

Overview on the

MASTER IN INTERNATIONAL AND EUROPEAN BUSINESS

Responsible for the Master Programme: Prof. Dr. Dirk Morschett

RELEVANCE OF INTERNATIONAL BUSINESS FOR SWISS COMPANIES

- Switzerland is one of the most globalized economies in the world
 - “all” Swiss companies are strongly influenced by international business activities
- Imports and exports account for 40% resp. 45% of Swiss GDP
- FDI stock of Swiss companies abroad: over CHF 1'215 billion
 - by large-sized enterprises, but also several thousand small- and medium-sized enterprises (SMEs)
- Number of staff at Swiss subsidiaries abroad: over 2.04 million
- Over 11'600 foreign subsidiaries in Switzerland
- Swiss firms are increasingly concentrating on emerging markets



RELEVANCE OF EUROPEAN BUSINESS FOR SWISS COMPANIES



GDP of CHF 20 trillion



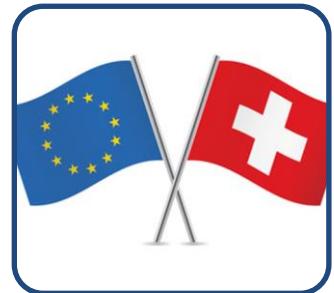
500 million people market



Western Europe:
Large and
wealthy markets



Eastern Europe:
Opportunities
and challenges

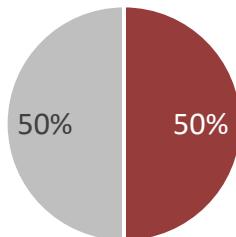


Free Trade
Agreement and
Bilaterals

Swiss Exports

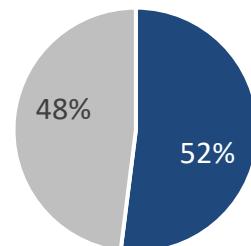
Total: ca. CHF 300 billion

■ Europe ■ Rest of the World



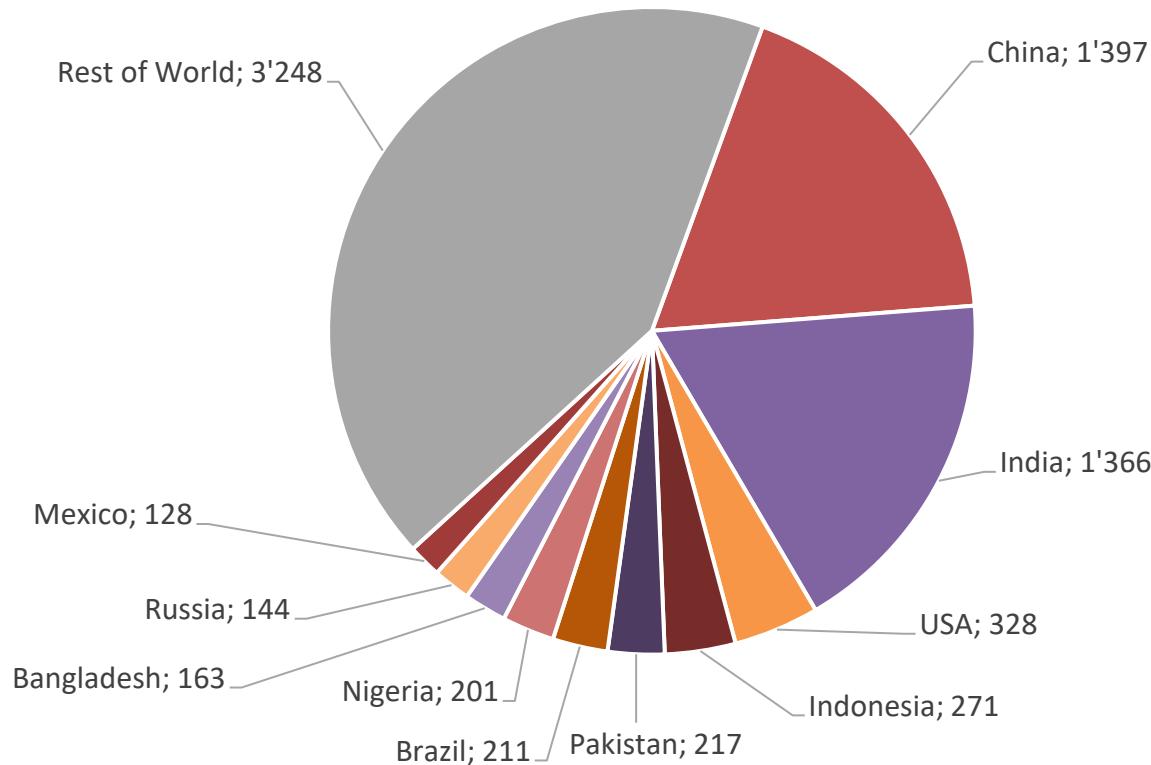
Swiss Outward FDI

■ EU countries ■ Rest of the World



INCREASING RELEVANCE OF EMERGING MARKETS: 9 OF THE 10 LARGEST COUNTRIES IN THE WORLD ARE EMERGING

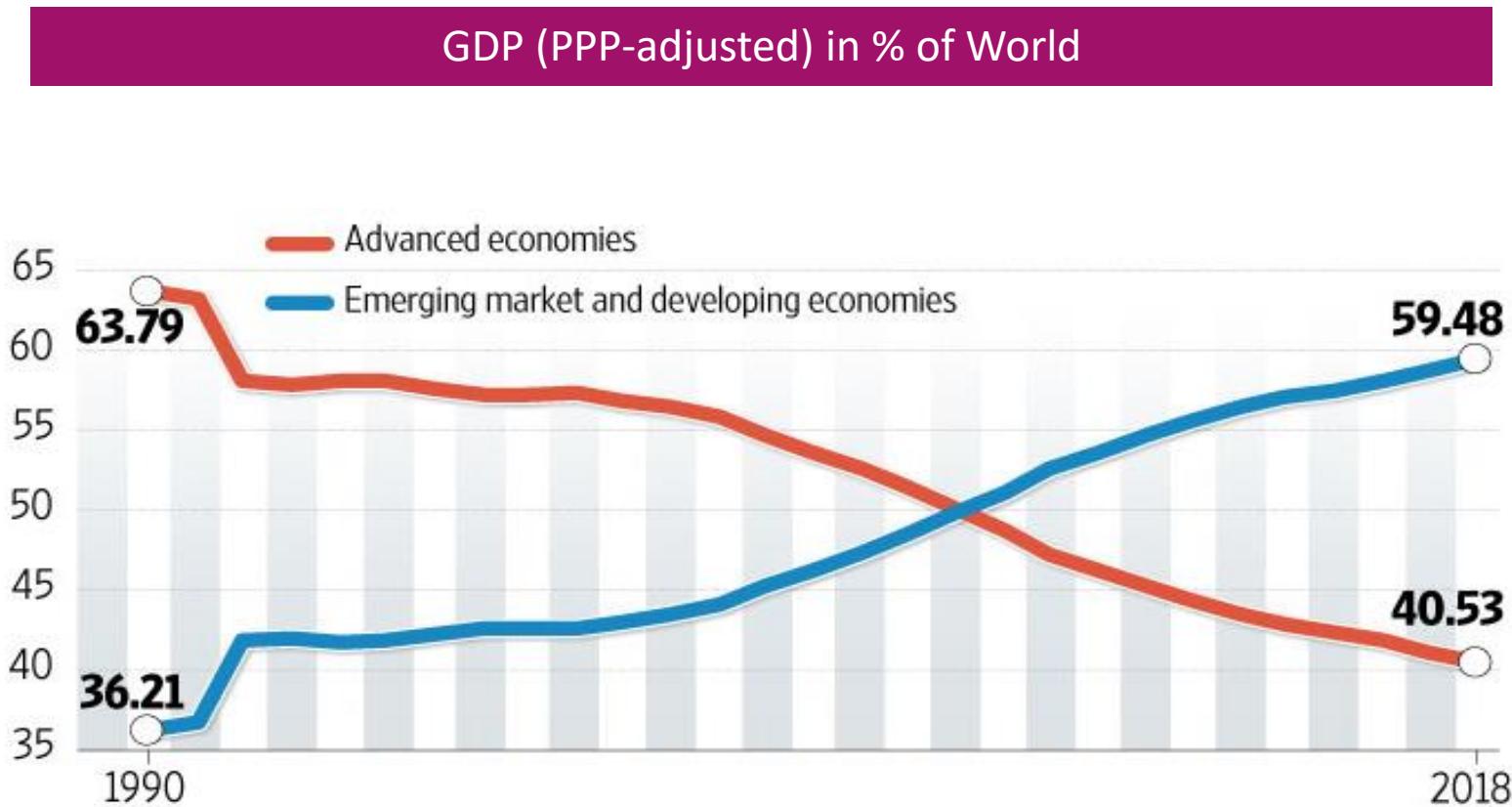
Top 10 Countries by Population (2019, in Millions)



