

Entrepreneurial Immersion Program



UNIVERSITY OF APPLIED SCIENCES AND ARTS WESTERN SWITZERLAND (HES-SO)

A vast reservoir of skills, ideas, innovation, creativity and knowledge, the HES-SO plays a leading role in the socio-economic development of the country and proudly contributes to the growth of French-speaking Switzerland. The school is the largest tertiary education network in Switzerland and currently has around 20,000 students enrolled in its various programmes - 6,500 in business, management and services, 750 of whom study at the Fribourg University of Applied Sciences.



THE SCHOOL OF MANAGEMENT FRIBOURG (HEG-FR)

Founded in 1991 as the School of Economics and Administration (ESCEA), the School of Management Fribourg has developed significantly over the years. Progress can be seen in the scope of our educational programmes (Bachelor, Master and Executive Education). It can also be seen in the growing number of students and staff.

The School of Management Fribourg is part of a dense network of universities, private companies and public administrations in Switzerland and abroad. Taking advantage of its privileged position at the crossroads of four nations and its trilingual programmes, the School participates in major international projects. In this way, the intercultural and linguistic skills acquired by our students are firmly rooted in practice. The HEG-FR is the hub where students meet passionate teachers from Swiss and international universities and benefit from the opportunity to study in different languages.

The school has been organising professorial exchanges in the field of entrepreneurship and SMEs for 15 years. Visiting professors from internationally renowned partner universities around the world teach alongside resident professors and course leaders. Alumni who have started their own successful businesses are closely associated with the programme to share their practical experience in building their businesses.

ENTREPRENEURIAL IMMERSION PROGRAM

AT A GLANCE

PLACE

Fribourg, Switzerland

CREDITS

Up to 30 ECTS

LANGUAGE

English

COURSE

One Semester

NEXT INTAKE

Fall 2025: September - January

Spring 2024: February - June

The Entrepreneurial Immersion Programme (EIP) is a semester programme for international undergraduate students.

Students are placed in a partner company where they learn about doing business in Switzerland and work on a project based on the company.

During this time, students will also attend management and marketing courses at the School of Management to help them understand the projects they will be working on with the companies. They will benefit from the guidance of an HEG professor who will monitor and provide valuable coaching.

PROGRAM

Module 1 (15 ECTS)

Company Attachment
Company Project

Module 2 (15 ECTS)

Classes in Management and
Marketing

*Modules 1 and 2 will run simultaneously

VENUE AND FACILITIES

All courses will be held on the Péroilles campus of the School of Management Fribourg. Access to study areas, free wireless internet as well as campus and computer facilities will be provided to all participants





COMPANY ATTACHMENT

The EIP offers a first-hand look at how business is done in Swiss start-ups and SMEs. Students will benefit from a very different working environment from what they are used to at home, giving them new perspectives and skills. Each student will go through a selection process and interviews to match them with the best company for their profile and skills.

ACADEMIC PROGRAM

In addition to practical teaching, students will also learn from professors with years of industrial experience and specialised know-how who will provide you with the knowledge, tools and coaching you need to conduct entrepreneurial activities in an international environment using different management approaches in Europe.

Available courses include:

FALL Semester:

User experience Design
Neuromarketing Fundamental
Neuromarketing Playground
Digital Leadership
Circular Economy Business Model
Fundamentals of sustainable business & management I

SPRING Semester:

Intercultural Management
Corporate Risk Management
Fundamentals of sustainable business & management II
Ethics and Enterprise
Business Intelligence
Sustainable supply chain Management



ADMISSIONS & REQUIREMENTS

This program is designed for international undergraduate students with excellent academic achievements. English skills (advanced level: European levels B2 written/ C1 oral / TOEFL 650 / IELTS 8.0) are essential and other documents are required:

- HEG-FR Application form (online)
- Up-to-date CV in English
- Letter of motivation
- Transcript of the most recent grade average
- Recent picture (electronic passport standards)
- Copy of passport

CREDITS

The modules include contact hours, self-study time, project work, preparatory work, company placements and visits. EIP participants receive European Credits for the programme.

ECTS credits are awarded as follows

Module 1 - 50%

- Performance in company
- Report submitted for company problem statement.

Module 2 - 50%

- Class participation (contact hours, company visits, cultural and social activities).
- Attendance
- Course work and exams

Participants will receive an official transcript of records stating the ECTS credits achieved upon successful completion of the program.

