

# DISCOVER














Lugano, Switzerland, nestled in the Swiss Alps, is a captivating city known for its stunning lakeside location and rich cultural heritage.

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# QUICK FACTS

-  Language of instruction is English
-  Franklin is dually accredited in both Switzerland and the United States \*
-  We have a total of 54 faculty from all over the world, divided into full and part time \*\*
-  We have a total of 386 students at Franklin this academic year\*\*
-  Our student body represent 56 countries in the world \*\*
-  Our average class size is 16 students where student:faculty ratio is 9:1 \*\*
-  We offer on campus housing to 88% of our student body \*\*
-  75% of our students obtain a full-time employment within 6 months from graduating \*\*
-  Franklin is approved by the Chinese Ministry of Education as an accredited foreign university \*

\* Franklin University Switzerland is accredited in the United States by the Commission on Higher Education of the Middle States Association of Colleges and Schools and its programs are accredited in Switzerland by the Swiss University Conference. The University has also been approved by the Chinese Ministry of Education as an accredited foreign university in China.

\*\* Fall 2022 Census



Founded in 1969, **Franklin University Switzerland** is the only independent, private liberal arts university in Switzerland, stationed in the heart of Europe, Lugano. Combining the best of both American and Swiss education, we give students a transformative and fully international experience in a safe and supportive campus community. Through integrative study, research, immersion, and exposure to the world through travel, students gain new perspectives, and develop new horizons. Our alumni are highly successful, worldly, aware, and live around the world.

Franklin's Kalestch Campus – featuring the main Reception, Grace Library, Nielsen Auditorium, Grotto Dining Hall, Holman Hall and conference room, several classrooms, and faculty and staff offices.



ANDERMATT • SWITZERLAND



MILAN • ITALY



ZURICH • SWITZERLAND



GENEVA • SWITZERLAND



# WELCOME TO SWITZERLAND

Central, safe, clean, mountains, lakes, banking, technology, railroads – and, why not, chocolate and cheese – Switzerland offers an international experience like no other.

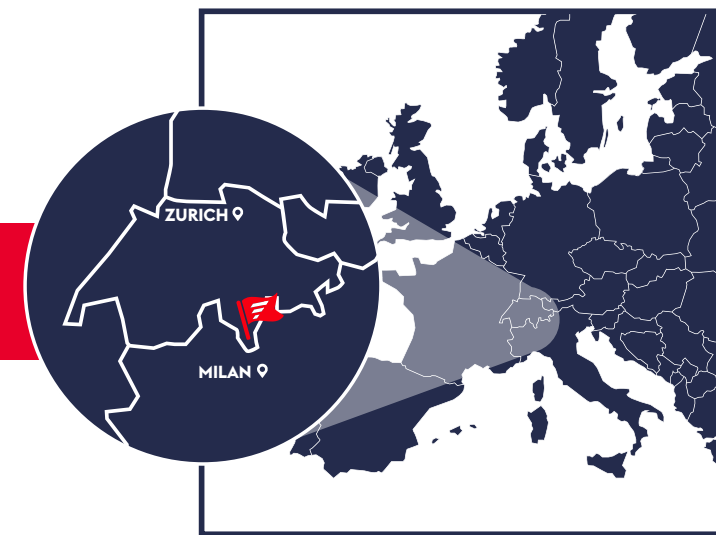
While it is known for a variety of reasons, what unites the country is a deeply rooted strength that comes from diversity.

At Franklin, that diversity is amplified with a community that comes together from all corners of the globe. Switzerland is **internationally recognized as a center of excellence in education, research, and innovation** and is ranked as one of the most sustainable and secure countries in the world. With not one, not two, but four native languages including French, German, Italian and Romansh, Switzerland offers you the opportunity to practice your language abilities or learn new ones. Ride the train through the German-speaking region of Switzerland, working on Italian homework while having a French-style croissant.

Go anywhere! Switzerland's **postcard-perfect geographical location** paired with its incredibly precise public transportation system makes traveling to Europe's most famous cities fast, easy and inexpensive.

Let us tell you our story – meet us.

1 HOUR FROM MILAN  
2 HOURS FROM ZURICH







#### **NORTH CAMPUS VILLA**

Inside the building are numerous offices, including those of Admission, Administration, Bursar's Office and Marketing, and many more! On the ground floor is also a small conference room, usually used to welcome students and their families during campus visits.

# ACADEMIC OPPORTUNITIES

Franklin offers a highly innovative, internationally-focused liberal arts undergraduate curriculum. You can earn your Bachelor of Arts (BA) or Bachelor of Science (BS) degree in over 20 different majors while also pursuing various minors and academic interests. One key feature of our undergraduate program is its flexibility: most of our major curriculums offer you the possibility to partially design your own study plans. A thesis, internship or senior research project is an integral component of the undergraduate experience at Franklin. We place extraordinary value on enriching your learning experience by going on location. You can explore environmental issues in the Alps or travel to Renaissance Florence to study art history. At Franklin, this isn't a rarity; it's an every day opportunity.

#### **LIST OF AVAILABLE PROGRAMS**

- Bachelor of Arts (BA) or Bachelor of Science (BS)\*
- Master of Science (MS)
- Gap Year
- Foundation Year
- Study Abroad
- Summer programs

\* (3 and 4 years options available depending on students' eligibility)





# ACADEMIC TRAVEL

## THINK OUTSIDE OF THE CLASSROOM

Since our founding, Academic Travel has been a core part of the Franklin educational experience. Every semester, all Franklin students have the opportunity to embark on an extended study visit to the areas they learn about in their courses. Whether you're studying the environmental impacts of tourism in Iceland or finance and culture in London, our Academic Travel courses bring your studies to a whole new level through first-hand interaction and cross-cultural exchanges in the places you visit, extending your learning experience well beyond the classroom, into the world.

## COURSE HIGHLIGHTS

- Included in tuition fee\*
- Faculty-designed, Faculty-led
- 10-day to two-week travel period every semester
- Credit-bearing (1 or 3 credits)
- Variety of international locations
- Non major-specific

## RECENT ACADEMIC TRAVELS

- 11** ITALY: Studies in Ceramics
- 12** GERMANY: Personal Finance
- 13** NORTH-EAST ITALY AND SLOVENIA: Freshwater Conservation
- 14** SWITZERLAND: International Environmental Politics
- 15** CENTRAL EUROPE: An Urban History
- 16** VIENNA: Intro to International Relations
- 17** MOROCCO: Reading Moroccan Culture
- 18** MADAGASCAR: Sustainable Education
- 19** ITALY: Food Journalism and Culture

\*Supplementary fees may apply for some longhaul destinations



# PLANNING YOUR PATH AT FRANKLIN



## 1<sup>ST</sup> YEAR

- First-Year Seminar
- 5 courses per semester – including Academic Travel
- Get started on university core requirements – including language and writing courses
- Get involved by joining a campus club – or create one of your own



