



SCHOOL OF MANAGEMENT FRIBOURG

CREATE YOUR FUTURE



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A dynamic school and motivated students interacting in an interdisciplinary environment.

EDITORIAL

LEARN AND SHARE MANAGERIAL, ENTREPRENEURIAL
AND INTERCULTURAL SKILLS



The students at the School of Management Fribourg are as motivated and dynamic as our institution itself. Our graduates receive specialized, targeted study, which instils in them a remarkable entrepreneurial spirit and a strong desire to innovate. Thanks to their incomparable implementation skills, their reputation in the job market is excellent.

The size of our school means we retain the human touch, yet we have grown impressively. Our location on a linguistic border gives us a unique opportunity in Switzerland, since our students come from both French-speaking and German-speaking regions. Our future graduates grow their skills in a multi-cultural environment, where not only French and German are spoken, but English too.

There is no other offer like ours in the Swiss market – the combination of trilingualism and a practical focus sets us apart.

A handwritten signature in black ink, which appears to read 'R. Baldegger'.

Rico Baldegger
Directeur HEG-FR

OUR SCHOOL

WITHIN THE CONTEXT OF WESTERN SWITZERLAND

Founded in 1998, the University of Applied Sciences and Arts of Western Switzerland (HES-SO) comprises six domains and a vast network of schools, including the School of Management Fribourg. Over the years, this institution has become a large reservoir of skills, knowledge, ideas, innovations and creativity. It plays a leading role in the social, economic and cultural development of Western Switzerland's seven cantons, and is regarded as an esteemed provider of higher education both at home and abroad.

With almost 21,000 students, HES-SO is Switzerland's leading university. Its range of study programs and its research activities fall into six fields of study:



- Design and Fine Art
- Business Management and Services
(which includes the School of Management Fribourg)
- Engineering and Architecture
- Music and Performing Arts
- Health
- Social Work

“Our staff are our main competitive advantage, so we place great importance on continually developing their skills and on expanding their horizons. The HEG-FR offers us superior training that benefits our staff and our firm alike.”

Jacques Cherix –
Head of Non-Technical Department,
Cimo SA Monthey

SCHOOL OF MANAGEMENT FRIBOURG

MORE THAN 25 YEARS EXPERIENCE

Since its foundation in 1991, our school has experienced continual growth by adapting to economic realities and market demand. One particular area where this objective is evident is our innovation strategy. The scope and quality of our study programs (Bachelor, Master and postgraduate education) and the involvement and expertise of our teaching staff are attracting more and more new students every year.

We have also strengthened our participation in applied research and development (AR&D), which has also brought growth. Our innovative strength is demonstrated by the projects we undertake that target current issues. We are seen as a forerunner in Switzerland for training, interdisciplinary research and entrepreneurship. Our institutes have taken on a large number of mandates, thereby positioning us as a solid partner to SMEs, large corporations and not-for-profit organizations, both in Switzerland and abroad.

VISION HEG-FR

To be an agile and inspiring business school. Our entrepreneurial ecosystem supports, stimulates and works as a catalyst for the ideas of our future generation.

“Multilingualism and intercultural skills are the best assets SMEs can have to achieve an international presence. Small and medium-sized enterprises need highly trained, innovative staff to be able to leverage global competition.”

Martin Godel –
Head of SME Policy at State Secretariat
for Economic Affairs (SECO)

“The HEG gives its students first-class business training with a very broad range of study programs and options in several languages. Through an astute mix of theory and practice, it provides students with a comprehensive vision and all the tools they need for a successful career after graduating.”

Patrick Koller –
Communication Director,
FIBA – International Basketball
Federation

MISSION HEG-FR

We support, prepare and empower leaders and international entrepreneurs to apply actionable executive skills to address global challenges faced in business and society.

We are committed to creating a positive impact through the students, participants and partners, all of whom will benefit from our programs and activities in three core areas: Entrepreneurship, Innovation and Internationalization.

MISSION STATEMENTS HEG-FR

We provide students with an application-oriented tertiary education that prepares them well for their future jobs.

We offer continuing new education programs directed towards the current and future needs of business and society, to ensure lifelong learning.

We run practice-oriented research activities with the aim to facilitate new developments in the economy and to fuel our education activities.

We provide consultancy services to companies and organizations alongside our teaching and research activities and anchor HEG-FR as a solid partner for SMEs and non-profit organizations in the mandate and fundraising business.

HEG-FR develops effective and responsible leaders by creating insightful knowledge and inspiring minds in a continuous dialogue with the world around us.

A PRIME LOCATION

Our school benefits from a prime location at the crossroads of four countries, in the heart of Switzerland and in a bilingual and dynamic canton. The School of Management Fribourg (HEG-FR) is the only Business School in Switzerland to offer trilingual study (French, German and English). This multicultural ambiance gives our students an edge and exponentially increases their chances of finding employment.

