WINTER IN FRIBOURG 2020

One-week Program 7-14 FEB.
Two-week Program 7-21 FEB.
Optional Ski Day 14-15 FEB.

at the University of Fribourg, Switzerland

Bachelor, Master students from all majors with English proficiency

Registration link* until 31.12.2019

*Or click https://survey.unifr.ch/index.php/935926
The University of Fribourg (Universität Freiburg / Université de Fribourg) was founded in 1889 and 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 both French and German.

English is widely spoken and is the main language in most post-graduate programs.

The Times Ranking rated UniFR top 100 Best European Universities and top 100 in International Outlook in 2019.
WHAT TO EXPECT IN ONE-WEEK PROGRAM?

ACADEMICS
Seminar on Communication Strategy in European Business Context
Introducing post-grad studies in Switzerland

FIELD TRIP / VISIT TO
The “zero carbon” innovative site in Fribourg
The future house – Smart Living Lab

KNOW SWITZERLAND
Lectures on introducing the country and its unique systems
Basic French

WINTER IN THE ALPS
Exciting winter sports
Excursions to world famous attractions in the Fribourg region
WHAT TO EXPECT (MORE) IN THE TWO-WEEK PROGRAM?

**ACADEMICS**
Minimum 14 class hours (according to the choice of course) in the Faculty of Economics and Social Science

**EUROPEAN CLASSROOM**
Sit in the same classroom with European / local students

**PREPARE FOR NEXT STEPS**
Build contacts with professors and research groups at UniFr

**SKI IN THE ALPS**
Ski experience in the Swiss pre-Alps with equipments and coaching provided *optional
# Timetable – The First Week

<table>
<thead>
<tr>
<th>Date</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fri 07-02</td>
<td>Arrival in Switzerland and take train to Fribourg, pick-up from the Fribourg train station to hotel, check-in Free time</td>
</tr>
</tbody>
</table>
| Sat 08-02 | **Orientation, Miséricorde campus tour**  
 **Welcome Lunch**  
 **Walking tour in the Fribourg oldtown** |
| Sun 09-02 | **Excursion day in Fribourg Region**  
 - Castle Gruyères and the fairytale-like village of Gruyères  
 - La Maison du Gruyères, see the famous cheese-making process in the cheese factory and **group lunch**  
 - Guided tour to Maison Cailler, the magical chocolate factory |
| Mon 10-02 | **Lecture: Introduction to Switzerland**, lecturer from European Studies Center, UniFr  
| Tue 11-02 | **Introduction to French language**, lecturer from Language Center  
 **Winter sport: Snow-shoeing** in the pre-Alps region, led by UniSport, UniFr  
 **Cheese Fondue dinner** |
| Wed 12-02 | **Early morning: Farmer market**  
 **Introduction to Post-graduate studies and academic career development in Europe**, senior researcher from Faculty of Science, master student from Faculty of Economics and Social Sciences, UniFr  
 **Pérolles Campus tour**  
 **Visit to blueFACTORY**, the innovative site in Fribourg and **Smart living lab**, the winning project of Solar Decathlon 2017 |
| Thu 13-02 | **Free morning**, prepare for the debriefing  
 **Debriefing on the Communication Strategy**, professor of Intercultural Management  
 **Farewell Dinner** |
| Fri 14-02 | One-week participants check-out. Take train to airport and departure  
 **Or stay on 14-02 or 14&15-02 for optional SKI DAY in the pre-Alps region** then departure |

*During Mon. To Fri. of the week, lunch is served in the university cafeteria.  
Meals not indicated are to be self-organized.  
Program is subject to change.*
## TIMETABLE – THE SECOND WEEK