## 2<sup>ND</sup> YEAR

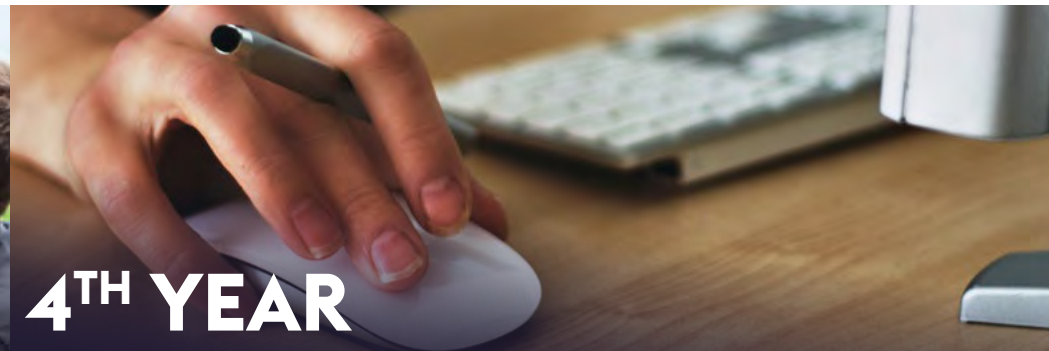
- Choose your major area of study
- Meet with your advisor to talk about professional pathway possibilities
- 5 courses per semester – including Academic Travel
- Help new students by becoming an Orientation Mentor



## 3<sup>RD</sup> YEAR\*

- Start exploring career possibilities and summer internships
- 5 courses per semester – including Academic Travel
- Advance towards completion of your major – consider adding a minor/s
- Finish remaining core requirements

\*Students with advanced credit, coming from advanced curricular programs (e.g. IB, Matura, AP, Abitur), may graduate



## 4<sup>TH</sup> YEAR

- Start work on and complete your Capstone project
- 5 courses per semester – including Academic Travel
- Write a senior Bachelor thesis
- Apply to internships, jobs and/or graduate school

## SAMPLE FOUR YEAR COURSE SCHEDULE INTERNATIONAL MANAGEMENT

	FALL SEMESTER	SPRING SEMESTER
YEAR 1	<ul style="list-style-type: none"> <li>■ FYS BUS 199 Sustainability and Digital Transformation</li> <li>■ ITA 100 Introduction to Italian I</li> <li>■ WTG 150 Academic Writing: Crossing Borders</li> <li>■ MAT 103 College Algebra</li> <li>■ <b>Academic Travel</b> - BUS 135T Introduction to Business Systems (<b>Barcelona</b>)</li> </ul>	<ul style="list-style-type: none"> <li>■ BUS 115 Financial Accounting</li> <li>■ ITA 101 Introduction to Italian II</li> <li>■ ECN 101 Principles of Microeconomics</li> <li>■ MAT 201 Intro to Statistics</li> <li>■ <b>Academic Travel</b> - CLCS 236T Prague on the Page (<b>Prague</b>)</li> </ul>
YEAR 2	<ul style="list-style-type: none"> <li>■ BUS 136 Marketing in a Global Context</li> <li>■ ITA 200 Intermediate Italian I</li> <li>■ BUS 256 Marketing Research Methods</li> <li>■ ECN 100 Principles of Macroeconomics</li> <li>■ <b>Academic Travel</b> - BUS 108T Arts, Luzzury and Experiences (<b>Paris</b>)</li> </ul>	<ul style="list-style-type: none"> <li>■ BUS 306 Quantitative Methods and Dynamic Forecasting</li> <li>■ ITA 201 Intermediate Italian II</li> <li>■ WTG 200 Advanced Academic Writing: Ethics at Work</li> <li>■ BUS 373 International Entrepreneurship</li> <li>■ <b>Academic Travel</b> - ECN 125T Econ History &amp; Current Challenge (<b>Venice</b>)</li> </ul>
YEAR 3	<ul style="list-style-type: none"> <li>■ BUS 405 Portfolio Analysis &amp; Asset Management</li> <li>■ BUS 326 Management Finance</li> <li>■ ITA 300 Advanced Italian I</li> <li>■ COM 304 The Industrialization of Creativity</li> <li>■ <b>Academic Travel</b> - BUS 237T Operations and Supply Chain Management (<b>Italy</b>)</li> </ul>	<ul style="list-style-type: none"> <li>■ BUS 315 Managerial Accounting</li> <li>■ BUS 353 Strategic Management Theory</li> <li>■ CPT 150 Intro to Computer Programming</li> <li>■ HIS 212W Weapons of Mass Destruction</li> <li>■ <b>Academic Travel</b> - HIS 275T History of Modern Ireland (<b>Ireland</b>)</li> </ul>
YEAR 4	<ul style="list-style-type: none"> <li>■ BUS 410 W Organizational Behavior and Leadership</li> <li>■ BUS 340 Management Science</li> <li>■ POL 303 Key Concepts in Political Economy</li> <li>■ SJS 100 Sustainability and the Studio</li> <li>■ <b>Academic Travel</b> - ENV 282T Tourism and the Environment (<b>Iceland</b>)</li> </ul>	<ul style="list-style-type: none"> <li>■ BUS 455 W Global Strategic Management</li> <li>■ BUS 383 Digital Marketing and Web Analytics</li> <li>■ IS 274 Italian Cinema</li> <li>■ COM 238 Strategic Communication in Media</li> <li>■ <b>Academic Travel</b> - POL 381T Sustainable Development (<b>Africa</b>)</li> </ul>

## SAMPLE THREE YEAR COURSE SCHEDULE POLITICAL SCIENCE

Awarded 30 US credits from International Baccalaureate (IB Diploma)

	FALL SEMESTER	SPRING SEMESTER	
BA	YEAR 1	<ul style="list-style-type: none"> <li>■ First Year Seminar in POL</li> <li>■ POL 112 Markets, Policy and Administration</li> <li>■ SOC 100 Intro to Sociology</li> <li>■ MAT 103 College Algebra</li> <li>■ <b>Academic Travel</b> - POL101T Intro to International Relations (<b>Vienna</b>)</li> </ul>	<ul style="list-style-type: none"> <li>■ HIS 101 Western Civilization II or HIS 105 Global History</li> <li>■ MUS 213 Classical Music in Film</li> <li>■ WTG 150 Academic Writing: Crossing Borders</li> <li>■ MAT 200 Calculus or MAT 201 Intro to Statistics</li> <li>■ <b>Academic Travel</b> - POL 215T Inequality and Politics (<b>Spain</b>)</li> </ul>
	YEAR 2	<ul style="list-style-type: none"> <li>■ POL 321 International Organization</li> <li>■ POL 206 Dynamics of European Integration</li> <li>■ FRE 200 - Intermediate French I</li> <li>■ HIS 360 W Russia and Revolution</li> <li>■ <b>Academic Travel</b> - HIS 215T Central Europe: An Urban History (<b>Germany</b>)</li> </ul>	<ul style="list-style-type: none"> <li>■ POL 300 Comparative Politics</li> <li>■ POL 301 Theories of International Relations</li> <li>■ FRE 201 - Intermediate French II</li> <li>■ ENV 200 Understanding Environmental Issues</li> <li>■ <b>Academic Travel</b> - COM 235T Food Journalism and Culture (<b>Italy</b>)</li> </ul>
	YEAR 3	<ul style="list-style-type: none"> <li>■ POL 497 (W) Readings and Methods in POL and IR</li> <li>■ POL 303 Key Concepts in Political Economy</li> <li>■ FRE 300 Advanced French I</li> <li>■ PHL 100 W Intro to Philosophy</li> <li>■ <b>Academic Travel</b> - POL 376T International Environmental Politics (<b>Switzerland</b>)</li> </ul>	<ul style="list-style-type: none"> <li>■ POL 499 Senior Thesis</li> <li>■ POL 377 International Political Economy</li> <li>■ FRE 301 Advanced French II</li> <li>■ PSY 210 Cognitive Psychology</li> <li>■ <b>Academic Travel</b> - POL 381T Sustainable Development (<b>Africa</b>)</li> </ul>
Students have the opportunity to continue into the Master's Program at Franklin			
MASTER OF SCIENCE IN INTERNATIONAL MANAGEMENT	YEAR 4	<p>Finish at Franklin with the entrepreneurial skills needed for your career with a Master of Science in International Management (MSIM)</p>	

# UNDERGRADUATE PROGRAMS

Franklin's U.S.-inspired liberal arts approach allows you to earn a **bachelor degree in 20 different majors.**

Our **flexible academic plans** allow you to work with your advisor to design your own academic pathway through **combined majors, double majors and minors.**

## MAJORS

Undergraduate students at Franklin can choose to follow one of 20 different major fields of study, spanning a wide range of disciplines.

