

# WINTER IN FRIBOURG 2020

One-week Program 7-14 FEB.

Two-week Program 7-21 FEB.

at the University of Fribourg, Switzerland

**Bachelor, Master students from all majors with  
English proficiency**

**Registration link\* until 31.12.2019**

**\*Or click <https://survey.unifr.ch/index.php/935926>**

# THE UNIVERSITY OF FRIBOURG



**University of Fribourg** (Universität Freiburg / Université de Fribourg) was founded in 1889 and is a comprehensive research university.

It is one of the twelve public universities in Switzerland and is **the only bilingual university**, which offers full curricula in both French and German.

English is widely spoken and is the main language in most post-graduate programs.

The Times Ranking rated UniFR **top 100 Best European Universities** and **top 100 in International Outlook** in 2019.

# WHAT TO EXPECT IN ONE-WEEK PROGRAM?

## ACADEMICS

Seminar on  
Communication Strategy in  
European Business Context  
Introducing post-grad studies  
in Switzerland

## FIELD TRIP / VISIT TO

The “zero carbon” innovative  
site in Fribourg  
The future house –  
Smart Living Lab

## KNOW SWITZERLAND

Lectures on introducing  
the country and its  
unique systems  
Basic French

## WINTER IN THE ALPS

Exciting winter sports  
Excursions to world  
famous attractions in the  
Fribourg region



# WHAT TO EXPECT (MORE) IN THE TWO-WEEK PROGRAM?

## ACADEMICS

Minimum 14 class hours  
(according to the choice of  
course) in the  
Faculty of Economics and  
Social Science

## EUROPEAN CLASSROOM

Sit in the same classroom  
with European / local  
students

## PREPARE FOR NEXT STEPS

Build contacts with  
professors and research  
groups at UniFr

## DISCOVER SWITZERLAND

Excursion in Fribourg Region  
Snow-shoeing in the pre-Alps  
region



# TIMETABLE – THE FIRST WEEK

Date	Detail
Fri 07-02	Arrival in Switzerland and take train to Fribourg, pick-up from the Fribourg train station to hotel, check-in Free time
Sat 08-02	<b>Orientation, Miséricorde campus tour</b> <b>Welcome Lunch</b> <b>Walking tour in the Fribourg oldtown</b>
Sun 09-02	<b>Excursion day in Fribourg Region</b> <ul style="list-style-type: none"> <li>• Castle Gruyères and the fairytale-like village of Gruyères</li> <li>• La Maison du Gruyères, see the famous cheese-making process in the cheese factory and <b>group lunch</b></li> <li>• Guided tour to Maison Cailler, the magical chocolate factory</li> </ul>
Mon 10-02	<b>Lecture: Introduction to Switzerland</b> , <i>lecturer from European Studies Center, UniFr</i> <b>Lecture &amp; Workshop: Communication Strategy in European Business Context</b> , <i>professor of Intercultural Management</i>
Tue 11-02	<b>Introduction to French language</b> , <i>lecturer from Language Center</i> <b>Winter sport: Snow-shoeing</b> in the pre-Alps region, <i>led by UniSport, UniFr</i> <b>Cheese Fondue dinner</b>
Wed 12-02	<b>Early morning: Farmer market</b> <b>Introduction to Post-graduate studies and academic career development in Europe</b> , <i>senior researcher from Faculty of Science, master student from Faculty of Economics and Social Sciences, UniFr</i> <b>Pérolles Campus tour</b> <b>Visit to blueFACTORY</b> , the innovative site in Fribourg and <b>Smart living lab</b> , the winning project of Solar Decathlon 2017
Thu 13-02	<b>Free morning</b> , prepare for the debriefing <b>Debriefing on the Communication Strategy</b> , <i>professor of Intercultural Management</i> <b>Farewell Dinner</b>
Fri 14-02	One-week participants check-out. Take train to airport and departure

*During Mon. To Fri. of the week, lunch is served in the university cafeteria.  
Meals not indicated are to be self-organized.  
Program is subject to change.*