<table>
<thead>
<tr>
<th>Date</th>
<th>Detail</th>
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<tbody>
<tr>
<td>Fri 14-02</td>
<td><strong>(Optional) SKI DAY in the pre-Alps region</strong>&lt;br&gt;SKI DAY Package offered: transportation, coaching, rental for ski, poles, goggle and helmet, <strong>group lunch</strong>; not included: ski jacket, pants and gloves (to bring their owns).&lt;br&gt;Or <strong>Free day</strong></td>
</tr>
<tr>
<td>Sat 15-02</td>
<td><strong>(Optional) SKI DAY in the pre-Alps region</strong>&lt;br&gt;SKI DAY Package offered&lt;br&gt;Or <strong>Free day</strong></td>
</tr>
<tr>
<td>Sun 16-02</td>
<td><strong>Free day</strong>&lt;br&gt;For course description and more information please see next pages</td>
</tr>
<tr>
<td>Mon 17-02</td>
<td>AM: <strong>Digital Commerce in B2C and B2B Markets</strong>&lt;br&gt;PM: (choose 1 out of 2) <strong>Democracy – and the role of media and communication</strong>&lt;br&gt;or <strong>Managing the Multinational Network</strong></td>
</tr>
<tr>
<td>Tue 18-02</td>
<td>AM: Free morning&lt;br&gt;PM: <strong>Digital Commerce in B2C and B2B Markets</strong></td>
</tr>
<tr>
<td>Wed 19-02</td>
<td>AM: (choose 1 out of 2) <strong>The Economics of Politics</strong>&lt;br&gt;or <strong>Management control systems</strong>&lt;br&gt;PM: (choose 1 out of 2) <strong>Digitalization and Information Systems</strong>&lt;br&gt;or <strong>International Services Marketing</strong></td>
</tr>
<tr>
<td>Thu 20-02</td>
<td>AM: (choose 1 out of 2) <strong>Network Science &amp; Economics</strong>&lt;br&gt;or <strong>Innovation-led transformation of socio-technical systems</strong>&lt;br&gt;PM: (choose 1 out of 2) <strong>Policy and Impact Evaluation</strong>&lt;br&gt;or <strong>Business Ethics and Corporate Social Responsibility</strong>&lt;br&gt;Dinner gathering, summary of the week</td>
</tr>
<tr>
<td>Fri 21-02</td>
<td>Second-week participants check-out. Take train to airport and departure</td>
</tr>
</tbody>
</table>

*During Mon to Fri of the week, lunch and dinner are served in the university cafeteria.*<br>*Meals not indicated are to be self-organized.*<br>*Program is subject to change.*
Digital Commerce (or E-Commerce) has become highly relevant in many sectors in the last two decades, gaining market shares and leading to the emergence of new players, like Amazon or Zalando, who have become huge companies. Long established companies, e.g. Würth, have added digital sales channels. In addition to the already established online channels, like ordering over a PC or notebook, new channels emerge like mobile channels, scanning solutions or voice assistants as Alexa. In B2B markets, even more forms of digital ordering appear.

In this course, the different aspects of Digital Commerce are presented and discussed.

In this course, we look at established democracies. In the first couple of meetings, we establish basic knowledge and look at greek origin of democracy, at characteristics of Western democracy, at democratic theory, measures for democracy, at democratic innovations, and ask whether established democracies have become under pressure (right wing populism, authoritarian presidents, search for identity and recognition).

Multinational Corporations (MNCs) are complex entities, comprising of organizational units in very heterogeneous local environments. The course will enable the students to understand the mechanism that can be employed to coordinate and manage a MNC network. Theoretical approaches to explain the network perspective are discussed as a basis to take decisions on the application of the adequate coordination mechanisms.

Note: Pre-reading may be required for attending the classes, the materials will be provided in due time.
 COURSE DESCRIPTION (FOR TWO-WEEK PROGRAM)

19-02 Wednesday, 8.15-12.00
The Economics of Politics
https://www3.unifr.ch/timetable/en/course.html?show=82629
Code: 6610-0511

The economics of politics is the application of economic theory to political processes. Political actors are treated like any other individuals who maximize their utility in any possible interaction. In recent years this approach has proven to provide valuable insights into policymaking and its resulting economic and social outcomes. In this course students learn to use economics in the context of policymaking and interpret and empirical findings, introduced to the basic approaches to understand voting and elections, political institutions and their influence on policy outcomes, political actors and their incentives as well as a selection of important topics related to political decision.