Located close to the Fribourg University, the School of Engineering and Architecture, and other tertiary level institutions, the HEG-FR enjoys a top spot on the Pérolles campus, which, in turn, fosters an interdisciplinary environment. Our innovation laboratory encourages students to collaborate with members of other areas of expertise on project work and, with the support of experts, to learn to achieve practical objectives.

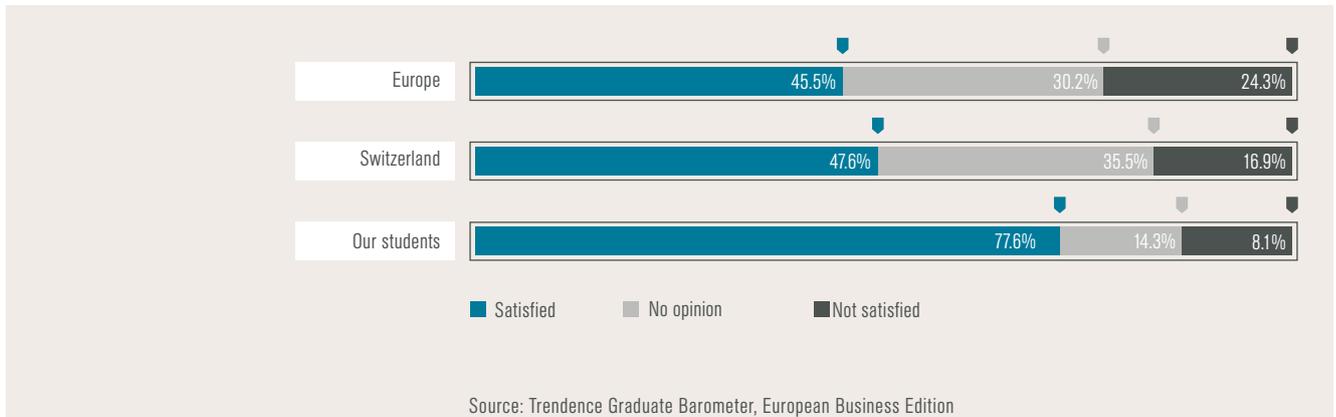
PRACTICE-ORIENTED TRAINING

Our mission, by marrying theory and practice, is to give our future graduates the best preparation for starting a career. We pay particular attention to maintaining a balance in our teaching staff between theorists and practitioners. This means that the subjects our students study are rendered even more relevant through case studies.

And in the Bachelor and Master degree courses, it is possible, and even recommended, to work and study in parallel. If this path is chosen, the study programs are adapted to allow students to work at least 50% of their time in a business of their choice.

Lastly, we have established numerous partnerships with regional, national and international firms, as well as with administrations, with a view to strengthening the networks of our future graduates.

Student satisfaction regarding preparation for their arrival on the market:



STRONG CULTURE AND VALUES

- “Create your future” is a reality, not just a slogan. We offer our students a solid foundation and the right tools for them to build their future.
- Team spirit: professors, co-workers and students work as a team to fulfill their own objectives and those of the school.
- Innovation is a “raison d’être” and a duty.
- Motivation and personal responsibility are the keys to success.
- Study is based on humanistic values and geared towards practical situations.
- Multicultural and multilingual environment.

“Through its expertise and dynamism, the HEG-FR is equipping tomorrow’s managers and entrepreneurs with the practical skills and theory they will need to succeed in the business world of the 21st century.”

Joseph Deiss –
President of Switzerland 2004,
Member of the Swiss Federal Council
1999–2006, President of the 65th
United Nations General Assembly

SOLID PARTNERSHIPS IN SWITZERLAND AND ABROAD

In Switzerland

In addition to our partnership with HES-SO, we are proud to partner the following institutions:

- In our Canton: the School of Engineering and Architecture Fribourg, the Health School Fribourg University of Applied Sciences-Social Work and the University of Fribourg, as well as the government of the canton of Fribourg and the Banque Cantonale de Fribourg.
- At the national level: the University of St. Gallen, the Swiss Federal Institute of Technology Zurich, the Zurich University of Applied Sciences Winterthur, and the University of Applied Sciences and Arts of Southern Switzerland (SUPSI), as well as a number of companies and organizations, such as Postfinance, Credit Suisse, and SME next.

Internationally

We continue to work with and strengthen our partnerships with the following institutions:

USA	University of California, Irvine (UCI), Worcester Polytechnic Institute (WPI), University of Vermont, Swissnex Boston and Swissnex San Francisco
Canada	HEC Montreal, the University of Quebec at Trois-Rivières, TÉLUQ (University of Québec), McGill University of Montreal
Brazil	Universidade do Vale do Rio dos Sinos (UNISINOS), Swissnex Rio de Janeiro
Mexico	Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Egade Business School Mexico, UNAM - Universidad Nacional Autónoma de México
France	Université de Lorraine, Université de Montpellier, Grenoble Ecole de Management, EM Strasbourg Business School
Germany	University of Trier, Aschaffenburg University of Applied Sciences, Hochschule Berlin
Singapore	Nanyang Technological University, Singapore Management University (SMU)
China	School of Management Zhejiang University, China Foreign Affairs University, Swissnex Shanghai
Australia	Swinburne University of Technology

“The school of Management Fribourg has helped us develop activities in a pragmatic way and implement them very quickly. This has enabled us to create real added value, both for the students at the HEG-FR and those from my native country.”

