

## International and European Business

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### Degree conferred

Master of Arts in International and European Business

### Options

Award of a *double degree*, either with the University of Strasbourg (France) or the University of Pavia (Italy) possible.

### Languages of study

Study in English

### Commencement of studies

Commencement of studies in the Autumn Semester (September) or in the Spring Semester (February)

### Access to further studies

Ph.D.

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The study programme is management-oriented with a strong emphasis on international management and a focus on business in Europe. Designed to teach methods, concepts and tools to manage international companies, it also builds intercultural awareness and the soft skills necessary to be a successful and valuable member of an international management team. With a rich offer of courses from different management fields (strategy, finance, HR, etc.), this study programme builds on lectures but also group work and case studies in intercultural teams; excursions to companies and visits from executives from multinational companies and international organisations. In addition, the Faculty of Management, Economics and Social Sciences of the University of Fribourg together with the EM Strasbourg Business School in France and the Università di Pavia in Italy have established two *double degree* programmes leading to two master's degrees, with one year in Fribourg and one year in Strasbourg or Pavia.

### Profile of the study programme

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 of Arts in International and 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 study 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 study programme does not neglect the business opportunities in other regions of the world (in particular Emerging Markets), 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.

### Fribourg profile

With a rich offer of courses from different management fields (strategy, marketing, finance, HR, etc.), the study programme builds on lectures but also on group work and case studies in intercultural teams; excursions to companies are offered and executives from multinational companies and international organisations frequently visit the Faculty to present their international strategies and to discuss recent issues with the students.

In addition, the Faculty of Management, Economics and Social Sciences of the University of Fribourg together with the EM Strasbourg Business School in France and the Università di Pavia in Italy provides the option for selected students to add a *double degree* programmes leading to the **award of two university master's degrees**, with one year in Fribourg and one year in Strasbourg or Pavia. On both diplomas it is mentioned that the student is awarded a double degree.

### Career openings

The study programme is designed primarily for students in management that eventually wish to work in an international context. With the Master of Arts in International and 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.

## Studies organisation

### Structure of studies

90 ECTS credits, 3 semesters

or

120 ECTS credits, 4 semesters, for the optional *double degree* programmes.

### Curriculum

<http://studies.unifr.ch/go/2ihyy>

### Admission

Master's degree programmes are built on the knowledge and abilities that were acquired when obtaining a bachelor's degree.

Holders of a bachelor's degree awarded by a Swiss university are admitted to a master's degree programme without any preconditions if they have earned 60 or 90 ECTS credits – depending on the chosen master's degree programme – within the corresponding discipline. However, additional requirements can be

required. The same applies to holders of a bachelor's degree awarded by a foreign university, provided that the bachelor's degree is recognised and considered equivalent by the University of Fribourg.

Holders of a bachelor's degree awarded by a Swiss or a foreign university, provided that the bachelor's degree is recognised and considered equivalent by the University of Fribourg, who do not fulfil this condition can be admitted to a master's degree programme with preconditions (which must be successfully completed before starting the master's degree programme) and/or additional requirements (which can be completed during the master's degree programme). The preconditions and/or additional requirements may not exceed 60 ECTS credits in total. The same applies to holders of a bachelor's degree awarded by a Swiss university of applied sciences, according to existing agreements.

*The respective conditions of admission for each master's degree programme are reserved.*

## Contact

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