19-02 Wednesday, 9.15-12.00
Management control systems
https://www3.unifr.ch/timetable/en/course.html?show=87978
Code: 6620-0568

This course is supposed to provide students with an understanding of the importance of management control and management control systems (MCS) for companies. The course focuses on the formal aspects of MCSs and how they are used to implement a company’s strategy by aligning individual, business unit and company goals. Furthermore, the behavioral aspects associated with MCSs are highlighted and intensively discussed.

19-02 Wednesday, 12.15-15.00
Digitalization and Information Systems
https://www3.unifr.ch/timetable/en/course.html?show=87922
Code: UE-EIG.00131

The goal of this course is to familiarize students with novel technologies in the context of digitalization and information systems and enable them to apply and evaluate these technologies in small practical business scenarios. This includes the use of enterprise modeling methods, software environments as well as programming languages.

Basic programming and conceptual modeling skills on the level taught in the Wirtschaftsinformatik I&II bachelor courses of the DIGITS group are required. A laptop is needed.

19-02 Wednesday, 12.15-15.00
International Services Marketing
https://www3.unifr.ch/timetable/en/course.html?show=87656
Code: UE-EGE.00262

Theoretical component: discussion of theoretical aspects in the context of international services marketing such as the difference between services and goods, the special aspects of services marketing and the main characteristics of marketing international services
Analytical component: showing the application of quantitative methods (e.g., regression analysis, ANOVA) in order to develop strategies in the field of international services marketing
Practical component: compiling the major issues of international services marketing on the basis of real examples from marketing practice
Scientific component: going through selected scientific articles in the field of international services marketing

Note: Pre-reading may be required for attending the classes, the materials will be provided in due time
COURSE DESCRIPTION (FOR TWO-WEEK PROGRAM)

20-02 Thursday, 8.15-11.00

Network Science & Economics
https://www3.unifr.ch/timetable/en/course.html?show=83016
Code: 6610-0549
Facebook and Xing are two well-known examples of social networks. However, the importance of relationships is not restricted to online relationships and, similarly, the term social networks includes various applications apart from online social networks: Examples range from ancient marriage networks to R&D collaborations between firms. The analysis of social networks has become one of the liveliest fields of research in economics, as well as in other social sciences. This course gives an introduction into this field and thereby puts emphasis on economic models of network formation.

20-02 Thursday, 15.15-18.00

Business Ethics and Corporate Social Responsibility
https://www3.unifr.ch/timetable/en/course.html?show=88109
Code: 6620-0602
The first part of the course will address the key concepts related to ethics and CSR (business ethics, instrumental vs. authentic CSR, social business, stakeholder management, etc) as well as the context in which ethics and CSR-related issues are to be dealt within today’s business companies and nonprofit organisations (globalization, pluralization, individualization, specialization, and the changing business-society and business-NPO relations).

20-02 Thursday, 9.15-12.00

Innovation-led transformation of socio-technical systems: Strategic Niche Management
https://www3.unifr.ch/timetable/en/course.html?show=88314
Code: UE-EIG.00124
When innovation-based processes are used to address and attempt to solve major societal challenges, the aim is to change entire socio-technical systems, consisting of a multitude of interconnected and interdependent actors, institutions and technologies. One potential approach to evaluate and engage system change is through the field of Transition Studies, which consists of several strands of research, one of which is the Strategic Niche Management (SNM) approach. SNM is both an analytical tool and a policy development and management tool, focusing on developing potentially radical innovations in protected spaces (niches) until they are ready to compete in the open market.

20-02 Thursday, 11.15-14.00

Policy and Impact Evaluation
https://www3.unifr.ch/timetable/en/course.html?show=83029
Code: 6610-0519
This course discusses econometric tools for assessing the causal impact of some policy intervention (also referred to as “treatment”) on an outcome of interest. This may, for instance, concern the effectiveness of public policies (e.g. training programs for unemployed, income support for poor families, public childcare,...), corporate policies (marketing campaigns, educational programs for employees,...), health interventions (new medical treatments...), among many other examples.

Note: Pre-reading may be required for attending the classes, the materials will be provided in due time
HOUSED IN THE CITY CENTER

The two: The two UniFR campuses
Fri-Son: Culture center for students, where parties are held...
Blue Factory: The “zero carbon” innovative site, home to several research and development centers and companies
Vielle Ville: Fribourg oldtown

All rooms have desk, cable TV, fridge, private bathroom and wifi.

