



Online Summer School

23 - 27 August, 2021

**Introduction to Switzerland,
International Communication
& Business**

Optional module of French for Beginner

BA / MA Students of all majors with
English proficiency

Register [here](#) before 15 August 2021



About Fribourg and the University

Linking French- and German-speaking Switzerland, Fribourg is a hub for education, innovation and entrepreneurship.

University of Fribourg (Unifr), founded in 1889, 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 French and German. English is widely spoken and is the main language in most post-graduate programs.

Fribourg has a young and international population. University students make up one fourth of the population, making the city feel like one big campus. The Times Higher Education Ranking rates Unifr top 100 Best European Universities and top 100 in International Outlook category.



Fribourg is home to several well-known international companies including Cartier, Alcon, Nespresso etc. The Canton of Fribourg invests heavily in innovation and activities with high added value. Fribourg now has three technology clusters which offer their cutting-edge infrastructure and services to start-ups and high-tech firms. One of the technology parks 'Blue Factory' is situated next to the University of Fribourg.

Online Summer School 23-27 Aug 2021

optional module of French for Beginner

You start the week by acquiring a deep understanding of Switzerland through the lens of humanities and social sciences. You will know how Switzerland became the host to many most important international organizations in the world and talk to a practitioner.

Next, you will understand strategies utilized in the intercultural communication, be exposed to basic ideas of social entrepreneurship, international business particularly in the topic of marketing. You will team up with other participants for a group work to present at the end of the course.

During the course, you will meet Faculty members from Unifr, distinguished speakers from public institutions, and virtually make new friends joining the online summer school from Europe, Asia and beyond.

No prerequisites are required for participation. Upon completion of all 25 classes, participants will obtain a Certificate of Attendance issued by the University of Fribourg.

1 class = 45 minutes.

Optional module of French for Beginner

By investing in additional 10 classes, you can learn French with a professional language teacher in a small group. What to expect:

- Learn French alphabets and phonetics in an interactive way;
- Be able to introduce yourself and others;
- Recognise and use familiar words and phrases for simple dialogues;
- Fun games and a lot of Swiss tradition and culture!





Timetable

25 classes + group work of approx. 5 hours

Optional Module of French for Beginner (10 classes)

Mon 23 Aug

8:30 - 9:30

Welcome & Intro to Unifr

by International Office

9:30 - 10:30 /

Switzerland in a Nutshell

by lecturer from the Faculty of Humanities

10:45 - 11:45

Virtual Tour of Fribourg Region

by Fribourg Tourism

11:45 - 12:30

- BREAK -

13:30 - 15:00

Beginner French 1-2

by Language Center

Tue 24 Aug

8:30 - 9:30 /

International Marketing 1-2

by professor from Faculty of Management, Economics & Social Sciences

9:30 - 10:30

International Marketing 3-4

by professor from Faculty of Management, Economics & Social Sciences

10:45 - 11:30 /

11:30 - 12:30

- BREAK -

13:30 - 15:00

Beginner French 3-4

by Language Center

Wed 25 Aug

8:30 - 10:30

International Communication 1-2

by professor from Faculty of Management, Economics & Social Sciences

10:45 - 11:45

International Organizations in Switzerland

by officer from public institution

11:45 - 12:30

Meet Practioner from an International Organization

by prof. em from Faculty of Humanities

- BREAK -

13:30 - 15:00

Beginner French 5-6

by Language Center

See rest of the timetable and the price on next page

Timetable

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Thu 26 Aug

8:30 - 10:30

Social Entrepreneurship 1-2

by lecturer from Faculty of Management, Economics & Social Sciences

10:45 - 11:45

Social Entrepreneurship 3

11:45 - 12:30

Game

by International Office

- BREAK -

13:30 - 15:00

Beginner French 7-8

by Language Center

Fri 27 Aug

8:30 - 10:30

Group Work Presentation

moderated by lecturer from Faculty of Management, Economics & Social Sciences

10:45 - 11:45

Testimonial: My Academic Career

by young researcher at Unifr

11:45 - 12:30

Closing & Certificate Awarding

by International Office

- BREAK -

13:30 - 15:00

Beginner French 9-10

by Language Center

Timetable is subject to change.

Teaching will be on Microsoft Teams.

Time indicated is the Central European Time (GMT+2), in UK (GMT+1), in China (GMT+8)

Price: 500 CHF (Summer School)
680 CHF (Summer School with Module of French for Beginner)

Issued at the end of the course:

- Certificate of Participation to the Online Summer School
+ Module of French for Beginner

Conditions:

- Full attendance
- Participation in the group work





Inquiry:

University of Fribourg

International Relations Office

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