### Bachelor of Science

- Environmental Science

### Bachelor of Arts

- Art History and Visual Culture\*
- Communication and Media Studies\*
- Comparative Literary and Cultural Studies\*
- Environmental Studies\*
- Fashion Studies\*
- Finance\*
- French Studies
- History\*
- International Economics\*
- International Economics with an Emphasis in Political Economy\*
- International Management\*
- International Marketing Management\*
- International Relations
- Italian Studies
- Political Science\*
- Political Science with an emphasis in Global Political Economy\*
- Psychology\*
- Social Justice and Sustainability
- Visual Communication Arts\*

\*3-years option available

## COMBINED MAJORS

Students may also combine two of the following fields of study into a combined major:

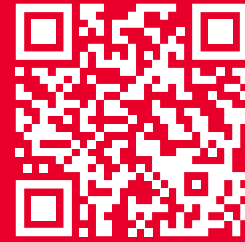
- Art History and Visual Culture
- Communication and Media Studies
- Comparative Literary and Cultural Studies
- Economics
- Environmental Science
- French Studies
- History
- Italian Studies
- Management
- Political Science
- Psychology
- Visual Communication Arts

## MINORS

In addition to a major field of study, students may select courses within one discipline to form a minor.

- Applied Mathematics Minor
- Art History and Visual Culture Minor
- Communication and Media Studies Minor
- Comparative Literary and Cultural Studies Minor
- Economics Minor
- Environmental Science Minor
- Film Studies Minor
- Finance Minor
- French Minor
- Gender Studies Minor
- Germanic Studies Minor
- History Minor
- International Relations Minor
- Italian Studies Minor
- Legal Studies Minor
- Management Minor
- Marketing Minor
- Political Science Minor
- Postcolonial Studies Minor
- Psychology Minor
- Social Justice and Sustainability Minor
- Sustainable Luxury Management Minor

APPLY NOW



# MASTER OF SCIENCE IN INTERNATIONAL MANAGEMENT

The **Master of Science in International Management (MSIM)** is a one-year graduate program that equips you with a rigorous education in business. By taking a transdisciplinary approach rooted in the liberal arts tradition of Franklin University Switzerland, the program provides you with a managerial skill set. You will get cutting-edge management training rooted in personalized teaching that bridges theory and practice through multiple institutional partnerships.

Thanks to three tracks of specialization – Arts and Luxury Management, Digital Transformation, and Business and Sustainability – you will deepen your expertise in specific disciplinary areas while connecting with industry experts. In the summer, through in-company training and personalized, advisor-led learning, you will become career-ready!

## CHOOSE YOUR TRACK

### ARTS AND LUXURY MANAGEMENT

The arts and luxury industries are growing every day. Companies are investing to find ways to keep business profitable while satisfying the complex needs of an expanding and increasingly sophisticated set of demands. Understanding the management principles and industry practices particular to these sectors is fundamental for success and sustainability in the long run. Created **in partnership** with the International Program in Arts Management at **SDA Bocconi School of Management**, this track offers a cutting-edge approach by tailoring management theories to the intrinsic peculiarities of the arts and luxury domains while connecting you with international experts.

### DIGITAL TRANSFORMATION

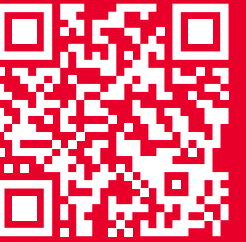
Digital transformation is quickly changing how private businesses and public institutions organize and operate daily business activities. This track will help you become a future business leader by equipping you with the knowledge, skills, and tools necessary to tackle the challenges of digitalization in a changing business landscape.

### BUSINESS AND SUSTAINABILITY

Created **in partnership with the United Nations Institute for Training and Research (UNITAR)**, on the Business and Sustainability track, you will learn about the social and environmental challenges that multinational corporations face daily. Track-specific courses will introduce you to the business approach to climate change and how to deal with severe and often unforeseeable consequences for human life and business conduct.



APPLY NOW







Presenting a senior thesis is an exciting time for students as they reach the final stages of their university career. The thesis project culminates years of study into a targeted research project where students work closely with a faculty thesis advisor in their area of study.

# SPECIAL PROGRAMS

## 3 YEAR DEGREE

This program is ideal for those students who are dedicated learners, have followed an academically rigorous high school curriculum and have their mind set on a specific academic major at the time of their application for admission. This accelerated degree is designed for students with specific high school academic credentials who are admitted to Franklin with advanced standing credit, equivalent to 30 US credits.

## 3+1 BA-MS OPTION

Leverage the advantage you gain in earning your Bachelor's degree in three years by spending your fourth year in Graduate Studies at Franklin. The one-year Master of Science in International Management prepares you to be a responsible global leader in your organization or your own business. Our program offers you the chance to study advanced management concepts and theories in Franklin's highly interdisciplinary and international learning environment. Thanks to the partnership with Emerson College in Boston, Massachusetts, students will also have the opportunity to complete a Bachelor's degree at Franklin and Master's degree at Emerson.

## THE GLOBAL BA / FRANKLIN-EMERSON ASSOCIATE DEGREE

The partnership between Emerson College and Franklin University Switzerland, gives you the opportunity to pursue a Global Bachelor of Arts in International and Political Communication or a Global Bachelor of Arts in Business of Creative Enterprises. By completing one of these programs, you will earn both an associate's degree from Franklin, and a bachelor's degree from Emerson. Students enrolled in these programs will spend two years in Lugano,

Switzerland, and two years in Boston, benefitting from the strengths and expertise of both schools.

## GAP YEAR PROGRAM

A gap year offers high school graduates the opportunity to explore interests before starting college. It is a semester or year of experiential learning meant to deepen one's practical, professional and personal awareness.

## FOUNDATION YEAR

This program is well suited for students who are switching into an English language academic program for the first time and would benefit from stronger support not only in their academic writing, but also in their transition to University. It is also an option for students with inconsistent academic records who would benefit from greater support services in order to have a successful transition to University.

## SUMMER PROGRAMS

Franklin's undergraduate summer sessions offer you a rigorous, cross-cultural experience through courses taught in a vibrant, intellectual community. Our program consists of two 4-week intensive sessions that begin in early June and run through the end of July. Several summer Academic Travel programs also give you the opportunity to travel with your professor to a destination linked to an academic topic. Franklin also offers special summer programs for high school students in July. Students can earn university credit and experience campus life.

## HONORS PROGRAM

Comprised of targeted tutorials and an interdisciplinary seminar series, Franklin's Honors

Program offers talented and highly motivated students the opportunity to acquire advanced research skills and pursue cross-disciplinary research while working closely with faculty and other classmates.