COMPANY ATTACHMENT

MODULE 1 - 50%

Students will be assigned to a company for one semester where they will learn and experience the way of business in a Swiss Start-Up or SME. During this attachment, students will be tasked with resolving a problem statement defined by the company and the school. At the end of the semester, students are required to submit a report detailing their findings and proposed solution.

OBJECTIVES

To learn and use a systemic model of visionary thinking to design entrepreneurial activity systems. To provide the knowledge, tools and conceptual framework needed to undertake entrepreneurial activities in an international environment.

Identify business opportunities and create the support structure needed to turn their ideas into action. To translate the knowledge and motivation acquired during the parallel classes into a proposal for the host companies.

Vision without execution is hallucination.
—
Thomas Edison



COURSE WORK

MODULE 2 - 50%

Students will follow a series of classes to help them understand the problem statements they are tasked with and how best to approach it. Students are expected to submit all class work and successfully pass examinations at the end of each course.



"THE PROGRAM IS A GREAT OPPORTUNITY FOR INTERNATIONAL STUDENTS TO EXPERIENCE THE VIBRANCY OF THE ENTREPRENEURIAL CULTURE IN SWITZERLAND"

Jerald Sze,
SMU - Singapore
Immersion Program

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- Corporate Risk Management
- Fundamentals of sustainable business & management II
- Ethics and Enterprise
- Business Intelligence
- Sustainable supply chain Management

WHY STUDY IN SWITZERLAND?

Switzerland remains the world's leader in innovation for the 12th consecutive year, according to the latest World Economic Forum Global Competitiveness Report 2022. In fact, it is the overall innovation leader, outperforming all EU member states. Its growth performance is also above that of the EU28 and its performance in terms of its intellectual assets and most of its economic indicators is exceptional.



“IN AN ENTREPRENEURSHIP, YOU GET TO SEE THE SUCCESS OF A COMPANY FROM THE START TILL THE END”

Rebekah Chua,
SMU - Singapore
Immersion Program

THE COUNTRY

Switzerland has a lot to offer: cultural diversity, multilingualism, breathtaking scenery and, of course, its people. It has four national languages (German, French, Italian and Romansch). Switzerland is proud of its high standard of publicly funded education. Switzerland's economy is based on a highly educated workforce performing highly skilled work. Key sectors include microtechnology, hi-tech, biotechnology and pharmaceuticals, as well as banking and insurance. Small and medium-sized enterprises (98% of the total) play an extremely important role in the Swiss economy.

The Swiss public transport network is one of the best worldwide as integrates train, bus and boat travel seamlessly while offering high levels of comfort.

AVERAGE TRAVEL TIME BY TRAIN TO FRIBOURG MAIN STATION TO:

Zurich Airport:	1:37 h
Basel Euro Airport:	1:50 h
Geneva Airport:	1:31 h
Bern:	0:21 h
Lausanne:	0:43 h

For more information, www.sbb.ch/en/home.html



THE CITY

Picture yourself in a city where every corner is a story waiting to be told, where traditions blend seamlessly, and where the promise of a vibrant, multicultural experience beckons you. Welcome to Fribourg/Freiburg, the bilingual jewel, nestled along the picturesque banks of the Sarine river on the Swiss plateau.

"SWITZERLAND IS AN
AMAZING COUNTRY; VERY
INNOVATIVE WITH AMAZING,
FRIENDLY PEOPLE"

Krishna Suardana
Swinburne University (AUS)
Summer School

Why Fribourg?

Cultural Mosaic: Immerse yourself in a rich tapestry of traditions, languages, and flavors. From its lively festivals to its cozy cafes, you'll find cultural treasures waiting to be discovered at every turn.

Educational Excellence: Fribourg is the perfect setting for your academic journey. Expand your horizons in a city that values knowledge and innovation.

Bilingual Advantage: Fribourg's bilingual environment (French and German) is a valuable asset for language enthusiasts. Whether you're a beginner or seeking to sharpen your language skills, Fribourg provides the perfect immersion experience.

Cultural Bridge: Fribourg bridges the gap between Switzerland's German- and French-speaking regions, making it a true cultural crossroads. You'll be part of a city that thrives on its unique blend of influences, making it a captivating place to study and explore.

SCHOOL
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Fachhochschule Westschweiz

University of Applied Sciences and Arts
Western Switzerland

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