



UNIVERSITÉ DE FRIBOURG
UNIVERSITÄT FREIBURG

Double Degree University of Pavia - University of Fribourg

DD X-Change Day, Pavia, January 30, 2023

Executive Summary

Switzerland

- Facts and Figures
- Life in Switzerland

University of Fribourg

- Courses and Structure
- Sport
- Life in Fribourg



Switzerland

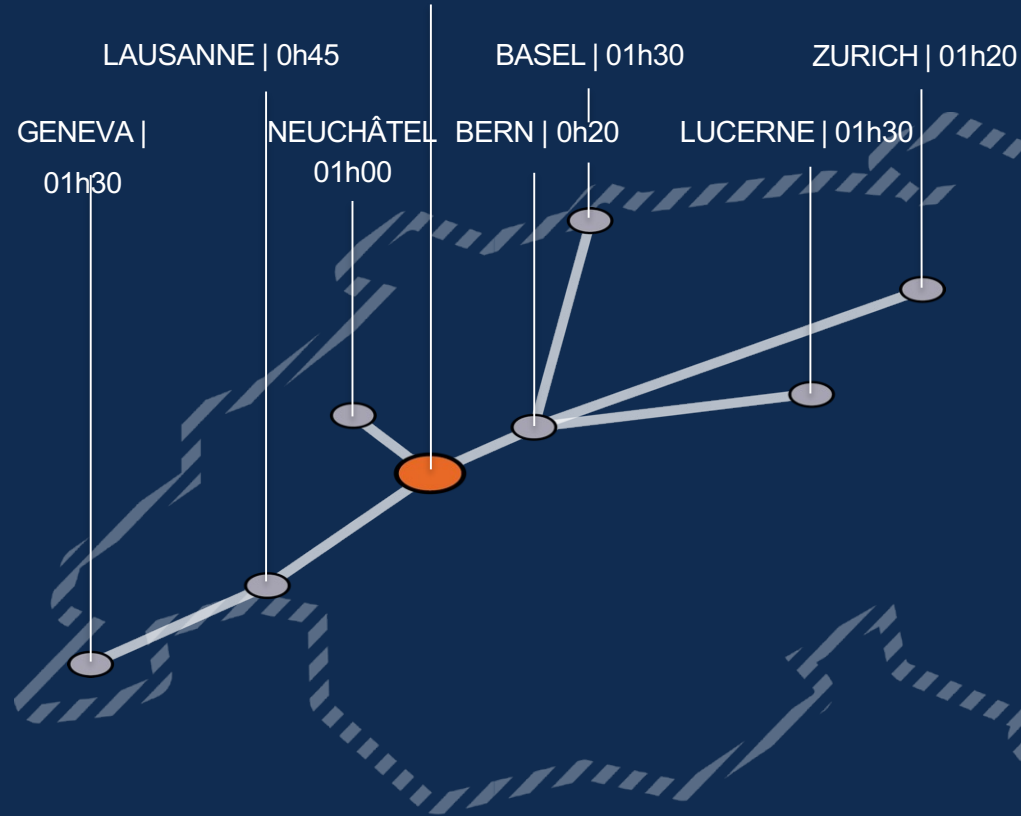
SWITZERLAND AT A GLANCE

- Small country in the heart of Europe
 - population: 8.7 million
- Attractive country and high quality of life
- Productive and wealthy country
 - US\$ 91.991 as GDP p.c. 2021
- Second most competitive country in the world (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



IN THE HEART OF SWITZERLAND

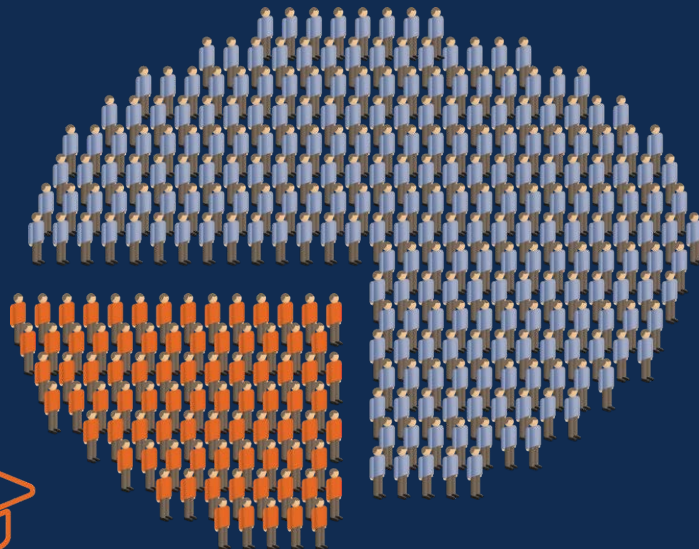
FRIBOURG



42'000

Fribourg –
a unique
university town

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



10'500

A photograph of a modern university campus. In the foreground, several tall, red, rectangular pillars are spaced out on a paved plaza. In the background, a large, multi-story building with a curved facade and many windows is visible. Green trees are planted in rows between the pillars and the building. A semi-transparent dark blue banner is overlaid across the middle of the image, containing the text "University of Fribourg" in white.

University of Fribourg

TOPICS

Switzerland

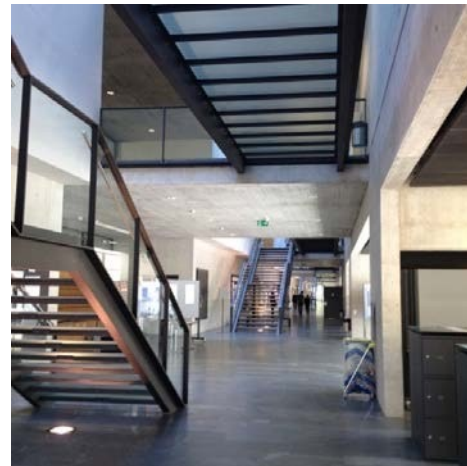


University of Fribourg –
Faculty of Management, Economics and Social Sciences



Master in
International and European Business

SOME VIEWS OF OUR UNIVERSITY



TOPICS

Switzerland



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



Master in
International and European Business

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)

SPORT OFFER

■ Martial arts

- Boxing (free)
- Kung Fu (free)
- Kick boxing (free)
- Taekwond (free)

■ Dance

- Salsa (free)
- Hip-hop (free)
- African dance (free)
- Tango (free)

■ Group fitness

- TRX (free)
- Zumba (free)
- Pilates (free)
- CrossFit

■ Mountain sports

- Ski Tours
- Snowboard tours
- Trekking
- Climbing

■ Water sports

- Swimming (free)
- Windsurfing
- Kayak
- Acqua fit
- Surf

LIFE IN FRIBOURG



- Offers different accommodations: shared apartments (personal rooms)
- Price range 300-600 CHF (a month)
- Mont Carmel and Maison Sonnenberg

<https://apartis.swiss/>



IG: esnfribourg

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