## INSTITUTIONAL PARTNERSHIPS

- Southwestern University, Georgetown, Texas, USA
- Dar Al-Hekma College, Jeddah, Saudi Arabia
- Lasell University, Newton, Massachusetts, USA
- Southern Methodist University (SMU), University Park, Texas
- Lycoming College, Williamsport, Pennsylvania, USA
- University of Southern California (USC), Los Angeles, California, USA
- Maryville University, St. Louis, Missouri, USA
- George Mason University, Fairfax, Virginia, USA
- Chapman University, Orange, California, USA
- Emerson College, Boston, Massachusetts, USA
- College of Charleston, Charleston, South Carolina, USA
- Sophia University, Tokyo, Japan
- University of Texas, Dallas, Texas, USA
- Virginia Polytechnic Institute and State University, Blacksburg, Virginia, USA
- California Lutheran University, Thousand Oaks, California, USA
- Brac University, Dhaka, Bangladesh
- Reichman University, Herzliya, Tel Aviv, Israel
- Tecnológico de Monterrey, Nuevo Leon, Mexico
- Wheaton College Massachusetts, Norton, Massachusetts, USA
- The American University in Cairo, Cairo, Egypt
- Shanghai University of Engineering Science, Shanghai, China
- The University of Applied Sciences and Arts of Southern Switzerland (SUPSI), Manno, Switzerland



# ACADEMIC RESOURCES

The path you take toward your degree and your career may not always be direct and certainly will provide challenges along the way. Our academic support areas provide you with information and guidance as you develop your interests, build the skills necessary for academic success and progress toward a satisfying career.

## FRANKLIN LIBRARIES

The David R. Grace Library and the Fowler Learning Commons currently hold a collection of approximately 36,000 volumes, a small collection of print periodical titles, and a variety of multimedia materials.

## THE WRITING AND LEARNING CENTER (WLC)

Franklin's Writing and Learning Center provides onestop academic support to the Franklin community at large. The WLC facilitates learning, language and writing opportunities across, up and beyond the curriculum with a non-directive and holistic approach to academic support. You will have full access to the center's tutoring services, leadership and publishing opportunities.

## ACCESSIBILITY SERVICES

Franklin University Switzerland is committed to providing reasonable accommodations in its programs to students who have documented disabilities, including learning disabilities. We foster success by coordinating accommodations and by organizing additional academic support. As a small community of learners, we can offer individual support on many levels, with both qualified staff and trained student mentors and tutors.

## ACADEMIC ADVISING

During your first days on campus you will connect with an academic advisor who will guide you through your course options and help you create a study program that fits your interests and career aspirations. You will meet with your advisor each semester until you finish at Franklin.

**Take advantage of resources:** Learn more about our wide range of services available for members of the Franklin Community. Check them out on our website.



Researching in the Grace Library





Students take steps towards building their careers by visiting the Career Services Office and participating in several career prep and mentoring programs and events.

# CAREER PREPARATION

## CAREER SERVICES

Franklin's Career Strategy department plays a vital role in the transition process for students preparing to develop into working professionals or those looking to develop and explore their skills through internships and career coaching. Franklin offers programs, resources, strategies, and services through the Office of Career Strategy to assist students in preparing for their next step after university. The office walks them through all the stages of career exploration and planning process including:

- Personal individual advising and coaching
- Resume/CV writing and refinement
- Internship and employment searching skills
- Graduate school applications
- Mock interviews
- Negotiation
- Career Assessments (MBTI and SII)
- Workshops and events aiming at developing professional skills

## FRANKLIN ACCELERATOR PROGRAM - SOPHOMORE AND JUNIOR EXPERIENCE

Franklin Accelerators Program (FAP) is a hands-on program designed to help you gain experience and training in skills relevant to Academics, Career Preparation, Community, Student Involvement, and Personal Growth. The purpose of the program is to provide students with a foundation to plan and prepare themselves for the challenges and adventures that they may face in a post-Franklin environment.

## ALUMNI SUPPORT AND OPPORTUNITIES

The Office of Career Strategy(OCS) actively promotes connecting Franklin **undergraduate** and **graduate** students with **alumni**. Through online platforms, such as People Grove, Career Strategy connects current Franklin students with Alumni, with whom they can discuss career paths, share advice, and sharpen their professional skills. Staying in touch and building a professional and global network is key to a smooth evolution from classroom to career.

## FRANKLIN CAREER NAVIGATOR

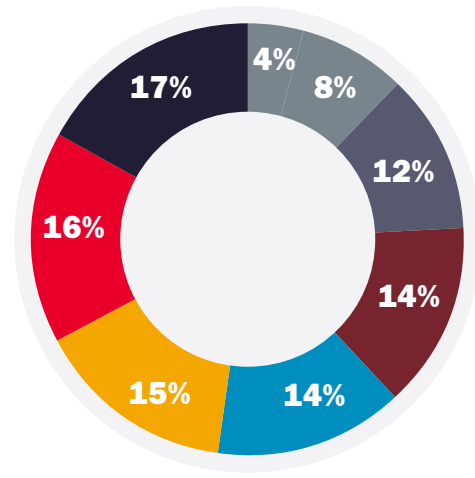
Accessible to all students at all times, the Career Navigator is our very own online encyclopedia of resources and information that students looking to prepare their professional future would need. From resume guidelines, or online internship search engines, to opportunities of the Alumni Council, Career Services provides many tools that can support students in their intercultural employability.