85% of the world population lives in Emerging Countries

Source:
World Bank, 2020.

INCREASING RELEVANCE OF EMERGING MARKETS



Source:
IMF, 2016.

MOTIVATION TO DO THE MASTER IN INTERNATIONAL AND EUROPEAN BUSINESS

- Globalisation and regionalisation are topics that influence every company.
- Multinational Enterprises (large ones and SMEs) need managers who
 - have the know-how to develop international business strategies
 - have knowledge of the basic theories of international business as a basis for rational business decisions
 - understand the interdependencies between geographically dispersed functions and organisational units
 - have a European and global mindset
 - have developed intercultural competence
- The **Master in International and European Business** is designed to provide you with these necessary qualifications.

STRUCTURE OF THE MASTER IN INTERNATIONAL AND EUROPEAN BUSINESS (FROM FALL 2021) - MODULES

Modules



- **Core module:** European and Global Management, at least 27 ECTS
- **One optional module:** at least one optional module, at least 18 ECTS
- a total of 72 ECTS in courses
- fully in English

Master thesis: 18 ECTS

- scientifically and practically relevant topics (examples):
- *The effect of country cultures on the marketing management of Nestlé*
 - *European and Global Brand Portfolios of Consumer Goods Multinationals*
 - *Swissness in times of global production: How does production abroad influence the country-of-origin effect?*
 - *Digitalisation of international after-sales service in the manufacturing sector*
 - *Internationalisation of online-shops – Standardisation or differentiation in Europe?*

«The team is fully invested in securing the perfect study experience for the students. The program is focused around real use cases, company challenges and includes guest executives typically found in MBA programs.” graduate from the Master in International and European Business

STRUCTURE OF THE MASTER IN INTERNATIONAL AND EUROPEAN BUSINESS – COURSES IN THE CORE MODULE

Core Module: Large offer of courses with an international focus

- Fundamentals of International Management (Morschett)
- International B2B-Marketing (Furrer)
- International Services Marketing (Bambauer-Sachse)
- European Marketing (Morschett)
- Intercultural Management (Davoine)
- Intercultural Business Projects (Davoine/Furrer/Morschett)
- Strategic Value Creation (Hilb)
- Case Studies in International Strategy (Grünig)
- Transnational Corporations in the Global Society (Dembinski)
- Managing the Multinational Network (Morschett)
- Management in Emerging Markets (Halaszovich)
- International Finance (Isakov)
- International Taxation (Turina)
- Microeconomics of Competitiveness (Gugler)
- Sustainable Globalization (Grossmann)
- Course (Study Trip) Doing Business in Asia (Morschett)

STRUCTURE OF THE MASTER IN INTERNATIONAL AND EUROPEAN BUSINESS – COURSES IN THE CORE MODULE

Core Module: Two Course Examples

Case Studies in International Strategy (R. Grünig)

- in collaboration with a company
- student teams from Fribourg solve challenges that are defined by the company
- briefing by company executives to understand the business and the challenges
- final presentation and discussion in front of top managers of the company