Jorge Castro-Valle Kuehne –
Ambassador of Mexico



“Grenoble Ecole de Management has been working with the HEG-FR for many years now. Through my involvement in various programs, I particularly appreciate the entrepreneurial spirit that this school imparts, as well as the practical emphasis of its teaching.”

Jérôme Barrand –
Director of the Institute for Agile organizations, Senior Professor,
Grenoble Ecole de Management

OUR STUDY PROGRAMS

BACHELOR OF SCIENCE HES-SO IN BUSINESS ADMINISTRATION

The Bachelor degree in Business Administration is a grass roots course with firm practical foundations. As such, our teaching staff work in firms and within research institutes.

The course can be undertaken on a full-time basis or part-time alongside a job. The first few semesters give students an introduction and expand their understanding. The curriculum of our Bachelor is made up of several modules which regroup the following topics:

- Strategic management
- Marketing
- Supply Chain Management
- Information systems
- Economics & Current events
- Languages & Communication
- Finance & Accounting
- Human Resources
- Project management
- Law & Tax system
- Informatics, mathematics and statistics
- Digital Business

“As soon as I started my first job, I realized how well my studies at the HEG-FR enabled me to understand the business and how it worked overall, to identify cause and effect between the various departments and to very quickly take on a number of responsibilities.”

Anne Liechti –
Marketing & Communication Manager
in an international SME
(Alumni 2012)

One strength of the course is the option for students to personalize one-quarter of their studies. In the latter semesters, apart from a number of mandatory courses, students are free to choose options in the following subjects:

- Finance & Accounting
- Marketing & Strategy
- SME & Entrepreneurship
- Banking & Finance
- Leadership & Human Resources

These options enable students to immerse themselves in work and experience conditions similar to professional practice, through collaboration on specific projects with various business partners.

In parallel, much of the last semester is spent writing a Bachelor thesis on a subject relating to business economics or administration. It must also include work experience in an enterprise or organization.

TRILINGUAL TRAINING

There are several options with regard to the choice of language(s) in which courses are given:

Monolingual course

All courses are given in a single language (French or German).

Bilingual course

Two-thirds of the courses are taught in the student’s mother tongue (French or German) and one-third in the partner language (German or French).

Trilingual course

Courses are given one third each in French, German and English.



“The fact that HEG-FR students integrate so well into the professional world is because the course program is geared to real-life situations. I’ve had several opportunities to share my experience as an entrepreneur with students, and they are enthusiastic and keen to learn about new things.”

Jean-Marie Ayer –
Founder of Dartfish

STUDYING ABROAD

Students on the Bachelor degree in Business Administration have the option of spending one semester abroad. They can choose whichever institution and modules they like, on condition these are validated by the Bachelor program’s supervisor.

It is mandatory for students on the trilingual course to spend a study period abroad; this is optional for students on monolingual and bilingual courses.

WHO ARE OUR GRADUATES?

As our study system has a practical focus, our graduates are snapped up by employers, who have a special appreciation for their broad knowledge, multi-disciplinary abilities, pragmatic approach and, of course, their linguistic skills, all of which are vital tools in Swiss and international labor markets.

Our training also enables students to develop:

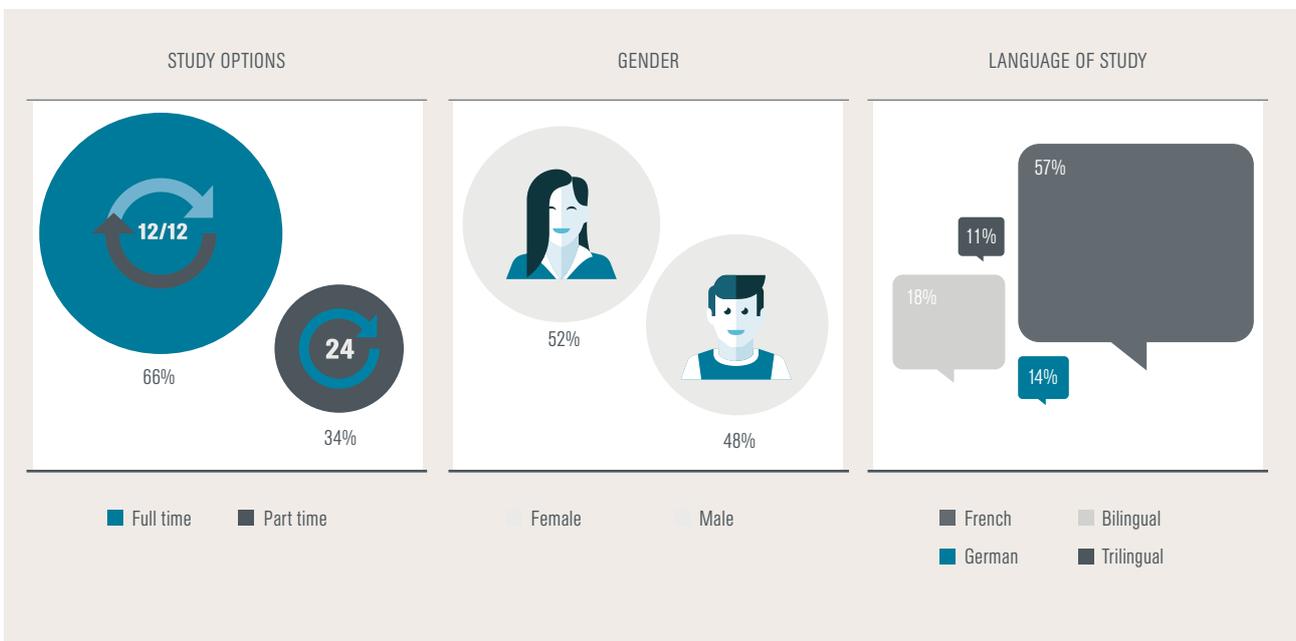
- A strong entrepreneurial spirit. Our graduates are entrepreneurial, proactive and creative, and are good at anticipating change.
- Motivation and many professional skills. Our training puts high demands on our students and requires a constant level of personal investment and interest. The generalist part of the studies and the in-depth training in accounting, finance, marketing, human resources and entrepreneurship ensure that our students are receptive to important issues. They can understand and anticipate a broad range of situations.
- Social and leadership skills. In addition to courses on this subject, students also interact in a multicultural environment, particularly during group or project work; this strengthens their social and leadership skills, as well as their autonomy.

PROFESSIONAL PROSPECTS

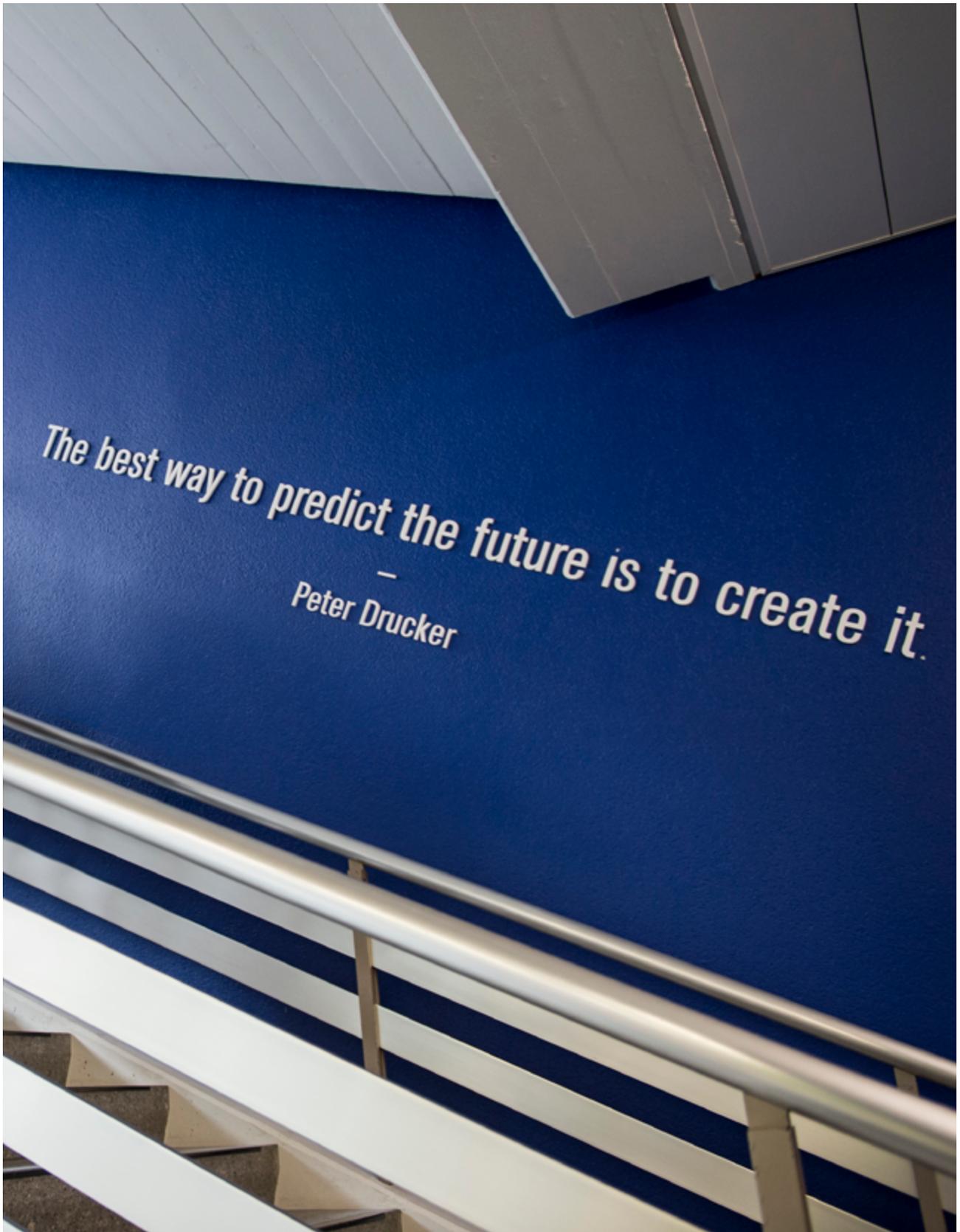
There are several opportunities for graduates of the Bachelor degree in Business Administration. Firstly, they can choose to go straight into the job market, where they will become tomorrow’s managers in finance, management, human resources and marketing.