# TIMETABLE – THE SECOND WEEK

Date	Detail
<b>Fri</b> <b>14-02</b>	<u>Free day</u>
<b>Sat</b> <b>15-02</b>	<u>Free day</u>
<b>Sun</b> <b>16-02</b>	<u>Free day</u>
<b>Mon</b> <b>17-02</b>	For course description and more information please see next pages <b>AM: Digital Commerce in B2C and B2B Markets</b> <b>PM: (choose 1 out of 2) Democracy – and the role of media and communication or Managing the Multinational Network</b>
<b>Tue</b> <b>18-02</b>	<b>AM: Free morning</b> <b>PM: Digital Commerce in B2C and B2B Markets</b>
<b>Wed</b> <b>19-02</b>	<b>AM: (choose 1 out of 2) The Economics of Politics or Management control systems</b> <b>PM: (choose 1 out of 2) Digitalization and Information Systems or International Services Marketing</b>
<b>Thu</b> <b>20-02</b>	<b>AM: (choose 1 out of 2) Network Science &amp; Economics or Innovation-led transformation of socio-technical systems</b> <b>PM: (choose 1 out of 2) Policy and Impact Evaluation or Business Ethics and Corporate Social Responsibility</b> <b>Dinner gathering, summary of the week</b>
<b>Fri</b> <b>21-02</b>	Second-week participants check-out. Take train to airport and departure

*During Mon to Fri of the week, lunch and dinner are served in the university cafeteria.*

*Meals not indicated are to be self-organized.*

*Program is subject to change.*

# COURSE DESCRIPTION (FOR TWO-WEEK PROGRAM)

**17-02 Monday, 9.15-11.00**

**Continued on 18-02 Tuesday, 15.15-17.00**

## **Digital Commerce in B2C and B2B Markets**

<https://www3.unifr.ch/timetable/en/course.html?show=86430>

**Code: UE-EGE.00269**

Digital Commerce (or E-Commerce) has become highly relevant in many sectors in the last two decades, gaining market shares and leading to the emergence of new players, like Amazon or Zalando, who have become huge companies. Long established companies, e.g. Würth, have added digital sales channels. In addition to the already established online channels, like ordering over a PC or notebook, new channels emerge like mobile channels, scanning solutions or voice assistants as Alexa. In B2B markets, even more forms of digital ordering appear.

In this course, the different aspects of Digital Commerce are presented and discussed.

**17-02 Monday, 13:15-15:00**

## **Democracy – and the role of media and communication**

<https://www3.unifr.ch/timetable/en/course.html?show=88865>

**Code: UE-EKM.00957**

In this course, we look at established democracies. In the first couple of meetings, we establish basic knowledge and look at greek origin of democracy, at characteristics of Western democracy, at democratic theory, measures for democracy, at democratic innovations, and ask whether established democracies have become under pressure (right wing populism, authoritarian presidents, search for identity and recognition).

**17-02 Monday, 13:15-15:00**

## **Managing the Multinational Network**

<https://www3.unifr.ch/timetable/en/course.html?show=86650>

**Code: 6620-0307**

Multinational Corporations (MNCs) are complex entities, comprising of organizational units in very heterogeneous local environments. The course will enable the students to understand the mechanism that can be employed to coordinate and manage a MNC network. Theoretical approaches to explain the network perspective are discussed as a basis to take decisions on the application of the adequate coordination mechanisms.

**Note: Pre-reading may be required for attending the classes, the materials will be provided in due time**

# COURSE DESCRIPTION (FOR TWO-WEEK PROGRAM)

19-02 Wednesday, 8.15-12.00

## The Economics of Politics

<https://www3.unifr.ch/timetable/en/course.html?show=82629>

Code: 6610-0511

The economics of politics is the application of economic theory to political processes. Political actors are treated like any other individuals who maximize their utility in any possible interaction. In recent years this approach has proven to provide valuable insights into policymaking and its resulting economic and social outcomes. In this course students learn to use economics in the context of policymaking and interpret and empirical findings, introduced to the basic approaches to understand voting and elections, political institutions and their influence on policy outcomes, political actors and their incentives as well as a selection of important topics related to political decision.

19-02 Wednesday, 9.15-12.00

## Management control systems

<https://www3.unifr.ch/timetable/en/course.html?show=87978>

Code: 6620-0568

This course is supposed to provide students with an understanding of the importance of management control and management control systems (MCS) for companies. The course focuses on the formal aspects of MCSs and how they are used to implement a company's strategy by aligning individual, business unit and company goals. Furthermore, the behavioral aspects associated with MCSs are highlighted and intensively discussed.

19-02 Wednesday, 12.15-15.00

## Digitalization and Information Systems

<https://www3.unifr.ch/timetable/en/course.html?show=87922>

Code: UE-EIG.00131

The goal of this course is to familiarize students with novel technologies in the context of digitalization and information systems and enable them to apply and evaluate these technologies in small practical business scenarios. This includes the use of enterprise modeling methods, software environments as well as programming languages.

Basic programming and conceptual modeling skills on the level taught in the Wirtschaftsinformatik I&II bachelor courses of the DIGITS group are required. A laptop is needed.