Intercultural Business Projects (E. Davoine/O. Furrer/D. Morschett)

- global virtual teams work together on real business projects presented by corporate partners
- ca. 4'000 students from over 40 countries
- each student from Fribourg is in another global team (of ca. 6 people)
- virtual cooperation via skype, WhatsApp and collaboration platforms
- to develop skills in international business consulting and intercultural intelligence



PRACTICAL ORIENTATION OF THE PROGRAMME

- Case studies and team work
 - lectures include many practical examples
 - many courses are a mix of lectures and exercises in form of case studies (in teams of international students)
 - from time to time, specific case study seminars are offered
- Guest presentations
 - frequent talks by executives are included in the different courses
 - several executives are invited each semester
 - annual conference with top managers on „Success in Emerging Markets“
- International excursions and summer schools

EXECUTIVES' PRESENTATIONS – EXAMPLES FROM PREVIOUS SEMESTERS

- Stefan Heissler, Managing Director at **Liebherr**
- G. Kern, CEO at **IWC**
- A. Rigoni, Commercial Director at **Nestlé Suisse**
- J. Jenisch, CEO at **Sika**
- R. Barraclough, Chief Marketing Officer at **Emmi**
- M. Vogt, Head of Sales & Marketing at **Ricola**
- E. Brügger, CEO at **Rivella**
- K. Haerri, Head Global Marketing & Sales at **Schindler**

LIEBHERR



Ricola®



Schindler



RELEVANCE OF EMERGING MARKETS: ANNUAL CONFERENCE WITH PRACTITIONERS AND HIGH-LEVEL SPEAKERS (1)

Core Module: Increasing Focus on Emerging Markets



Success in Emerging Markets

Business Conference
University of Fribourg, March 14, 2017

Speeches and panel discussions with ...

 Jan Jenisch
CEO
Sika

 Angela Di Rosa
Expert SE-Asia
Global Enterprise

 Annette Heimlicher
CEO
Contrinex

 Dr. Michael Bolliger
Head CIO
Emerging Markets
UBS

 Albert Baehny
Chairman
Geberit

... and other experts!

More information and registration:
www.international-management.ch 

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UNIVERSITÄT FREIBURG



Success in Emerging Markets

Business Conference
University of Fribourg,
Friday, May 18, 2018, 8.30 - 14.00 h

Speeches and panel discussions with ...

 Dr. Veit Wagner
Vice President
of the Board
REHAU Group

 Béatrice Lombard-Martin
Co-President
Swiss Russian Forum

 Francis Maehling
CFO
Liebherr Mining

 Prof. Rudolf Grüning
Chair of
Management
University of Fribourg

 Prof. Dirk Morschett
Chair for
International Management
University of Fribourg

REGISTER NOW!

More information and registration:
www.international-management.ch 

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UNIVERSITÄT FREIBURG

RELEVANCE OF EMERGING MARKETS: ANNUAL CONFERENCE WITH PRACTITIONERS AND HIGH-LEVEL SPEAKERS (2)

Core Module: Increasing Focus on Emerging Markets



REGISTER
NOW!

Success in Emerging Markets

Business Conference

Université de Fribourg,
Friday, November 8, 2019, 8.30 - 14.00 h

Speeches and panel discussions with ...

- Evaluate opportunities in foreign markets
- Learn from experienced companies
- Build networks



Sandro Piffaretti
Delegate of the
Board of Directors
Swiss Automotive Group



Mihaly Lieb
Vice Delegate of the
Board of Directors
Swiss Automotive Group



Philipp Leutiger
Chief Digital
Officer
LafargeHolcim



Dimitris Brilis
Vice President Emerging
Growth Markets
Alcon



Prof. Rudolf Grüning
Chair of
Management
Université de Fribourg



Prof. Dirk Morschett
Chair for
International Management
Université de Fribourg



UNIVERSITÉ DE FRIBOURG
UNIVERSITÄT FREIBURG

More information and registration:

www.international-management.ch



The Master in International and European Business

Learning International Business in International Settings Study Trips to India („Doing Business in India“)



