

Our Strengths

Trilingual - the only EMBA in Switzerland taught in three languages: French, English and German

Focus - on three challenges of today's leaders: to know how to anticipate and control changes, to ensure continuous innovation within the company, and to manage in an increasingly multicultural environment.

Concept - modern management model includes four elements: individual, group, enterprise, and environment.

Collaboration – on both national and international levels with prestigious institutions, enterprises, and industry experts; cooperation projects in/with emerging markets (e.g. China & Latin America)

Student Profile

Our EMBA students are the senior executives from different industry sectors of Switzerland, which includes but not limited to Telecom, manufacturing, law, IT, public services and government. They constitute a diversified and dynamic professional team standing out with their industry insight, multicultural perspective and global vision.



Program Leader



Prof. Eric Décosterd
Director of the program

Professor of Marketing & Strategy, with rich marketing & management experience on both national and international levels deriving from his prior career endeavors in Ciba-Geigy and Novartis in different countries.



HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT

Fribourg
Freiburg

School of Management Fribourg

One of Europe's top management schools in the fields of innovation and entrepreneurship

EMBA
INTEGRATED
MANAGEMENT

Market globalization, growing environmental complexity, and rapid change are setting new challenges for corporate executives. The future belongs to those entrepreneurs who know how to vigorously master ever changing conditions. The School of Management Fribourg has offered an Executive MBA program since 1999 to meet these challenges. Since then, it has become one of the most distinguished EMBA programs in Switzerland.

Delegation Trip in China

Beijing – Shanghai – Hangzhou



@Huawei R&D Center, 2016

Since 2015, School of Business Fribourg has started to organize a yearly EMBA Delegation Trip in China, exploring the latest changes of China market and its influence on Swiss enterprises.

Partnership & Network



In our past trips, we have received knowledge from professors and entrepreneurs, visited companies in different industries (e.g. Huawei & Alibaba) and established partnerships with some companies, organizations and institutes (e.g. Swissnex & Zhejiang Uni.) in China.

We are searching for new opportunities to connect & collaborate with professionals, companies, and institutes based in China during our next trip in 2019

Beijing	March 31 – April 2, 2019
Hangzhou	April 3 – April 6, 2019
Shanghai	April 7 – April 11, 2019

The Goals

- Sense the dynamics of China market as well as the market changes and new business trends
- Understand better the business environment in China under the context of multicultural collaboration and globalization
- Share successful experiences of both countries (Switzerland/China) in different industry sectors
- Explore possibilities of business cooperation & knowledge transfer between Switzerland and China

Potential Topics

- Industrial 4.0 & Swiss experience
- Intercultural Collaboration: breakdown or break-through
- The trend of digitalization & its impact on China market
- China-US Trade war and more....

Our Offerings

- Insight into European markets
- World class industry & management experience
- Born-global perspective and intercultural insight
- Potential opportunities of business & academic cooperation

Contact Us

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