



SUMMER SCHOOL

Entrepreneurship and Innovation &
Financial Management



Hes·SO

Haute Ecole Spécialisée
de Suisse occidentale

Fachhochschule Westschweiz

University of Applied Sciences and Arts
Western Switzerland

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

The HES-SO, a vast reservoir of competencies, ideas, innovation, creativity and knowledge is taking a leading role in the socio-economic development of the country and is proudly contributing to the growth of Western Switzerland. The school constitutes the largest network of tertiary education in Switzerland and currently has approximately more than 20'000 students enrolled in its various programs – 6'500 in Business, Management and Services, of which 750 are studying at the School of Management Fribourg.



HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT

Fribourg
Freiburg

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 training programs (Bachelor degree, Master degree, and executive education). It is also visible in the growing number of students and staff.

The School of Management Fribourg belongs to a dense network of universities, private companies, and public administrations in Switzerland and abroad. Profiting from its privileged position at the crossroads of four nations and its trilingual programs, our school takes part in significant international projects. Thus, the intercultural and linguistic skills acquired by our students are firmly anchored in the practical.

The HEG-FR is the hub where students meet with passionate teachers from Swiss and international universities and profit from the opportunity to pursue their studies in different languages.

The School has been organizing the exchange of professors in the field of entrepreneurship and SMEs for the last 15 years. Guest professors from internationally renowned partner universities from all over the world teach classes side-by-side with resident professors and course instructors. Former students who have established their own successful companies are closely associated with the program so they can share their hands-on experience in building their businesses.

ENTREPRENEURSHIP AND INNOVATION & FINANCIAL MANAGEMENT

AT A GLANCE

PLACE Fribourg, Switzerland
CREDITS Ask your intern. Office
LANGUAGE English
COURSE Duration 4 weeks
DATES July 02– July 27, 2018

The Summer School in Entrepreneurship and Innovation & Financial Management in Fribourg, Switzerland, is a four-week program designed for Swiss and international Undergraduate students.

During these four exciting and challenging weeks, participants will discover their own entrepreneurial visions, attend lectures and company visits, discuss case studies and explore the Swiss entrepreneurial ecosystem while discovering the local culture; participants will establish networks with the Swiss and connect with people from all over the world.

PROGRAM

Module 1

Discovering Entrepreneurship & Innovation across cultures

Module 2

Financial Management: a global perspective for entrepreneurs

FEES

The program fee covers the tuition fee for the course (two modules), accommodation, organization of all company visits, cultural and social events, welcome and farewell dinner, transfer from HEG-FR to the company visits and an all-inclusive outdoor event.

Ask your International Office for our special price and our scholarship possibilities.

“SHARING MY SUMMER WITH STUDENTS AND EXPERIENCED TEACHERS FROM ALL OVER THE WORLD INSPIRED ME TO THINK OUTSIDE THE BOX AND APPROACH INNOVATION FROM A DIFFERENT PERSPECTIVE. THE SUMMER SCHOOL WAS NOT ONLY A LEARNING OPPORTUNITY BUT ALSO ALLOWED ME TO EXPAND MY NETWORK.”

Marina Oliveira –
Summer School Entrepreneurship & Innovation’ student 2016
Brazilian student – ESPM
São Paulo



ACADEMIC PROGRAM

The International Summer School offers a varied and intensive program made up of two core modules: Entrepreneurship and Innovation & Financial Management for Entrepreneurs. Built on 10 years of entrepreneurial studies, this program will provide you with the knowledge, tools and coaching needed to undertake entrepreneurial activities in an international environment using different management approaches in Europe.

The Summer School is a four-week seminar taught, in English, by experienced lecturers and entrepreneurs from around the world. The courses are designed to be highly interactive and academically challenging with a strong focus on applied management; each module will see field trips to different Swiss companies in Zurich, Geneva, Basel and more ... related to the program topic.

CULTURAL AND NETWORKING PROGRAM

Attractive cultural and social events will make the participants’ stay an unforgettable experience. The program features a tour of old town Fribourg as well as excursions to cultural and historical sites in the state of Bern and Zurich. It also includes different networking events where the participants will have the opportunity to interact with local and international students and entrepreneurs.

An outdoor event to experience traditional Swiss Fondue will wrap up this Summer school in Switzerland.



ADMISSION & REQUIREMENTS

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

- HEG-FR Application form
- Up-to-date CV in English
- Letter of motivation
- Transcript of the most recent grade average
- International Insurance

CREDITS

The modules include contact hours, self-study time, preparation work and company visits. The duration of each module is two weeks. Summer School participants will obtain European Credits for the two modules. The ECTS credits are awarded for:

- Adaptation of the preparatory literature.
- Writing four short briefing papers on questions set by the lecturers based on the preparatory literature.
- Participation in the Summer School (contact hours, company visits, cultural and social activities).
- Team work
- Participants will receive an official transcript of records featuring the ECTS credits achieved upon successful completion of the program.

