAND AS GLOBALLY FIRST LOCATION FOR INTERNATIONAL ORGANISATIONS



CORE MODULE: LARGE OFFER OF COURSES, ALL WITH AN INTERNATIONAL FOCUS

- Fundamentals of International Management*
(Morschett)
- International Services Marketing*
(Bambauer-Sachse)
- European Marketing*
(Morschett)
- Intercultural Management
(Davoine)
- Intercultural Business Projects
(Davoine/Furrer/Morschett)
- Strategic Value Creation
(Hilb)
- Case Studies in International Strategy*
(Grünig)
- Transnational Corporations in the Global Society
(Dembinski)
- Managing the Multinational Network*
(Morschett)
- Management in Emerging Markets
(Halaszovich)
- International Finance
(Isakov)
- International Taxation
(Turina)
- Microeconomics of Competitiveness
(Gugler)
- Sustainable Globalization
(Grossmann)
- Course/Study Trip Doing Business in Asia
(Morschett)

*Core Courses, at least 2 have to be taken to complete the module

PRACTICAL ORIENTATION OF THE PROGRAMME

- **Case studies and team work**
 - lectures include many practical examples
 - many courses are a mix of lectures and exercises in form of case studies (in teams of international students)
 - from time to time, specific case study seminars are offered

- **Guest presentations**
 - frequent talks by executives are included in the different courses
 - several executives are invited each semester
 - annual conference with top managers on „Success in Emerging Markets“

- **International excursions and summer schools**

CORE MODULE: INCREASING FOCUS ON EMERGING MARKETS



REGISTER
NOW!

Success in Emerging Markets

Business Conference

Université de Fribourg,
Friday, November 8, 2019, 8.30 - 14.00 h

- Evaluate opportunities in foreign markets
- Learn from experienced companies
- Build networks

Speeches and panel discussions with ...

					
Sandro Piffaretti Delegate of the Board of Directors <i>Swiss Automotive Group</i>	Mihaly Lieb Vice Delegate of the Board of Directors <i>Swiss Automotive Group</i>	Philipp Leutiger Chief Digital Officer <i>LafargeHolcim</i>	Dimitris Brilis Vice President Emerging Growth Markets <i>Alcon</i>	Prof. Rudolf Grünig Chair of Management <i>Université de Fribourg</i>	Prof. Dirk Morschett Chair for International Management <i>Université de Fribourg</i>

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UNIVERSITÄT FREIBURG

More information and registration:
www.international-management.ch