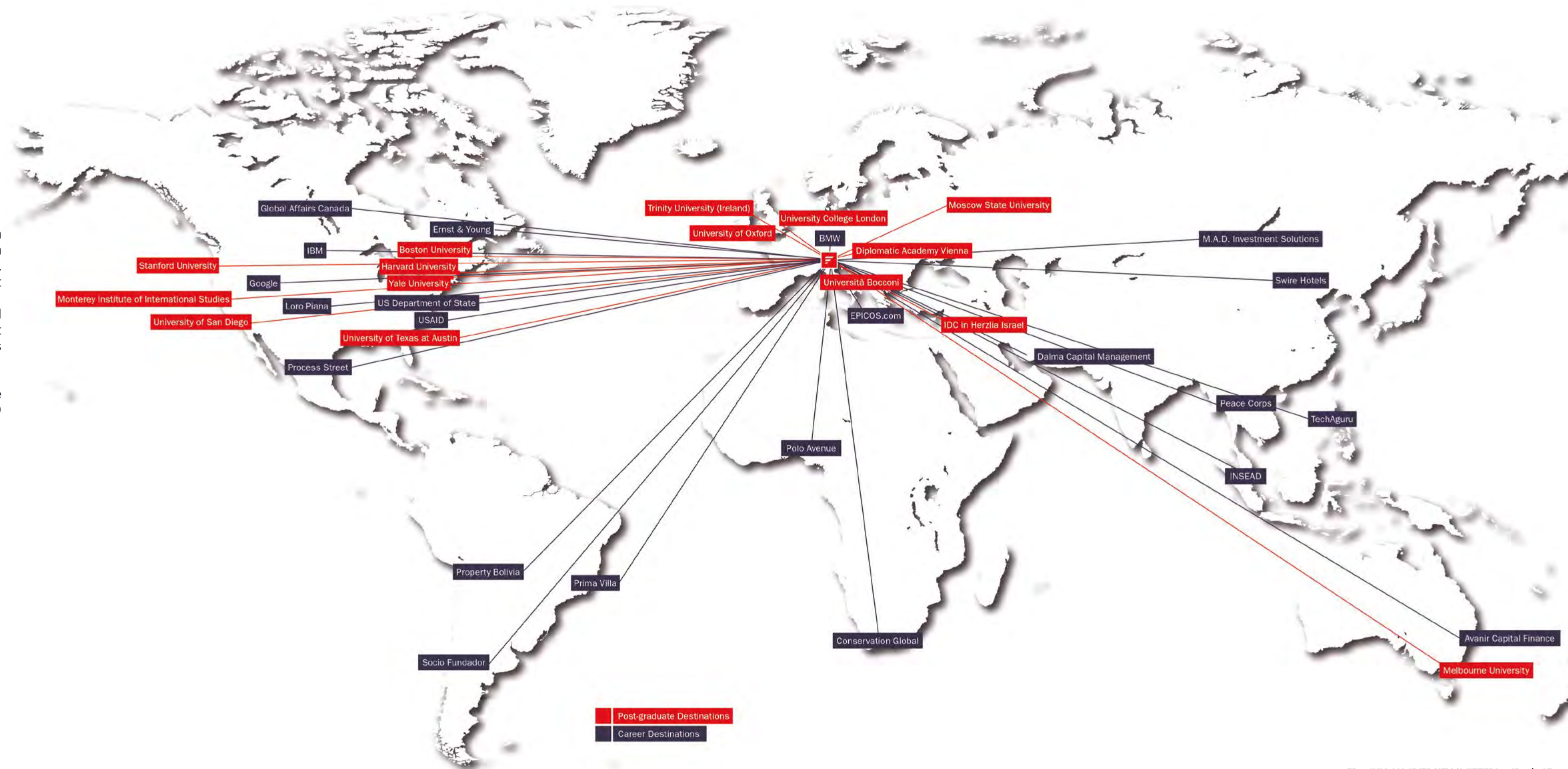
# ALUMNI CONNECTIONS

From Argentina to Australia and everywhere in between, Franklin alumni can be found in more than 100 countries around the world. A Franklin education prepares you for an international career in a way that no other university does. Complementing our core curriculum with careers-focused courses, guest lectures and co-curricular activities helps you thrive in the professional world. According to a recent alumni survey, three out of four Franklin graduates find full-time employment within 6 months of graduating, and 95% within a year. Just under a third of Franklin graduates also progress to director or manager status within three years from graduating.

The versatility of Franklin graduates enables them to find employment in a wide variety of sectors. Over a third of Franklin graduates go on to Master's or Ph.D programs in globally renowned universities.



- Technology
- Finance
- Service
- Non-Profit Organizations
- Arts and Entertainment
- Education
- Governmental Organizations
- Industry and Production



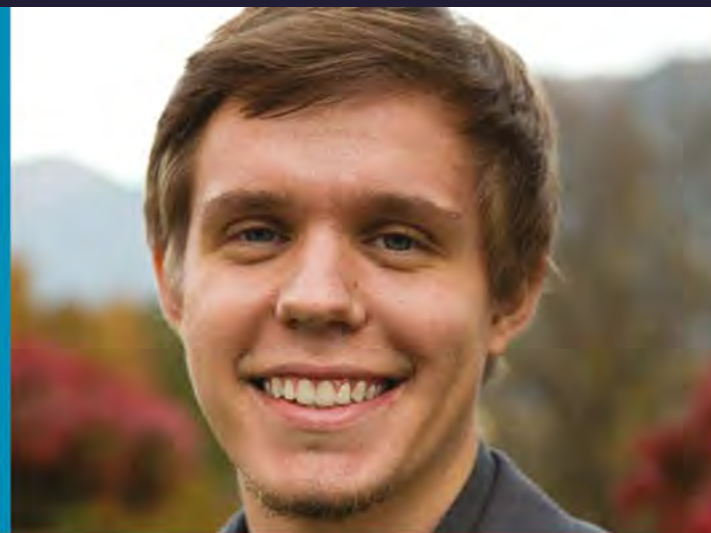
Post-graduate Destinations  
Career Destinations



“Whether it’s speaking Italian in the city center, meeting friends from all over world, or just looking out at the mountains of Lugano— I continuously learn from the surrounding community and atmosphere.”

**JORDAN RICKER, 3+1 BA/MS**  
**BA: CLASS OF '16**  
**MS: CLASS OF '17**  
**UNITED STATES**

BA: HISTORY, COMMUNICATION AND MEDIA STUDIES  
MS: INTERNATIONAL MANAGEMENT



“The Franklin community is small and personal, it feels more like a family. Interacting with an international student body has been a great way to learn about the field of communication.”

**SUHAILA ALGOSAIBI, CLASS OF '17**  
**BAHRAIN**  
COMMUNICATION AND MEDIA STUDIES



“Learning to Unlearn: a journey that begins with thought provoking conversations. It begins by inviting oneself toward a radical mindset shift for affecting urgent and lasting social & environmental change”

**PROF. RAKHI MEHRA**  
**INDIA**  
ADJUNCT PROFESSOR,  
INTERNATIONAL MANAGEMENT



“The fact that it’s such an international community, it sort of teaches a cultural awareness and a cultural respect. People are genuinely nice; you can approach anyone and it’s okay. It’s one of the best feelings in the world.”

**VARAIDZO NDEBELE, CLASS OF '18**  
**ZIMBABWE**  
PSYCHOLOGY AND INTERNATIONAL ECONOMICS



“The professors here are excellent and share a lot of work related experience on what they teach. They are very approachable and their doors are always open. Franklin professors are here to help.”

**JOSE HERRERA,**  
**CLASS OF '14**  
**BA: CLASS OF '17**  
**EL SALVADOR**  
INTERNATIONAL MANAGEMENT



“The small class sizes make it easier to interact on a more personal level with the professor. We get to learn about not just what’s in the textbook but what’s out there in the real world.”

**CLARENCE YUAN, CLASS OF '15**  
**UNITED STATES**  
INTERNATIONAL MANAGEMENT WITH AN  
EMPHASIS IN MARKETING

“The small classes with diverse students offer us the chance to explore topics in a whole new way. We are not just learning from textbooks - but also learning from each other’s lived experiences from around the globe.”

**PROF. GIULIA MINIERO**  
**ITALY**  
CHAIR OF THE ACADEMIC DIVISION  
OF BUSINESS AND ECONOMICS  
ASSOCIATE PROFESSOR OF MARKETING



“Franklin students distinguish themselves as leaders in a vibrant community of innovators and problem-solvers. Frankliners are risk-takers, team players: scholars who not only walk the road less taken but also pause to show others a new way.”

**PROF. FABIO FERRARI**  
**ITALY**  
ASSOCIATE PROFESSOR,  
ITALIAN AND COMPARATIVE LITERARY  
& CULTURAL STUDIES



“Franklin has given me the right international and open-minded approach that will help me gain more from future studies.”

**LARA OLGATI, CLASS OF '15**  
**SWITZERLAND**  
INTERNATIONAL BANKING AND FINANCE







# LIVING AT FRANKLIN

Living on campus in one of the eight residences is an integral part of the Franklin experience. It not only enriches your connection to your peers, but it also plays a vital role in your academic involvement.

There are **eight residence halls at Franklin**, and each one has a trained Resident Assistant. Resident Assistants are part of the Office of Student Life, and work to ensure that your living experience at Franklin is as optimal as possible and that you live in a safe and enriching space.

The University requires all new incoming students who are not residing with their parents or legal guardians to live in a university residence – each semester, about **88% of our students live on-campus**.

Living in the residence halls provides your first taste of independence. You have the opportunity to cook for yourself, as most rooms have kitchenettes or a common kitchen for the whole residence. You can pick from several housing arrangements: triple, double and single rooms, and suite-style apartments. The majority of the rooms have a private bathroom.