VENUE AND FACILITIES

All courses will be held at the Pérolles campus of the School of Management Fribourg, University of Applied Sciences and Arts Western Switzerland, in modern and well-equipped rooms. Access to study areas, free wireless internet as well as campus and computer facilities will be provided to all participants.

WHY STUDY IN SWITZERLAND?

Switzerland has achieved top scores in innovation and creativity for the last eight consecutive years, according to the latest World Economic Forum Global Competitiveness Report 2017. 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 economic indicators is exceptional.

THE COUNTRY

Switzerland has a great deal to offer: cultural diversity, multilingualism, stunning sceneries and, of course, its people. It has four national languages, (German, French, Italian and Romansch). Switzerland prides itself on its high standard of publicly funded education. Its economy is based on a highly qualified labor force performing highly skilled work, which include micro-technology, hi-tech, biotechnology and pharmaceuticals as well as banking and insurance. Small and medium-sized enterprises (representing 98 % of the total) play an extremely important role for 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

The city of Fribourg (in French) and Freiburg (in German) is the bilingual capital of the Swiss Canton of Fribourg and the district of Sarine. It is located on the banks of the river Sarine/Saane on the Swiss plateau and is an important economic, administrative, and educational center on the cultural border between the German- and French-speaking regions of Switzerland.

Fribourg is known for its cultural pluralism, university and gastronomy. The increasing number of students living in Fribourg has also had an invigorating effect on what it has to offer culturally and artistically as well as its nightlife. Fribourg is especially popular with students: its bilingualism (French and German) present a major plus for students keen on picking up an additional language.

DISCOVERING ENTREPRENEURSHIP & INNOVATION ACROSS CULTURES

MODULE 1



Students will be presented with the knowledge, tools and conceptual framework for thinking and acting successfully in an entrepreneurial environment. They will also attend lectures to understand the entrepreneurial spirit with the aid of a dynamic model and students promotion of entrepreneurial activities.

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.

Identifying business opportunities and establishing the support structure needed to translate their ideas into action. To implement the knowledge and motivation acquired during the entrepreneurial summer school, in the participants' own business ideas.

LECTURES RECOMMENDED

The business Model Canvas – Alex Osterwalder
Entrepreneurial Strategy and Innovation – PhD Rico J. Baldegger
Entrepreneurial Thinking – Luis Jacques Filion
The dark side of innovation – PhD Ankush Chopra
Global Entrepreneurship Monitor – GEM 2016-2017
Swiss International Entrepreneurial Survey 2016
Firm Growth and Innovation – PhD Rico J. Baldegger

FINANCIAL MANAGEMENT: A GLOBAL PERSPECTIVE FOR ENTREPRENEURS

MODULE 2



Students will be introduced to the basic concepts and models of modern financial theories. They will learn how a Start-up can be financed; they will discover the new Fintech innovation tools for entrepreneurship; different types of investments (Crowdfunding, raising capital online; etc.); Financial Planning for starting and developed businesses and Venture Planning.

OBJECTIVES

Discover the different ways business ideas, Start-ups or companies are financed. Explain current financial instruments for a better understanding of the financial world for entrepreneurs.

LECTURES RECOMMENDED

The Lean Start-up – Eric Ries
Fintech Innovators/Fintech 100
Leading Global Fintech Innovators Report KPMG & H2 Ventures



THE SCHOOL OF MANAGEMENT FRIBOURG, OFFERS A HIGHLY MOTIVATING ENTREPRENEURIAL SUMMER SCHOOL TO SWISS AND INTERNATIONAL UNDERGRADUATE STUDENTS, WHERE PARTICIPANTS WILL:

- Have an amazing experience in the heart of Europe
- Learn about Innovation from the most innovative country in the world
- Design their own Entrepreneurial vision
- Discover Swiss culture while developing international skills
- Learning from real Entrepreneurs
- Improve their own Entrepreneurial idea
- Discover the Swiss Entrepreneurial ecosystem
- Discover the Fintech Landscape in Switzerland

LEARN MORE ABOUT THE SUMMER SCHOOL

To learn more about getting involved with our Summer School please contact the Office in your home university or write a mail to HEG-FR International Office.



**SCHOOL
OF MANAGEMENT
FRIBOURG**

Chemin du Musée 4
CH-1700 Fribourg

International Office

T +41 26 429 63 38
F +41 26 429 63 75
E heg-international@hefr.ch
W www.heg-fr.ch

Hes·so

Haute Ecole Spécialisée
de Suisse occidentale
Fachhochschule Westschweiz
University of Applied Sciences and Arts
Western Switzerland

December 2017