19-02 Wednesday, 12.15-15.00

## International Services Marketing

<https://www3.unifr.ch/timetable/en/course.html?show=87656>

Code: UE-EGE.00262

Theoretical component: discussion of theoretical aspects in the context of international services marketing such as the difference between services and goods, the special aspects of services marketing and the main characteristics of marketing international services

Analytical component: showing the application of quantitative methods (e.g., regression analysis, ANOVA) in order to develop strategies in the field of international services marketing

Practical component: compiling the major issues of international services marketing on the basis of real examples from marketing practice

Scientific component: going through selected scientific articles in the field of international services marketing

**Note: Pre-reading may be required for attending the classes, the materials will be provided in due time**



# COURSE DESCRIPTION (FOR TWO-WEEK PROGRAM)

**20-02 Thursday, 8.15-11.00**

## Network Science & Economics

<https://www3.unifr.ch/timetable/en/course.html?show=83016>

**Code: 6610-0549**

Facebook and Xing are two well-known examples of social networks. However, the importance of relationships is not restricted to online relationships and, similarly, the term social networks includes various applications apart from online social networks: Examples range from ancient marriage networks to R&D collaborations between firms. The analysis of social networks has become one of the liveliest fields of research in economics, as well as in other social sciences. This course gives an introduction into this field and thereby puts emphasis on economic models of network formation.

**20-02 Thursday, 9.15-12.00**

## Innovation-led transformation of socio-technical systems: Strategic Niche Management

<https://www3.unifr.ch/timetable/en/course.html?show=88314>

**Code: UE-EIG.00124**

When innovation-based processes are used to address and attempt to solve major societal challenges, the aim is to change entire socio-technical systems, consisting of a multitude of interconnected and interdependent actors, institutions and technologies. One potential approach to evaluate and engage system change is through the field of Transition Studies, which consists of several strands of research, one of which is the *Strategic Niche Management (SNM) approach*. SNM is both an analytical tool and a policy development and management tool, focusing on developing potentially radical innovations in protected spaces (niches) until they are ready to compete in the open market.

**20-02 Thursday, 11.15-14.00**

## Policy and Impact Evaluation

<https://www3.unifr.ch/timetable/en/course.html?show=83029>

**Code: 6610-0519**

This course discusses econometric tools for assessing the causal impact of some policy intervention (also referred to as “treatment”) on an outcome of interest. This may, for instance, concern the effectiveness of public policies (e.g. training programs for unemployed, income support for poor families, public childcare,...), corporate policies (marketing campaigns, educational programs for employees,...), health interventions (new medical treatments...), among many other examples.

**20-02 Thursday, 15.15-18.00**

## Business Ethics and Corporate Social Responsibility

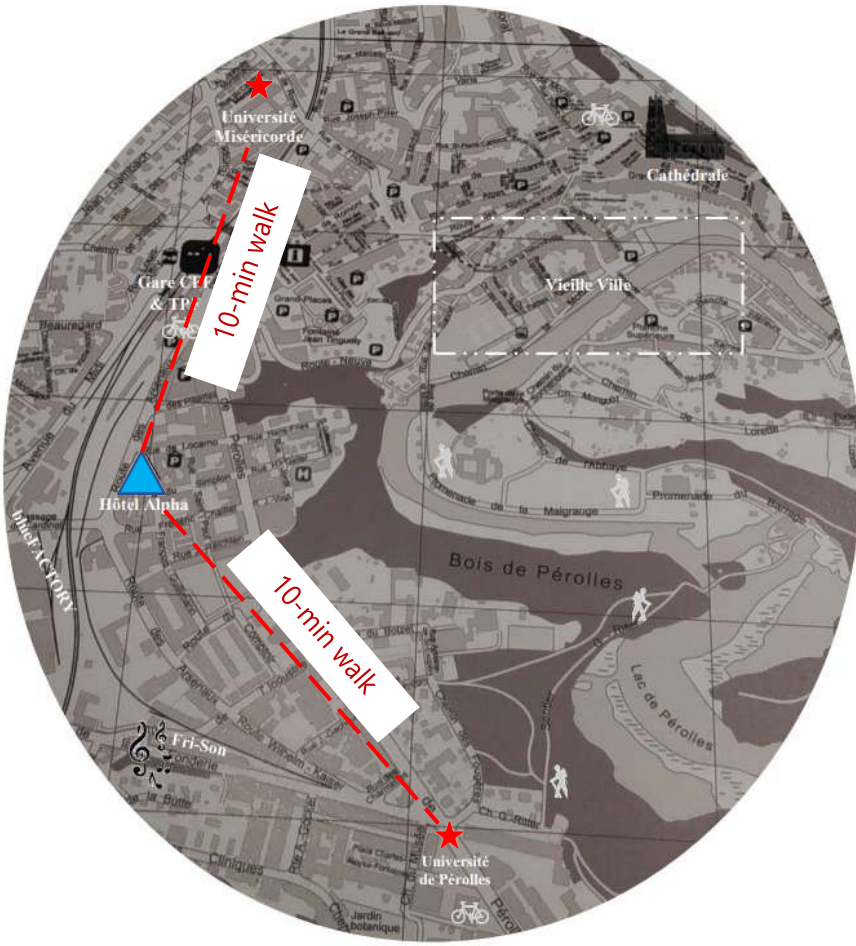
<https://www3.unifr.ch/timetable/en/course.html?show=88109>

