



February 2013

# MASTER

## IN EUROPEAN BUSINESS

and **Dual Degree Programmes** with  
EM Strasbourg Business School (F)  
University of Pavia (I)



UNIVERSITY OF FRIBOURG  
FACULTY OF ECONOMICS AND SOCIAL SCIENCES

economics and social sciences

## PROGRAMME DESCRIPTION

Today's business environment requires managers with an international perspective. The entry into foreign markets, the organisation of cross-border production processes and the creation of worldwide innovation is crucial for the success of many companies today. Therefore, executives must understand the complexity of international business, must be able to manage within an increasingly global environment, identify global business opportunities and compete against international competitors.

The Master in European Business is a management-oriented master with a strong emphasis on International Management and in particular with a focus on Business in Europe. The programme is designed to teach the necessary methods, concepts and tools to manage international companies as well as to build intercultural awareness and soft skills that are necessary to be a successful and valuable member of an international management team.

The programme does not neglect the business opportunities in other regions of the world (in particular Asia), but some emphasis is put on the particularities of Western and Eastern Europe since these are the dominant target regions for companies from all over Europe, including Switzerland.

## PROFESSIONAL PERSPECTIVES

The programme is designed primarily for students of management or economics that eventually wish to work in an international context. With the Master in European Business, students will acquire the knowledge and skills necessary to assume the responsibilities and decision making within any multinational company or organisation. Depending on the specialisation that students choose in the optional module, they can develop the necessary skills to work in an executive position in marketing, general management, finance or managerial accounting.

## ACCESS TO THE MASTER PROGRAMME

For the holders of a bachelor degree from a Swiss university:

- Unconditional Admission
  - Bachelor in Management
  - Holders of a different Bachelor degree with courses at least equivalent to the 60 ECTS Minor in Management of the SES Faculty
- Admission with supplemental conditions
  - Holders of a different Swiss Bachelor must complete a supplemental programme of up to 60 ECTS.

## STUDY PROGRAMME FOR THE MASTER IN EUROPEAN BUSINESS

90 ECTS

<b>Courses</b> A total of at least 63 ECTS credits have to be collected from semester courses, with the following conditions:	<b>min. 63 ECTS:</b>
European Business Module	<b>min. 27 ECTS</b>
Strategic and General Management Module or Marketing Module or Finance Module or Accounting and Control Module	<b>min. 12 ECTS (in one of these modules)</b>
Additional courses: Any Master courses of the Faculty of Economics and Social Sciences, as well as maximum 9 ECTS from Master programmes of the University Max. 18 credits can be obtained in French or German	<b>max. 24 ECTS</b>
<b>Master Thesis</b>	<b>27 ECTS</b>



## DURATION OF STUDIES

3 to 4 semesters

## LANGUAGES OF INSTRUCTION

English

However, some courses (max. 18 ECTS) in certain modules taught in French or German may be chosen.

### HIGHLIGHTS OF THE PROGRAMME

Within the Master in European Business, students can select from an interesting and wide base of courses. In addition to that, we offer a strong practice orientation. As a student, you study in (intercultural) teams and solve case studies and other group tasks together. This leads you to get intercultural experience from working with people from different cultural backgrounds. Our students come from more than 20 different countries.

Regularly, we invite high-level executives and experts from international companies and organisations to give talks within the Master programme. In the last years, students had the opportunity to listen to top managers of (to name a few examples) Nestlé, Coop, Aldi, Geberit, Liebherr, Richemont, economiesuisse, IWC and Warner Bros.

In addition, we organise excursions and field trips. In the last years, we have organised study trips to Brussels and Rotterdam and to Strasbourg and the Alsace to talk to European institutions like the European commission, to visit companies that share their experience in European Business with the students and to get insights into international logistics (e.g. at the Port of Rotterdam).

While the focus of the MA in European Business is on Europe, we also offer the opportunity to learn about Asia. Regularly, a summer school on Asian Management is offered that takes place in Bangkok, in cooperation with a local university. Lectures by local lecturers give insights into the particularities of Asia, company visits in Thailand help the students to understand the differences to Europe and a cultural programme complements the experience in Asia. Visiting lecturers from other universities also come to Fribourg to offer specific courses, e.g. "Business in China".



