



HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT

Fribourg
Freiburg

SUMMER SCHOOL 2022

Discovering Entrepreneurship and Innovation &
How to lead with Purpose and Global Impact

DISCOVERING ENTREPRENEURSHIP AND INNOVATION & HOW TO LEAD WITH PURPOSE AND GLOBAL IMPACT

THE HEG-FR OFFERS A HIGHLY MOTIVATING ENTREPRENEURIAL
SUMMER SCHOOL TO SWISS AND INTERNATIONAL STUDENTS

AT A GLANCE

An intensive four-week program where current methods and instruments are explored on the topics of :

- Entrepreneurship: Business model, funding, scaling
- Branding and luxury
- Sustainability and growth
- Leadership and corporate purpose

OBJECTIVE

Learn about concepts and models of building corporate purpose; Discover empowering leadership in evolving organization; Enhance your empowering leadership capabilities; Learn how to write the script and create the vision of your own business, gain followers and convince the community.



PROGRAM

Module 1
DISCOVERING ENTREPRENEURSHIP & INNOVATION
Special integrated program on international luxury

Module 2
HOW TO LEAD WITH PURPOSE AND GLOBAL IMPACT

Place Fribourg
Language English
Course Duration 2 weeks per module.

Dates June 27 - July 22, 2022

Highlights

- Visit exciting innovative companies
- Learn from world class professors and real entrepreneurs
- Polish your entrepreneurial ideas
- Expand your global horizons

"It's a great opportunity to meet many successful entrepreneurs and professors from different backgrounds; get insights about your project and advice for your career."

*-Yassir Hilali,
PEEL student
Summer School student 2021*



WHO IS THE PROGRAM FOR?

This program is designed for Swiss and international students who have completed at least two years of bachelor or one year of master studies, with excellent academic achievements and interest in Entrepreneurship. English skills required (advanced level: European B2 written / C1 oral)

CONTACT

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