At the end of their Bachelor degree, graduates can also continue their studies and enrol on a Master program, either at our school – Master of Science HES-SO in Business Administration, major in Entrepreneurship (Innovation & Growth) – or in another institution of their choice.

FACTS & FIGURES



Team spirit and passion sow the seeds of success.



The School of Management Fribourg offers students and teachers alike the ideal environment for working and learning.

MASTER OF SCIENCE IN BUSINESS ADMINISTRATION, MAJOR IN ENTREPRENEURSHIP (INNOVATION & GROWTH)

HES-SO offers a Master of Science in Business Administration with three separate “majors”:

**Entrepreneurship
(Innovation & Growth)**
(trilingual: English, French and
German)

**Information Systems
Management**
(French)

**Services Management
and Engineering**
(French)



The “Entrepreneurship (Innovation & Growth)” major is offered by the School of Management Fribourg and lasts two years. The program prepares global leaders to face the challenges of tomorrow with a proactive and entrepreneurial approach.

At the start of the program some of the courses common to all three Majors are taught in Lausanne. This program is based on various modules which are carefully integrated but adopt a separate methodology (general management and research method).

The modules specific to our major are offered in direct collaboration with the business environment. We invite entrepreneurs to lead courses or co-teach them with our team of internationally renowned professors, who also mentor and coach our students.

“The Master in Entrepreneurship & Innovation helped me to build a bridge between the scientific world of my previous studies and entrepreneurship, with the aim of building myself a unique and attractive profile.”

Audrey Schroeter –
Sales Manager
(Alumni 2013)

Another approach we take is to simulate the challenges in business through conferences, events, projects and workshops focusing on the theoretical and scientific basis of each subject. These modules cover the following topics:

- Entrepreneurial Intention & New Venture
- Innovation & Technology Entrepreneurship
- Venture Planning
- Entrepreneurial Finance
- Entrepreneurial Marketing & International Entrepreneurship
- Growth Management



As we always aim to combine theory and practice, students have the opportunity to undertake applied research projects, either individually or in groups. The content of all projects is closely linked to the main modules:

- Ventures in Action
- Innovation Discovery & Technology Transfer
- Discover New Markets
- Marketing Inventions & Field Work

A one- to two-week stay abroad completes the course.

The final stage of the Master is to complete a thesis. Each student completes a project from beginning to end, choosing the subject and presenting the results.

Masters graduation ceremony



“It provides you with the theoretical background, a great network and the courage you need to become an entrepreneur.”

Sabine Suter –
entrepreneure
(Alumni 2011)



“The outstanding and exciting master program offered me deep entrepreneurial knowledge. I have learnt to identify potential opportunities and turn them into new business ventures. Today I work as director of the lake Geneva Region Tourist office.”

Andreas Banholzer –
Directeur Lake Geneva Region
Tourist Office
(Alumni 2010)



WHO ARE OUR GRADUATES?