**Code: 6620-0602**

The first part of the course will address the key concepts related to ethics and CSR (business ethics, instrumental vs. authentic CSR, social business, stakeholder management, etc) as well as the context in which ethics and CSR-related issues are to be dealt within today’s business companies and nonprofit organisations (globalization, pluralization, individualization, specialization, and the changing business-society and business-NPO relations).

**Note: Pre-reading may be required for attending the classes, the materials will be provided in due time**

# HOUSED IN THE CITY CENTER



Single room: 16 m<sup>2</sup>,  
one single bed.



Twin room: 22 m<sup>2</sup>,  
two single bed.



Triple room: 24 m<sup>2</sup>,  
one double bed and one  
single bed.

*All rooms have desk, cable TV, fridge, private bathroom and wifi.*



- The two** ★ : The two UniFR campuses
- Fri-Son** : Culture center for students, where parties are held...
- Blue Factory**: The “zero carbon” innovative site, home to several research and development centers and companies
- Vieille Ville** : Fribourg oldtown

# ONE-WEEK PROGRAM FEE

## What is included:

- ✓ **One-week tuition** and material
- ✓ **7-night stay** in a three-star hotel incl. breakfast
- ✓ **6 lunch coupons** at the cafeteria of UniFr
- ✓ **4 served meals** in local restaurants
- ✓ **Train tickets** between airport and Fribourg
- ✓ Entrance ticket and guided tour to **La Maison du Gruyère** the cheese factory and **Cailler Chocolate Factory**
- ✓ Entrance ticket to **Gruyères Castle**
- ✓ Equipment rental and guided hike for **Snow-shoeing**
- ✓ **Organized transportation** for all the field trips and excursion



## What is not included:

- Schengen visa application and travel insurance
- International air tickets
- Fees for independent activities or self-organized meals

TRIPLE ROOM  
1'350 CHF



If you choose...  
TWIN ROOM  
1'500 CHF



SINGLE ROOM  
1'750 CHF



# TWO-WEEK PROGRAM FEE

## What is included:

- ✓ **Two-week tuition** and material
- ✓ **14-night stay** in a three-star hotel inc. breakfast
- ✓ **11 lunch coupons** at the cafeteria of UniFr
- ✓ **4 dinner coupons** at the cafeteria of UniFr
- ✓ **4 served dinners** in local restaurants
- ✓ **Train tickets** between airport and Fribourg
- ✓ Entrance ticket and guided tour to **La Maison du Gruyère** the cheese factory and **Cailler Chocolate Factory**
- ✓ Entrance ticket to **Gruyères Castle**
- ✓ Equipment rental and guided hike for **Snow-shoeing**
- ✓ **Organized transportation** for all the field trips
- ✓ and excursion



## What is not included:

- Schengen visa application and travel insurance
- International air tickets
- Fees for independent activities or self-organized meals