*and* **MSc in INTERNATIONAL AND EUROPEAN BUSINESS (EM Strasbourg Business School - FRANCE)**  
*or* **Laurea Magistralis in INTERNATIONAL BUSINESS AND ECONOMICS (University of Pavia - ITALY)**

The Faculty of Economics and Social Sciences of the University of Fribourg in Switzerland together with the EM Strasbourg Business School in France and the University of Pavia in Italy have recently established two dual degree programmes leading to the **award of two university Master degrees upon completion of an integrated 120 ECTS programme**, with one year in Fribourg and one year in Strasbourg or Pavia. On both diplomas it is mentioned that they are awarded in a dual degree programme.

Studying in the dual degree programme gives students valuable experience abroad, strong intercultural experience, the perspective of professors and lecturers from many different nations and, both a Swiss diploma and a French/Italian diploma from top ranked institutions.

The three cities are – geographically and culturally – in the heart of Europe and have always been bridges between different cultures.

The language of the programmes is English. Up to 18 ECTS can be taken in any other language.

[http://www.em-strasbourg.eu/\\_en](http://www.em-strasbourg.eu/_en)



With these integrated programmes, students can study one year in the bilingual city of Fribourg in Switzerland, adding the unique Swiss perspective, in an economically sound country that has recently been ranked as the most competitive nation in the world.

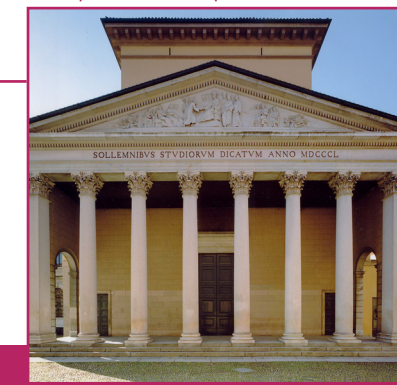
They are given the opportunity to spend their second year at the business school of the largest university in France, Strasbourg, or at the Faculty of Economics of the University of Pavia, in Italy.

<http://economia.unipv.it/sitounuovo/mibe>

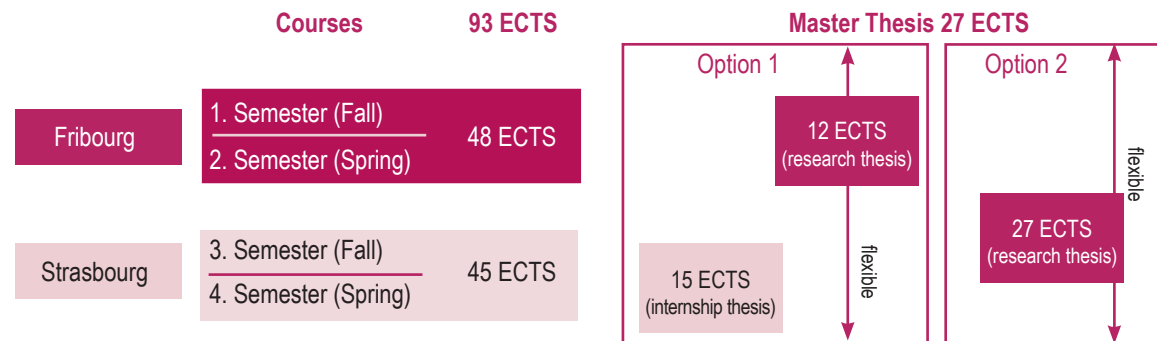


### Application:

Candidates must be enrolled in the Master in European Business. They are selected based on application documents that have to be submitted at the Dean's Office of the Faculty until end January of their first year in Master studies to be able to start at the partner university the following Fall Semester.







A total of at least 120 ECTS credits have to be validated to obtain the degrees from both institutions, including the master thesis.

**FIRST YEAR OF MASTER: UNIVERSITY OF FRIBOURG (48 ECTS)**

The requirements concerning the modules of the MA in European Business have to be fulfilled. Thus, students have to take at least 27 ECTS from courses in the core module European Business and at least 12 ECTS in one optional module. For the remaining 9 ECTS, students are free to choose from the full course offer of the entire University of Fribourg.