Single room: 16 m², one single bed.
Twin room: 22 m², two single bed.
Triple room: 24 m², one double bed and one single bed.
ONE-WEEK PROGRAM FEE

What is included:
✓ One-week tuition and material
✓ 7-night stay in a three-star hotel incl. breakfast
✓ 6 lunch coupons at the cafeteria of UniFr
✓ 4 served meals in local restaurants
✓ Train tickets between airport and Fribourg
✓ Entrance ticket and guided tour to La Maison du Gruyère the cheese factory and Cailler Chocolate Factory
✓ Entrance ticket to Gruyères Castle
✓ Equipment rental and guided hike for Snow-shoeing
✓ Organized transportation for all the field trips and excursion
✓ Possibility to join SKI DAY for additional fee (see P. 12)

What is not included:
○ Schengen visa application and travel insurance
○ International air tickets
○ Fees for independent activities or self-organized meals

TRIPLE ROOM
1’350 CHF

If you choose...
TWIN ROOM
1’500 CHF

SINGLE ROOM
1’750 CHF

UNIVERSITY OF FRIBOURG | INTERNATIONAL RELATIONS OFFICE
7 Feb. – 21 Feb. 2020
ONE-WEEK PROGRAM + OPTIONAL SKI DAY FEE

SKI DAY package includes:
- Housing in the same hotel
- Transportation
- Gear rental
- Coaching
- Ski day-pass
- Group lunch

One-week + SKI DAY
On 14-02
TRIPLE ROOM
1’800 CHF

One-week + SKI DAY
On 14-02 & 15-02
TWIN ROOM
1’950 CHF
SINGLE ROOM
2’250 CHF
2’250 CHF
2’400 CHF
2’750 CHF
TWO-WEEK PROGRAM FEE

What is included:
✓ Two-week tuition and material
✓ 14-night stay in a three-star hotel inc. breakfast
✓ 11 lunch coupons at the cafeteria of UniFr
✓ 4 dinner coupons at the cafeteria of UniFr
✓ 4 served dinners in local restaurants
✓ Train tickets between airport and Fribourg
✓ Entrance ticket and guided tour to La Maison du Gruyère, the cheese factory and Cailler Chocolate Factory
✓ Entrance ticket to Gruyères Castle
✓ Equipment rental and guided hike for Snow-shoeing
✓ Organized transportation for all the field trips
✓ and excursion
✓ Possibility to join SKI DAY for additional fee (see P. 14)

What is not included:
○ Schengen visa application and travel insurance
○ International air tickets
○ Fees for independent activities or self-organized meals

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Cost</th>
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<tbody>
<tr>
<td>TRIPLE ROOM</td>
<td>1’900 CHF</td>
</tr>
<tr>
<td>TWIN ROOM</td>
<td>2’150 CHF</td>
</tr>
<tr>
<td>SINGLE ROOM</td>
<td>2’650 CHF</td>
</tr>
</tbody>
</table>
TWO-WEEK PROGRAM + OPTIONAL SKI DAY FEE

**SKI DAY** package includes:
- Transportation
- Gear rental
- Coaching
- Ski day-pass
- Group lunch

Housing is covered in the two-week program fee

**Two-week + SKI DAY**

**On 14-02**
- **TRIPLE ROOM**: 2’300 CHF
- **TWIN ROOM**: 2’550 CHF
- **SINGLE ROOM**: 3’050 CHF

**Two-week + SKI DAY**

**On 14-02 & 15-02**
- **TRIPLE ROOM**: 2’700 CHF
- **TWIN ROOM**: 2’950 CHF
- **SINGLE ROOM**: 3’450 CHF
FIELD VISIT & EXCURSION IN THE REGION

Row 1
Left: The house of the Smart Living Lab project
Right: Blue Factory in Fribourg

Row 2
Left: Cheese factory in Gruyère
Right: The fairy tale-like village of Gruyères in winter

Row 3
Left: Castle Gruyères in winter
Middle: Chocolate tasting inside the Cailler Chocolate Factory
Right: The farmer market in front of Fribourg City Hall
WELCOME TO SWITZERLAND
NEXT FEBRUARY!