Your space will become your home each time you return from a long day of classes, travels, or even a trip to the grocery store. Whether you're closer to campus or closer to downtown Lugano, you'll know what it's like to live on your own in this eclectic, cross-cultural city.

The University also offers several meal plan options for dining in our two facilities: The Grotto and the North Campus Dining Hall, both serving a large variety of healthy, tasty, and fresh food options, with different menus of the day, as well as additional options to order from.



Franklin residences create a comfortable and personal space to allow for studying, relaxing, and spending time with friends.

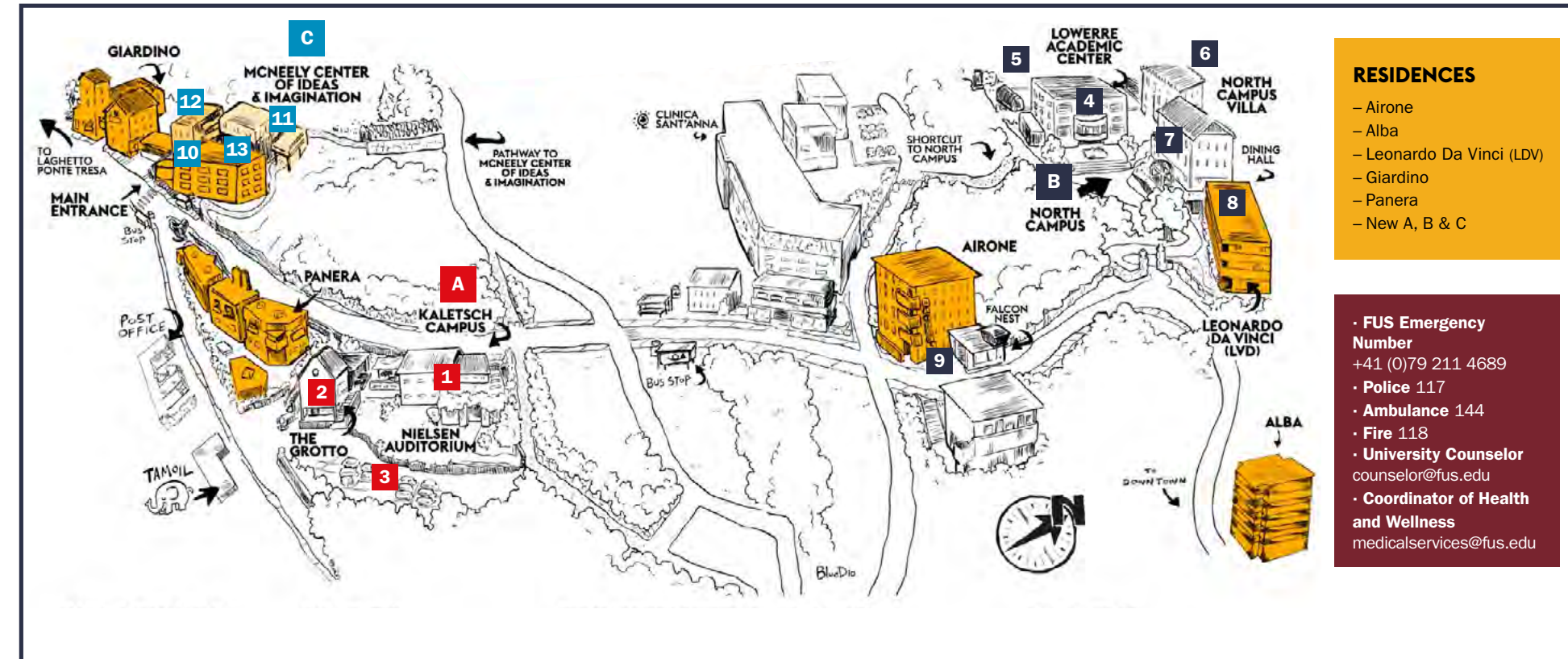


Nestled in the breathtaking Swiss Alps, Franklin University Switzerland boasts a stunning campus blending modern facilities with picturesque surroundings.



# FRANKLIN • CAMPUS MAP

UNIVERSITY SWITZERLAND



- RESIDENCES**
- Airone
  - Alba
  - Leonardo Da Vinci (LVD)
  - Giardino
  - Panera
  - New A, B & C

- FUS Emergency Number +41 (0)79 211 4689
- Police 117
- Ambulance 144
- Fire 118
- University Counselor counselor@fus.edu
- Coordinator of Health and Wellness medicalservices@fus.edu

- C MCNEELY CENTER OF IDEAS & IMAGINATION**
- 10 Main Building**
    - Office Of Student Life
    - OSL Front Desk
    - Auditorium
    - Donor Wall in Gallery (coming in 2024)
    - Giardino di Luce
    - Taylor Institute Conference Room
    - Green Office
    - New Tone Athletic Center
    - P Gregory Warden Student Center
    - Parking Garage (coming in 2023)
  - 11 New A**
    - Residence A
  - 12 New B**
    - Residence B
  - 13 New C**
    - Residence C

- A KALETSCH CAMPUS**
- 1 Main Villa**
    - Classrooms
    - Grace Library
    - Holman Hall
    - Faculty Offices
    - KC Conference Room
    - Nielsen Auditorium
    - Office of the President
    - President's Lawn
    - Reception
    - Taylor Institute
  - 2 The Grotto**
    - Dining and Terrace
    - Studio Art Lab
  - 3 Guest Parking**
    - Key Hole Garden

- B NORTH CAMPUS**
- 4 Lowerre Academic Center**
    - Academic Affairs
    - Classrooms
    - Faculty Offices
    - Fowler Learning Commons
    - Lac Conference Room
    - Mac Lab
    - Registrar
    - Technology Support
    - Tone Athletic Center (Gym)
    - Writing And Learning Center
  - 5 Soccer Field**
  - 6 Annex**
    - Guest Apartment
    - Science Lab
    - Sustainable Garden
    - Faculty Office
  - 7 North Campus Villa**
    - Admissions
    - Advancement
    - Bursar
    - Faculty Offices
    - Marketing
    - Finance and Administration
  - 8 Da Vinci Building**
    - Dining Hall
    - Leonardo Da Vinci Residence (LVD)
  - 9 Airone**
    - Airone Residence
    - Bookstore
    - Falcon's Nest



# STUDENT LIFE

Studying is at the forefront of attending Franklin, but student life – including a variety of activities, events, trips, and programs – enriches one’s entire experience. As a member of the Franklin community, you become part of an international culture with its own traditions and characteristics – but without borders or limits. Franklin students are a unique community: membership is only attainable by fully engaging in it.