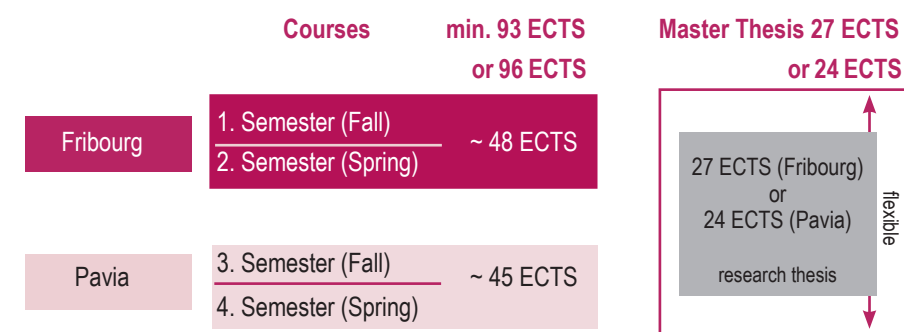
**SECOND YEAR OF MASTER: EM STRASBOURG BUSINESS SCHOOL (45 ECTS)**

In the second year, students study in Strasbourg and complete the programme of the major “International and European Business” which is equivalent to 45 ECTS. The major comprises a fixed set of courses from a list available upon request.

**MASTER THESIS / INTERNSHIP (27 ECTS)**

To complete the studies, students have to write either a research-oriented Master thesis in Fribourg (27 ECTS) or combine a thesis written in Strasbourg linked to an internship (15 ECTS) with a 12 ECTS research-oriented master thesis written in Fribourg. The timing is, in both cases, rather flexible.

Students have the possibility to do an internship in France which is recommended and supported by EM Strasbourg Business School. If students choose to do an internship in Strasbourg (which is the basis for the internship based thesis), then this takes place in the second part of the fourth semester.



A total of at least 120 ECTS credits have to be validated to obtain the degrees from both institutions, including the master thesis.

**FIRST YEAR OF MASTER: UNIVERSITY OF FRIBOURG (~ 48 ECTS)**

The requirements concerning the modules of the MA in European Business have to be fulfilled. Thus, students have to take at least 27 ECTS from courses in the core module European Business and at least 12 ECTS in one optional module. For the remaining 9 ECTS, students are free to choose from the full course offer of the entire University of Fribourg.

**SECOND YEAR OF MASTER: UNIVERSITY OF PAVIA (~ 45 ECTS)**

Students are enrolled at the second year of the Laurea Magistrale in International Business and Economics in Pavia and have to validate there approx. 45 ECTS (a minimum of 39 ECTS). Thereby, students must take at least 9 ECTS from Master courses in the Economic Sciences, at least 6 ECTS from Master courses in Quantitative Methods and at least 6 ECTS from Master courses in Law.

**MASTER THESIS (27 ECTS in Fribourg or 24 ECTS in Pavia)**

To complete the studies, students have to write a single Master thesis either in Fribourg (27 ECTS) or in Pavia (24 ECTS). They will have to defend their thesis towards a joint jury in Pavia.



## Contact :

■ Faculty of Economics and Social Sciences  
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☎ +41 (0) 26 300 82 00

@ [decanat-ses@unifr.ch](mailto:decanat-ses@unifr.ch)

## Registration :

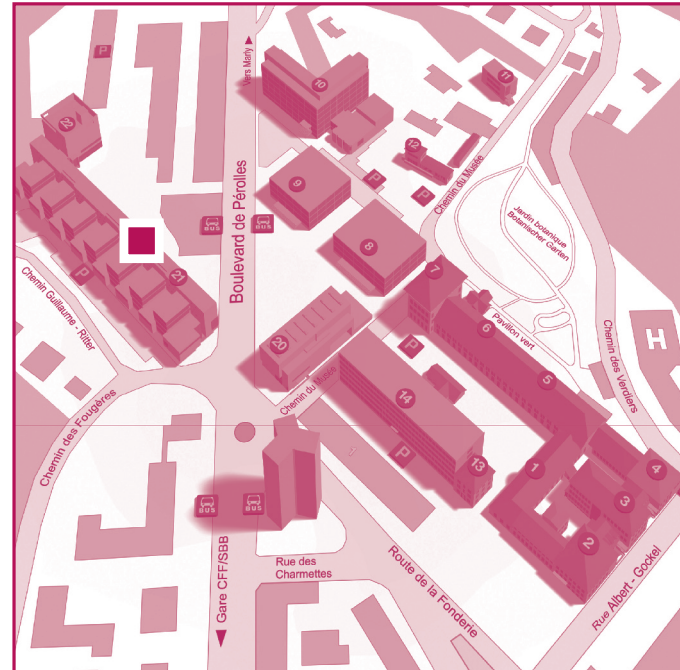
### UNIFR students:

■ Dean's Office of the SES Faculty  
or

📄 [www.unifr.ch/mydata](http://www.unifr.ch/mydata)

### Other students:

📄 [www.unifr.ch/admission](http://www.unifr.ch/admission)



📄 [www.unifr.ch/ses](http://www.unifr.ch/ses)