TRIPLE ROOM  
1'900 CHF



If you choose...  
TWIN ROOM  
2'150 CHF



SINGLE ROOM  
2'650 CHF



# FIELD VISIT & EXCURSION IN THE REGION



## Row 1

Left: The house of the Smart Living Lab project

Right: Blue Factory in Fribourg



## Row 2

Left: Cheese factory in Gruyère

Right: The fairy tale-like village of Gruyères in winter



## Row 3

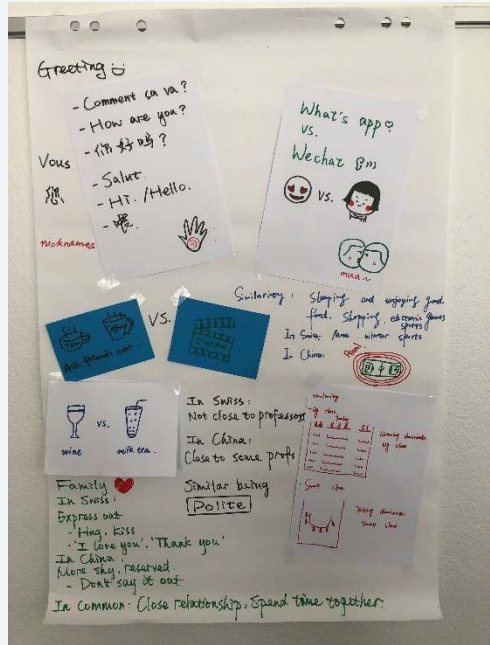
Left: Castle Gruyères in winter

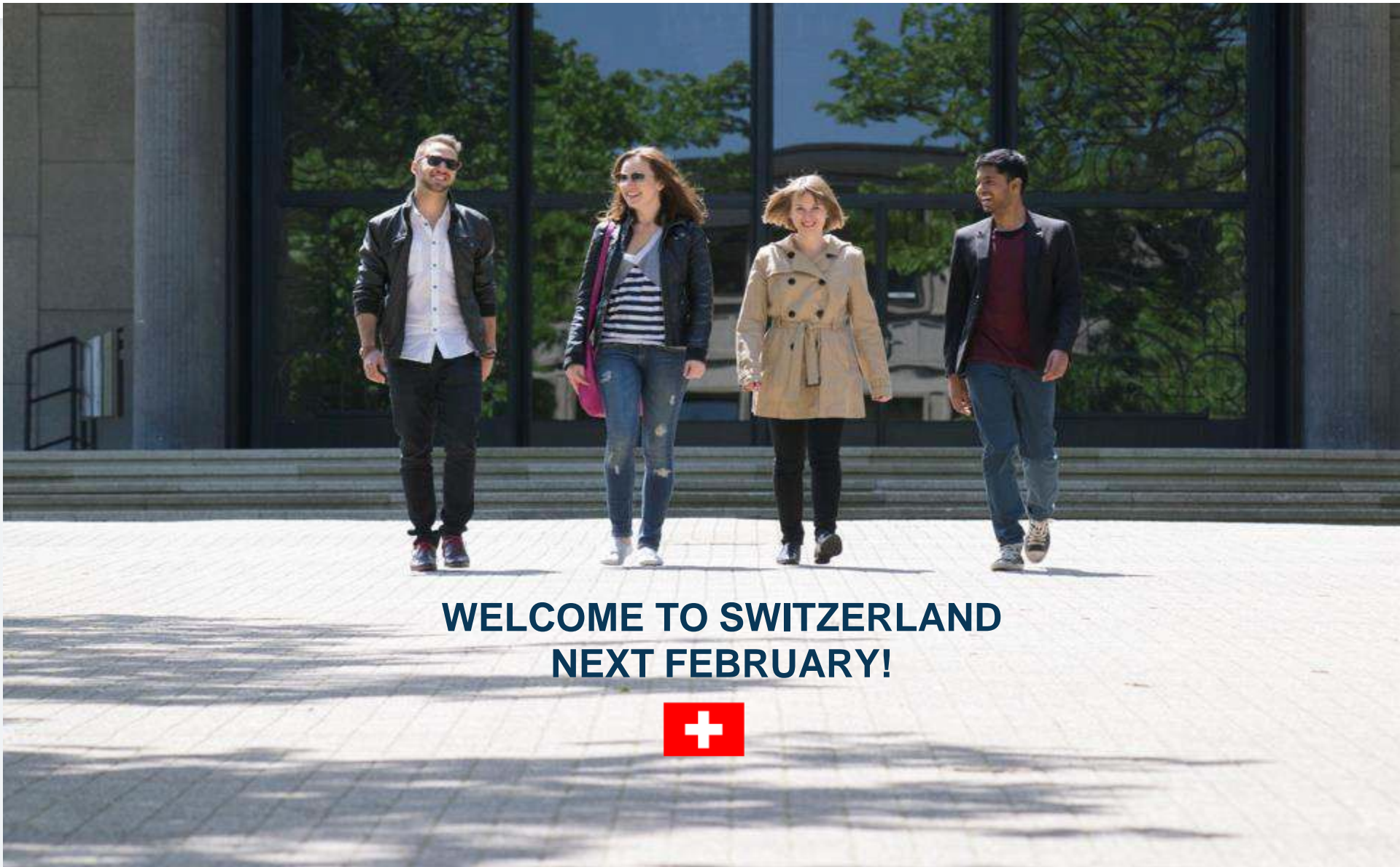
Middle: Chocolate tasting inside the Cailler Chocolate Factory

Right: The farmer market in front of Fribourg City Hall



# PICTURES FROM PAST PROGRAM





**WELCOME TO SWITZERLAND  
NEXT FEBRUARY!**