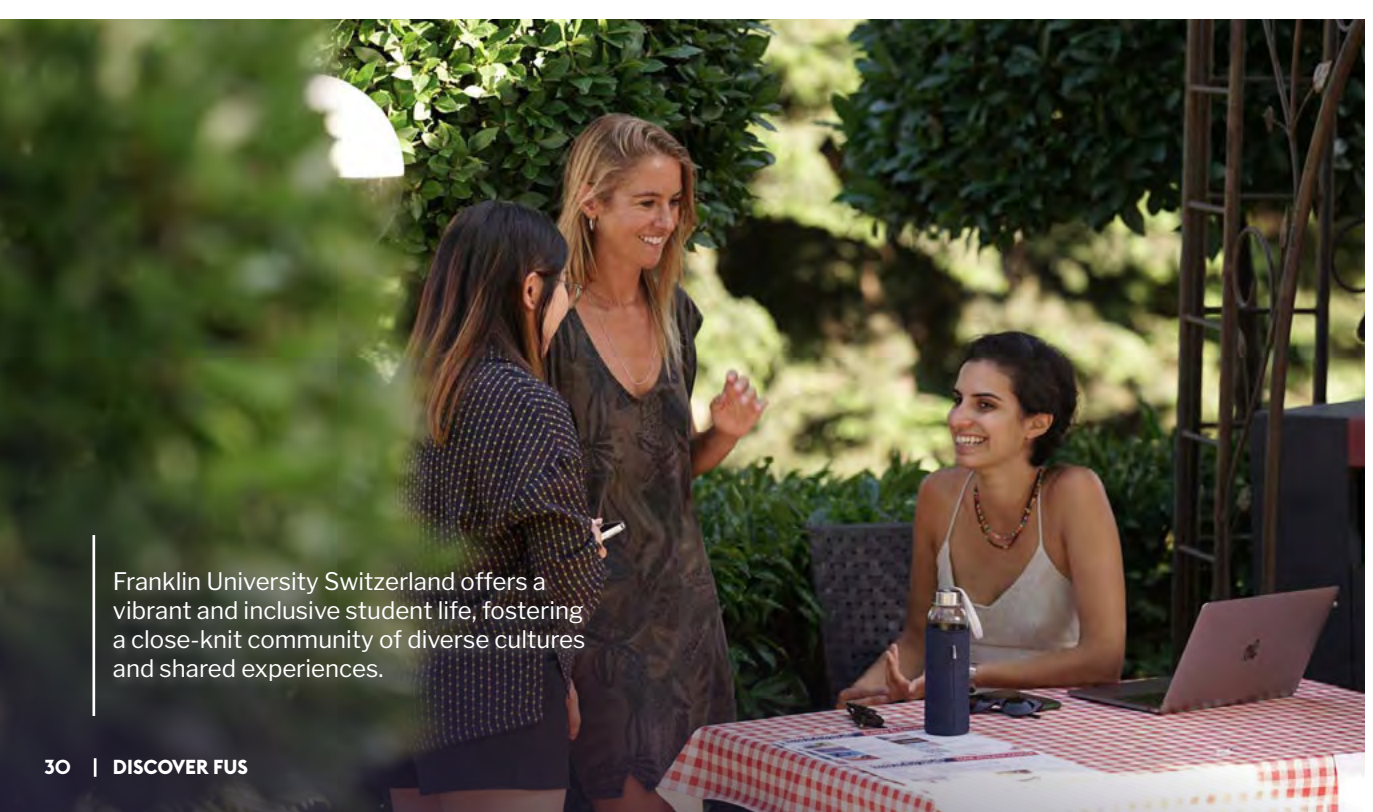
At Franklin, you are spoilt for choice: wide array of co-curricular activities, sports activities, student-run organizations or Franklin traditions and events. You can also benefit from an international campus community, support and guidance from a tight-knit community of faculty and staff, as well as exposure to the vibrant, safe Swiss city of Lugano.

## FRANKLIN CLUBS

- Arab Club
- Avant-Garde Drama Club
- Book Club Crew
- Crochet Club
- Dance Club
- Diversity United
- Entrepreneurship Club
- Finance and FinTech Club
- FUS Film Club
- FUS Zine Club
- Franklin Garden Club
- Latin American Club
- Liars Dice
- Oikos Lugano
- PACE
- Political Discourse Society
- Psychology Student Association
- Rethinking Economics and Finance Club
- Senior Class
- Student Government Association (SGA)
- Sweet Iced Tea Club
- Vagina Monologues
- WeeBoo Club

## FRANKLIN FALCONS BASKETBALL TEAM

The Franklin Falcons, Franklin University Switzerland’s spirited basketball team, takes flight with passion and skill on the court.



Franklin University Switzerland offers a vibrant and inclusive student life, fostering a close-knit community of diverse cultures and shared experiences.



There are plenty of community spaces on campus, perfect for staying engaged socially, grabbing a bite to eat with friends, or catching up on some reading or studying.





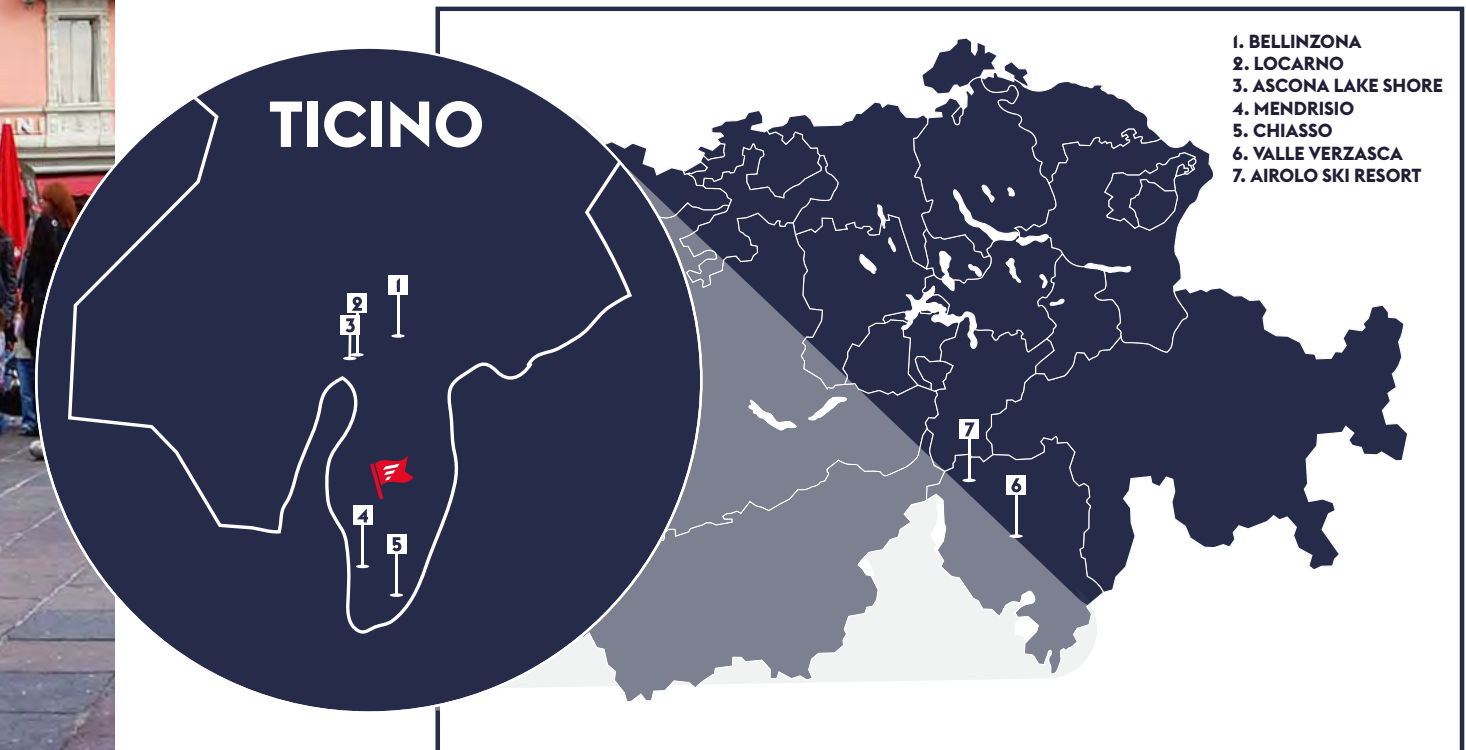


LUGANO is a perfect balance of Swiss-Italian culture: festivals, food, and beautiful architecture!