The Master in International and European Business

Learning International Business in International Settings Summer Schools in Thailand („Doing Business in Asia“)



International Experience is Valuable for a Management Career

We recommend you to spend at least one semester abroad –
Some popular destinations of our students

Berlin
Munich

Madrid
Barcelona
Lisbon Valencia

Bodø
Linköping

Strasbourg
Bordeaux Paris

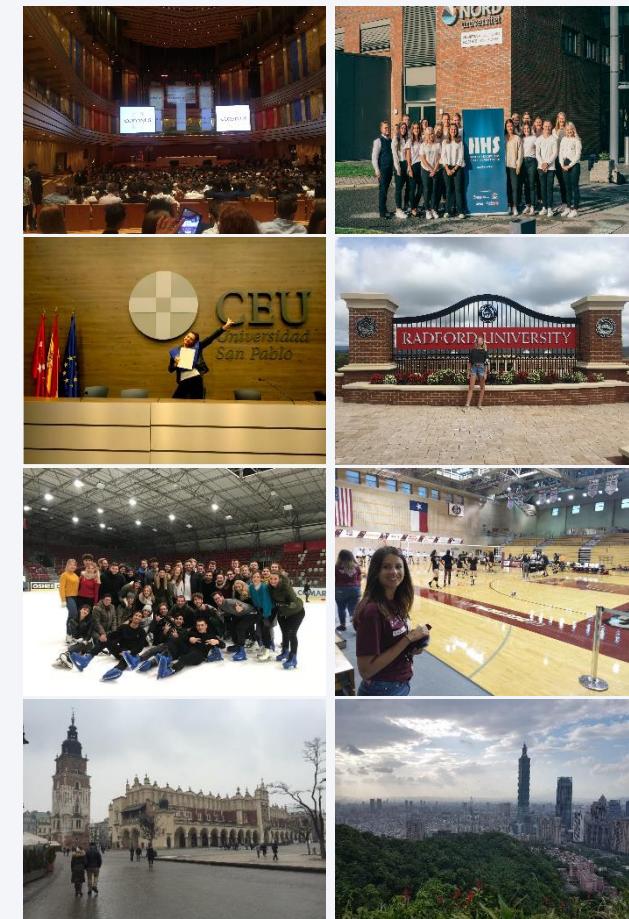
Hongkong
Taiwan
Sydney

Texas
Virginia

Vilnius

Krakow
Budapest

Rome
Pavia



DOUBLE DEGREES WITH STRASBOURG AND PAVIA

- Additional 30 ECTS (120 ECTS programme)
- 1 year in Strasbourg or Pavia
- No additional study fees
- Master from Fribourg and Master from Strasbourg or Pavia
 - selection of candidates (mainly) based on academic results in the first year/first master semester in Fribourg



Ecole de
Management
Strasbourg
UNIVERSITÉ DE STRASBOURG
www.em-strasbourg.eu



UNIVERSITÀ DI PAVIA

A FEW FORMER STUDENTS IN THE MASTER PROGRAMME



Laura Millar van Wijk · 1st
Business Development for META markets at Credit Suisse |
One Young World ambassador
Zurich, Zurich, Switzerland · [500+ connections](#) · [Contact info](#)



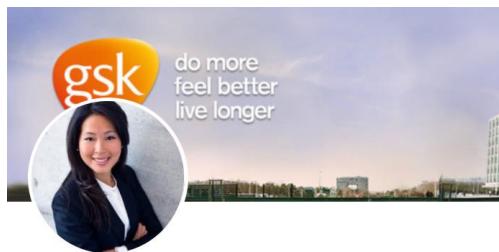
Marco Groth · 1st [in](#)
Senior Account Executive bei Salesforce
Zurich, Switzerland · 500+ connections · [Contact info](#)



Daniel Rust · 1st
Senior Brand Manager Opportunity Brands DACH -
Schweppes International Limited
Zurich, Switzerland · [500+ connections](#) · [Contact info](#)



Jan Vonlanthen · 1st
Business Strategy Manager at Accenture Strategy
Zurich, Switzerland · [500+ connections](#) · [Contact info](#)