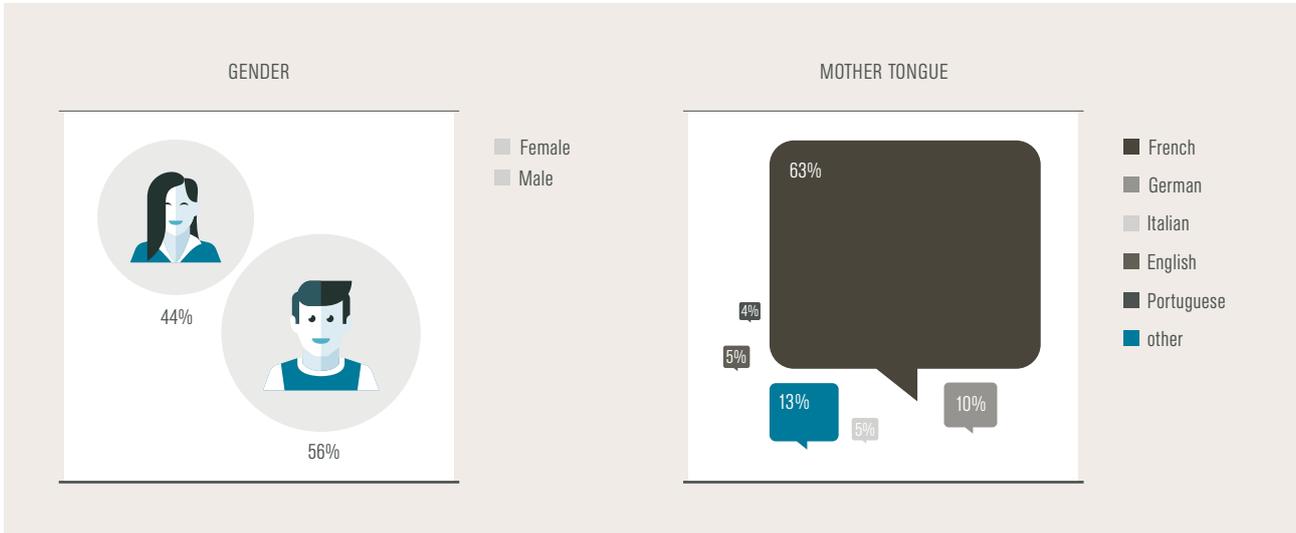
To meet the requirements for being entrepreneurs and managing innovative companies, our graduates learn to respond pro-actively, innovatively and flexibly to the environmental changes affecting businesses. Our graduates have the ability to:

- tackle the challenges facing young innovative enterprises, major international companies and SMEs
- think and react entrepreneurially
- apply their analytical, intercultural, interpersonal and proactive skills effectively

PROFESSIONAL PROSPECTS

- Creating an enterprise
- SME projects
- Management of businesses or public/semi-public institutions
- Management positions in human resources, marketing, finance, etc.
- Business consulting and business analyst roles

FACTS & FIGURES





The School of Management Fribourg supports innovative behavior by encouraging creativity and critical thinking.

Interactive learning through constructive dialogue is a part of our culture.



EXECUTIVE MASTER IN BUSINESS ADMINISTRATION HES-SO (EMBA)



Executives face new challenges from market globalization, burgeoning environmental complexity and rapid change. The future therefore belongs to managers who can anticipate and control these new situations dynamically. To help managers address these challenges, our school launched an Executive Master in Business Administration in 1999.

The program is designed around a systemic and modern model of management comprising four elements: the individual, the group, the business and the environment. Active collaboration with foreign universities gives participants the opportunity to enjoy a unique and multicultural experience.

MODERN AND PRACTICAL TEACHING

The program is taught using specific examples closely based on practice. It is comprised of updated content in line with the latest developments in modern business management. Candidates have the opportunity to practically apply the concepts taught through individual and group work. Each student works through a host of case studies that measure the impact of their decisions.

“As a member of the executive board of a Swiss company operating throughout the country and responsible for both French-speaking and German-speaking Switzerland, I am well acquainted with the HEG-FR. I have already put several people in contact with it for continuing professional development and recognize the value of cross-cultural training.”

Serge Reymond –
Member of the executive board of Tamedia SA, with responsibility for French-speaking publications and German-speaking media

TRILINGUAL TEACHING

Our program is the only one in Switzerland to be taught in three languages (French, German and English). This ensures that students take a multicultural approach to the various subjects and allows for intensive collaboration with foreign universities and professors.

FOREIGN PLACEMENT

The EMBA is built around international collaboration, which takes the form of exchanges between lecturers and students, as well as a placement abroad. Courses are taught in multicultural classes in Switzerland and abroad.

PRESTIGIOUS PARTNER SCHOOLS

- Grenoble Ecole de Management, France
- GADE Business School Monterrey, Mexico
- University of Quebec at Trois-Rivières, Canada
- University of Vermont, USA
- the Beijing Institute of Diplomacy
- the Zhejiang University, China

POSTGRADUATE COURSES

We have been offering postgraduate courses for executives in the private and public sector for several years. Some of these programmes are of a general nature, while others permit participants to specialise in a particular field.



“The future belongs to those who continue to learn, not to those who already know.”

Eric Décosterd –
Head of Postgraduate Education

COURSES OFFERED AT THE HEG-FR

EMBA-Executive Master in Business Administration

Market globalisation, growing environmental complexity, and the rapid pace of change present executives with new challenges. The future belongs to those entrepreneurs who can anticipate and master these new situations in a dynamic manner. To meet these challenges, the HEG-FR (School of Management Fribourg) recommends the Executive Master in Business Administration.

MAS in Marketing Management

This MAS course is organised in collaboration between HEG Arc and the School of Management Fribourg (HEG-FR), permitting professionals from the domains of marketing and communications to develop their competences in marketing's various fields of application (consumer goods, services, and industry).

