This Bachelor programme provides the essential basis for understanding business management tools, for companies and non-profit organisations such as hospitals, associations and international organisations but also for public administration. Students are equipped with methodological, professional and social skills. Future graduates are trained in making decisions in a changing and complex economic environment, and in particular acquire specific methods for analysing and understanding socio-economic phenomena. A wide range of lessons provides solid training as a future manager and allows students to develop their skills in the different areas of management. In synergy with other subjects in the Faculty of Economics and Social Sciences, lessons are also provided in economics, information management, and media and communication sciences.

Profile of the study programme
Management is concerned with all the methods required to make decisions relating to the various sectors and functions of companies: production, finance, marketing, accounting and control, human resources, strategy, etc. Business management consists of optimising the use of material, financial and human resources and reaching strategic objectives. It also involves finding the right compromise between the potentially conflicting goals of stakeholders and the opportunities presented by the markets. Management is relevant for companies as well as for non-profit organisations, such as hospitals, associations and international organisations, and in the public administration.

Fribourg profile
The study programme provides the essential bases for understanding business administration tools and at the same time creates synergies with other subject areas in the Faculty of Economics and Social Sciences. Therefore the programme also comprises lessons in the fields of economics, information management, and media and communication sciences.

Learning outcomes
This programme provides foundations in business administration. It allows students to continue towards a Master programme in management or economics, or to embark directly their career. The latter option often requires additional training, provided within the company.

Methodological skills
Preparing future graduates to make decisions in a changing and complex economic environment involves the acquisition of methods enabling them to structure the way they approach problems and develop adequate solutions. The course provides a range of quantitative and qualitative methods with which to analyse and understand socio-economic phenomena (market developments, consumer preferences, organisational conflicts and company performance). These methods are learned within the framework of lessons, group work, seminar work, case studies, exercises and presentations, and are concluded with a scientific dissertation.

Professional skills
The wide range of lessons allows students to acquire solid training as an economist, combined with advanced expertise in different areas of management. The course benefits from the scientific skills of faculty members who integrate the most up-to-date research results into their lessons. The university environment also provides an essential interdisciplinary dimension for understanding modern management issues.

Social skills
Work in small groups in a bilingual and multi-cultural context encourages the development of social, linguistic and cultural skills. In addition to professional skills, this experience is highly valued by companies that operate in a multi-cultural environment.

Career openings
The bachelor in business administration/management provides future graduates with all the knowledge and methods they need to understand how a company functions and how to make decisions. Graduates will be faced with the challenges of large multinational companies or small and medium enterprises in operational, market research, auditor or consultant or junior consultant positions.

Organisation des études
Structure of studies
180 ECTS credits, 6 semesters
Curriculum
http://studies.unifr.ch/go/4F2Tn
Admission
http://studies.unifr.ch/enbachelor/eco/management
The following Swiss school-leaving certificates grant admission to Bachelor programmes at the University of Fribourg:

- Swiss academic Maturity Certificate
- Swiss professional Maturity Certificate in conjunction with the supplementary exam certificate from the Swiss Maturity Commission
- Bachelor Degree from a Swiss university, from an accredited Swiss university of applied sciences (HES/FH) or from a Swiss university of teacher education (HEP/PH)

A complete list of all further recognized Swiss school-leaving certificates is to be found on the webpages of swissuniversities (in French and German only): https://www.swissuniversities.ch/en/services/admission-to-universities/schweizerische-ausweise/

Foreign upper secondary school-leaving certificates are recognised only if they correspond substantially to the Swiss Maturity Certificate. They must qualify as general education. Foreign school-leaving certificates are considered to be general education if the last three years of schooling include at least six general education subjects, independent from each other, in accordance with the following list:

1. First language (native language)
2. Second language
3. Mathematics
4. Natural sciences (biology, chemistry or physics)
5. Humanities and social sciences (geography, history or economics/law)
6. Elective (an additional language or an additional subject from category 4 or 5)

The general admission requirements to the Bachelor programmes at the University of Fribourg for holders of foreign school-leaving certificates as well as the admission requirements for individual countries are to be found on the webpages of swissuniversities: https://www.swissuniversities.ch/en/services/admission-to-universities/countries/

In addition, foreign candidates must present proof of sufficient language skills in French or German.

The assessment of foreign school-leaving certificates is based on the «CRUS Recommendations for the Assessment of Foreign Upper Secondary School-Leaving Certificates, 7 September 2007» (http://studies.unifr.ch/go/crus07en). The admission requirements are valid for the respective academic year. The Rectorat of the University of Fribourg reserves the right to change these requirements at any time.

Alternatives

Also offered as a minor study programme (60/30 ECTS credits).

Contact

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