# LUGANO: OUR CITY, YOUR GATEWAY

Swiss Alps. Glacial lakes. Mediterranean climate. Italian flavor. An international population. This is the city we call home: Lugano, Switzerland.

Surrounded by mountains and situated on its namesake lake, one of the spectacular lakes linking Switzerland and Italy, Lugano is the ideal home base for the Franklin experience: a jumping-off point for an immersive exploration of the world and its people. The city is the cultural, recreational, financial and commercial hub of Switzerland's southernmost, Italian-speaking canton of Ticino the ideal melting pot of European culture combined with the traits of a small town. It is fun, sophisticated and safe, with dozens of outdoor activities around Lake Lugano, including 40 of Europe's best mountain bike routes.



1. BELLINZONA
2. LOCARNO
3. ASCONA LAKE SHORE
4. MENDRISIO
5. CHIASSO
6. VALLE VERZASCA
7. AIROLO SKI RESORT

TICINO



# FRANKLIN AT A GLANCE

## PROGRAM

Whether you seek a full degree or a semester or summer abroad, at Franklin you gain a new perspective and a better understanding of other cultures. Our programs provide cross-cultural perspectives and affect the direction and meaning of your university experience, life and career. A Franklin education produces competent and critical thinkers that can navigate international settings.

## UNDERGRADUATE

Franklin offers an internationally-focused interdisciplinary curriculum leading to the Bachelor of Arts (BA) and Bachelor of Science (BS) degree. You can choose from 20 different majors and also work with your advisor to design your own academic pathway through double or combined majors and minors. Combined with our set of core requirements and Academic Travel courses, you will graduate with a foundation on which to build further understanding, establish a career and rise to leadership.

## 3 YEAR DEGREE

This program is ideal for those students who are dedicated learners, have followed an academically rigorous high school curriculum and have their mind set on a specific academic major at the time of their application for admission. This accelerated degree is designed for students with specific high school academic credentials who are admitted to Franklin with advanced standing credit, equivalent to 30 US credits.

## 3+1 BA-MS OPTION

Leverage the advantage you gain in earning your Bachelor's degree in three years by spending your fourth year in Graduate Studies at Franklin. The one-

year Master of Science in International Management prepares you to be a responsible global leader in your organization or your own business. Our program offers you the chance to study advanced management concepts and theories in Franklin's highly interdisciplinary and international learning environment. Thanks to the partnership with Emerson College in Boston, Massachusetts, students will also have the opportunity to complete a Bachelor's degree at Franklin and Master's degree at Emerson.

## THE GLOBAL BA / FRANKLIN-EMERSON ASSOCIATE DEGREE

The partnership between Emerson College and Franklin University Switzerland, gives you the opportunity to pursue a Global Bachelor of Arts in International and Political Communication or a Global Bachelor of Arts in Business of Creative Enterprises. By completing one of these programs, you will earn both an associate's degree from Franklin, and a bachelor's degree from Emerson. Students enrolled in these programs will spend two years in Lugano, Switzerland, and two years in Boston, benefitting from the strengths and expertise of both schools.

## GRADUATE PROGRAM

Our Master of Science in International Management (MSIM) offers three exciting tracks and you can pick from:

– Business and Sustainability, organized in partnership with the United Nations Institute for Training and Research (UNITAR);

– Digital Transformation, allowing you to work directly with international tech giants like LG Electronics, Samsung and Hyundai;

– Arts and Luxury Management, in partnership with SDA Bocconi, is designed to provide both a practical and theoretical preparation for change-makers, future leaders and the next generation of art and luxury professionals.

## HONORS PROGRAM

Comprising of targeted tutorials and an interdisciplinary seminar series, Franklin's Honors Program offers talented and highly motivated students the opportunity to acquire advanced research skills and pursue cross-disciplinary research while working closely with faculty and other classmates. These courses require a dedicated investment of intellect and imagination.

## SUMMER PROGRAMS

Franklin combines rigorous academic programs with exciting experiential learning, and the summer sessions are no exception. Whether you already study at university or you are a high school student, summer is the perfect time to join Franklin, as guest lecturers and Franklin faculty come together to offer a diverse array of courses focusing on highly relevant global issues.

## ALUMNI CONNECTIONS

A Franklin education prepares you for an international career that knows no bounds. Our graduates continue to notable careers in the private, public and non-profit sectors, or proceed to graduate education in prestigious institutions. Our alumni network is truly global – no matter where you are in the world, you can connect with a Franklin alumni.

## FRANKLIN FACTS

Franklin University Switzerland is a private, independent university located in Switzerland. It was founded as Franklin College in 1969. It offers a unique and innovative approach to liberal arts education, characterized by an emphasis on international exposure and experiential learning in a culturally diverse environment. Franklin University Switzerland is in the unique position of being accredited in both the United States and within the Swiss university system.

### ACCREDITATION

U.S., Swiss, and accredited foreign university in China

### LOCATION

Lugano, Switzerland

### DEGREES AWARDED

Bachelor of Arts (BA), Bachelor of Science (BS)

Master of Science (MS)

### LANGUAGE OF INSTRUCTION

English

### AVERAGE CLASS SIZE

16

### STUDENT-FACULTY RATIO

9:1

### NUMBER OF STUDENTS

386

### NUMBER OF NATIONALITIES REPRESENTED

56

### CAMPUS RESIDENCES

8 secure and well-equipped residence halls

### GRADUATES WHO OBTAIN FULL-TIME EMPLOYMENT

75% (0-6 Months after graduating)

## APPLICATION PROCESS

Franklin University Switzerland follows typical U.S. admission procedures. Here's what you will need to submit:

- A completed application form and fee
- An essay and personal statement
- An official copy of your secondary school transcript
- A mid-semester or mid-year school report from your school counselor
- One letter of recommendation
- SAT or ACT scores (Optional)
- English proficiency test results (e.g. TOEFL, IELTS, or Duolingo scores) if your first language is not English\*

\* Can be waived for those who study in an English Language Curriculum for at least two years

## HOW TO APPLY

Franklin Application Form  
[www.fus.edu/apply](http://www.fus.edu/apply)  
CommonApp Application Form  
[www.commonapp.org](http://www.commonapp.org)

## SCHOLARSHIPS AND AID

As an independent, and private university, we offer a number of scholarships and financial aid awards for all nationalities. U.S. citizens may also qualify for U.S. federal aid. Be sure to submit your application early to be considered for scholarships and financial aid.

Visit: [www.fus.edu/finaid](http://www.fus.edu/finaid)

## DEADLINES

### FALL SEMESTER

December 1st\* | January 15th\* | March 15th | June 15th

### SPRING SEMESTER

November 1st\* | December 1st\*

\* Scholarship Priority and Fee Waiver



## VISIT OUR CAMPUS

Franklin University Switzerland is located approximately 1 hour north of Milan and 2 hours south of Zurich. Our Admissions Office in Lugano arranges campus tours for prospective students, their families, counselors and teachers.

To arrange a visit: [www.fus.edu/visit](http://www.fus.edu/visit)

## STAY CONNECTED

Have questions? Need more information? Curious to learn more? Get in touch with us.

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**DISCOVER.  
LEARN.  
KNOW.**





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