DAS - Communication Management

This course is intended to provide practical and strategic know-how to understand the issues involved in managing corporate communication. It covers all domains dealt with in public relations and related issues

CAS - Compensation & Benefits Management

The objective of this course is to transmit a wide range of academic, practical, and technical knowledge in the field of compensation and benefits. This subject has been rather neglected and is often learned exclusively "on the job". The course offers the opportunity to combine theory with experiences and practical examples provided by our many speakers. This will enable you to apply sustainable and fair compensation concepts which fit your company's strategy.

CAS - A Social and Solidary Economy

Social and solidary enterprises have been gaining recognition in French-speaking Switzerland since the early 2000s. Due to a decline in the 50s – 80s, new social and ecological issues made it necessary to develop different enterprises for a different economy. Alongside socially responsible enterprises (CSRs), social and solidary companies and organisations are called upon to become the central economic players of the future.

CAS – Business Management

This programme provides advanced knowledge, techniques, and methods of application in all areas of business management. Participants enhance their thinking processes and conduct as leaders.

CAS – Project Management

The main objective of this course is to provide participants with the training needed to fully understand the multi-dimensional problems inherent in project management.

CAS - HR

In collaboration with the WKS Business School in Bern, the School of Management Fribourg (HEG-FR) has launched a CAS in Human Resources this year. This course is held in German and covers the principal tasks and activities pertaining to human resources. Emphasis is placed on how this function has recently developed and how it is becoming increasingly strategic within companies.

CAS – Public Affairs & Lobbying

Unique for Switzerland, the CAS in Public Affairs & Lobbying aims to meet this need, offering certification to future specialists in the domain. The course brings together the well-known competences of three universities of applied sciences, i.e., the Bern University of Applied Sciences, the School of Management Fribourg, and the University of Applied Sciences Arc, in partnership with the Swiss Society of Public Affairs and Swiss Capital Region.

CAS HES-SO - the Pedagogy of Higher Education

This course is aimed at developing a body of teachers within the HES-SO, whose level of expertise in pedagogy form a vector of development related to teaching and learning in their schools in a centred approach towards students' learning experience.

CAS – Public management

This programme provides participants with the main concepts adapted to managing enterprises in the public domain. Personal and social skills relevant to a leader role are developed.

CAS – Strategic Writing

This course is dedicated exclusively to strategic writing. It is the only course of its kind in the HES branch in French-speaking Switzerland to focus on written communication for companies and organisations and provide a Certificate of Advanced Studies in a domain which is varied and in full evolution. This know-how, widely researched on the market, demands both great versatility and a sharp tactical sense.

CAS – Supply Chain Management

The objective of this training programme is to raise awareness of all those involved in the supply chain to better recognise the interdependency of activities and added value, so that each can contribute towards the overall process. A deeper understanding of the supply chain can enable individuals to make a greater contribution.

INTERNATIONAL RELATIONS



In Switzerland and internationally, our school is part of a large network of universities, private companies and public administrations. Capitalizing on our prime location at the crossroads of four countries and our trilingual teaching, we also participate in major international projects. All our students develop cross-cultural and linguistic skills that are directly rooted in practice.

STUDYING AT THE HEG-FR

The HEG-FR offers various courses (taught in English) for foreign students. To foster intercultural learning, we encourage them to take part in courses at Bachelor and Master level, as well as in continuing education. The following courses are on offer:

Diploma of Financial Management

This course, lasting one semester (February – June) is an important prerequisite for a career crowned by success in the domain of banking or insurance. Targeted mainly at first-cycle students, this program presents the basic concepts and models of modern financial theories via case studies, exercises, and visits to banks, finance and insurance companies, and other industrial institutions in the region.

Financial Management & Discovering Entrepreneurship – Summer School

This intensive program, divided into two, two-week modules, is aimed at all students who, on the one hand, seek to discover and explore the most advanced theoretical concepts and models of finance, such as the principles of strategic investment, risk management, valuation of securities, or portfolio management. The course is also for students who are interested in acquiring a general view of an entrepreneurial ecosystem, while engaging in entrepreneurial and organisational activities.

Entrepreneurship & Innovation – Summer School

This two-week course takes place in a multi-cultural environment, where students can discover the Swiss entrepreneurial ecosystem and meet Swiss entrepreneurs in action, operating both nationally and internationally. The main objective is to lead students to improve and reinforce their entrepreneurial spirit through their own company founding projects.

EMBA Leadership and Innovation – Summer School

During this two-week program, foreign students join EMBA students to work together on leadership and innovation themes.

Fintech and the future of Finance – Winter School

Lasting 4 weeks, this new proposition, aimed at Bachelor and Master students, is a programme of specialised studies, specific to the Fintech domain and the finance of entrepreneurship, innovation, and technology. It is held in a multicultural environment.

Immersion program, entrepreneurship & innovation

As its name reveals, the purpose of this programme is to confront students with reality by plunging them into an entrepreneurial environment. Participants train at a start-up or an SME associated with the university offering the course. This experience is an integral part of the students' training.