Nhu-Lan Muster-Lam · 1st
Global Marketing Manager Theraflu at GSK Consumer
Healthcare
Zurich, Zurich, Switzerland · 500+ connections · [Contact info](#)



Angela Rianto · 3rd
Head of Accounting, Financial Planning and Analysis at
International Olympic Committee
Lausanne, Vaud, Switzerland · 165 connections · [Contact info](#)



Andreas Jossen · 1st
Head of Technology & Innovation Outpost USA bei SBB CFF
FFS
San Francisco Bay Area · [500+ connections](#) · [Contact info](#)



Samuel Zürcher · 1st
Business Process Manager Commercial Finance EMEA-
LATAM at Roche
Rotkreuz, Zug, Switzerland · [500+ connections](#) · [Contact info](#)



Xochilth Martinez · 1st [in](#)
Private Banking at Credit Suisse
Zurich, Switzerland · [500+ connections](#) · [Contact info](#)

WHAT HAS BECOME OF OUR FACULTY'S MASTER GRADUATES?

Some examples of SES careers...



Jan Jenisch
CEO
LafargeHolcim
(*llic. rer. pol.*, 1993)



Frédéric Goetschmann
CEO
Quickline Group
(*MA in Management*, 2001)



Thomas Truttmann
Managing Director
Compass Group (Schweiz) AG
(*llic. rer. pol.*, 1997)

Photo Piaget 2018



Chabi Nouri
CEO
Piaget
(*llic. rer. pol.*, 1998)



David Pantillon
Country General Manager Switzerland
Audemars Piguet
(*MA in Management*, 2003)



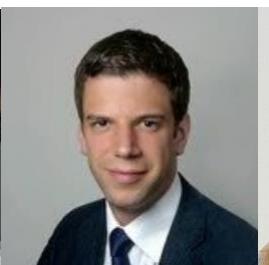
Thomas Blunck
Member of the Board of Management
Munich Re
(*Dr. rer. pol.*, 1993)



Alain Schnetzer
Director Customs and Trade Technologies
PwC
(*MA in Management*, 2012)



Katarina Lucic
Head of Retail Business
Sika Australia
(*MA in Management*, 2014)



Lukas Bucheli
Marketing Director Retail China
Groupe Savencia
(*MA in Management*, 2007)



Géraldine Gillard
Product Manager
Interdelta SA
(*MA in Management*, 2013)



Christoph Leu
Senior Program Manager Alexa Skills
Amazon
(*MA in Management*, 2011)



Salima Kherchaoui
Manager Strategy Consulting
Deloitte Luxembourg
(*MA in European Business/Double Degree*, 2015)



Dario G. Bianchi
Mitglied der Geschäftsleitung
G. Bianchi AG
(*MA in Accounting and Finance*, 2017)



Nhu-Lan Muster-Lam
Area Marketing Manager
Central and Eastern Europe
GSK Consumer Healthcare
(*MA in European Business*, 2011)

CHAIR FOR INTERNATIONAL MANAGEMENT



Prof. Dr. Dirk Morschett

Holder of the chair

Office : D 310

Phone : +41 26 300 84 17

[E-Mail](#)



Andrea Brügger

Secretary

Office : E 302

Phone : +41 26 300 84 27

[E-Mail](#)



David Schmid

Teaching & Research Assistant
Doctoral Student

Office : D 312

Phone : +41 26 300 84 14

[E-Mail](#)



Jelena Jovanovic

Teaching & Research Assistant
Doctoral Student

Office : D 312

Phone : +41 26 300 84 59

[E-Mail](#)



Finn de Thomas Wagner

Teaching & Research Assistant
Doctoral Student

Office : E 304

Phone : +41 26 300 87 61

[E-Mail](#)



Ngoc Bich Le

Teaching & Research Assistant
Doctoral Student

Office : E 304

Phone : +41 26 300 88 02

[E-Mail](#)

Thank you for your attention!

More information at: www.unifr.ch/intman

Contact us: intman@unifr.ch