“Growth... Enrichment... Fun! Are the three perfect words to describe our amazing stay in Fribourg! Our classes, our teachers, our teammates... a lifetime experience! Thank you Egade and HEG for giving us the opportunity to be part of this and get to know the swiss culture, their wonderful people and awesome cheese! We don't hesitate when we say... we'll be back soon!”

EMBA Leadership and Innovation – Summer School

RESEARCH, MANDATES, CONTINUING EDUCATION CENTRES, AND INSTITUTIONS



“In an ever more rapidly changing world, courses offered in abundance by the School of Management Fribourg, form a solid basis to accompany these swirling developments, and meet, with serenity, confidence and passion, the challenges that the future will not fail to send our way.”

Marco Crotti –
Managing Director
UBS Switzerland AG



“Learning is a continuous process for those with high ambitions.”

Alfred Munger –
Professor Supply Chain Management
Head of Mandates & Fundraising

APPLIED RESEARCH AND DEVELOPMENT (AR&D)

The HEG-FR constantly seeks to strengthen and develop the specialist skills of its faculty by generating new knowledge directly related to the realities of the corporate world. To do this, our teaching staff collaborate with local, national and international enterprises on many applied research projects and performance mandates.

More specifically, our activities are as follows:

- We actively participate in national and international research networks and help implement research projects with Swiss and/or foreign funding.
- We monitor and publish reports and surveys of national and international significance, including:
 - Global Entrepreneurship Monitor (GEM)
 - Global University Student’s Spirit Survey (GUESSS)
 - International Entrepreneurship Survey (SIES)
- We take part in many renowned international conferences and disseminate the results of our research through the publication of books and articles in both professional media and recognized scientific journals.
- We focus on interdisciplinary projects in applied research, particularly within HES-SO and on the university campus and the Perolles technology park.
- We promote our institution with companies and institutions, both within the Fribourg economic region and throughout Switzerland, by providing services based on our research.

MANDATES AND RESEARCH FUNDS

The individual strategies of our institutes notably include the following:

- Each institute is managed entrepreneurially and is largely self-financing.
- Our partners continuously monitor the progress of projects they support.
- Through their collaboration with other organizations our institutes have adopted a clear focus and positioning. They are not in direct competition with companies insofar as the services they offer are not their core business: their subsidiary objective is to create new knowledge.

STUDENT LIFE

AT THE HEART OF THE PEROLLES CAMPUS

Our school enjoys a prime position on the Pérolles campus near several faculties of the University of Fribourg, including the School of Engineering and Architecture and the Adolphe Merkle Institute; as such, it enjoys a dynamic and multicultural ambiance. Our institution is easily accessible from the railway station and the city centre, in walking distance or by bus.

EASY ACCESS TO SPORT

Physical exertion plays a vital role in the quest for balanced health. All of our employees and our students have the opportunity to take part in the activity program offered by the Sports Institute at the University of Fribourg. It offers almost all sports, including snowboarding, windsurfing, football, mountain sports, skiing, a variety of gymnastics courses, and various indoor sports. There is also a gym. www.unifr.ch/sportuni/fr/

A CRECHE ON CAMPUS

The Pérollino crèche serves Fribourg's universities of applied sciences. It looks after the babies and children of our students and staff from the end of maternity leave until the age of 6. www.perollino.ch

OUR STUDENT ASSOCIATIONS

Management student opportunities (MSO)

Management student opportunities (MSO)

This association enables students to put the subject matter of their courses into practice and to expand their network. It is also an opportunity to share these experiences and generate new ideas, all in a comfortable setting.

Innovation Club

This organization seeks to promote contact between the students on Fribourg's various study programmes. The Innovation Club is a place for sharing, learning and personal development. Its aim is to awaken the spirit of innovation in its members, expand individual horizons and create a network of innovators. The Innovation Club is supported by the School of Management Fribourg (HEG-FR), the School of Engineers and Architects (HEIA-FR), the University of Fribourg and the Adolphe Merkle Institute.

Alumni School of Management Fribourg

The Alumni Association of the School of Management Fribourg develops and promotes a dynamic relational network which fosters exchange among the school, its active students, graduates, and third parties.

FRIBOURG, TRADITION AND MODERNITY



“Soak up Fribourg’s special atmosphere... in a scenic square, on a café terrace or in the shade of a lime tree... its cathedral, the medieval architecture of the Old City, bridges, cobblestone streets... its ancient and contemporary art works, historic church organs... feel the vibrant student life... and in the evening, take in a show or sample Fribourg’s traditional cooking or haute cuisine.”

www.ville-fribourg.ch

Our school is conveniently close to the modern town centre and the Old City, one of the finest examples of medieval architecture in Europe with its narrow passageways, old bridges, picturesque small squares and, of course, a range of bistros. Fribourg is bilingual (French and German). It is located on the cultural border between Switzerland’s German-speaking and French-speaking regions.

Nestled at the foot of the Pre-Alps, Fribourg is a young and dynamic town where tradition and modernity meet. It has a high percentage of students, and meets their needs by offering a wide range of sporting activities, as well as artistic and cultural events.

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