

An aerial night view of a city skyline, likely Dubai, with numerous skyscrapers illuminated. Overlaid on the city are numerous vertical lines of varying colors (blue, purple, pink) that extend upwards, each ending in a small glowing dot, resembling a digital data network or fiber optic connections. The sky is a deep blue with a hint of sunset or sunrise colors near the horizon.

MASTER OF SCIENCE IN INTERNATIONAL MANAGEMENT EMPHASIS IN DIGITAL TRANSFORMATION

MSIM at a Glance



EN

English
Language



CH/KR

Switzerland
South Korea



10 – 12

Months
Full-time



18 – 24

Months
Part-time



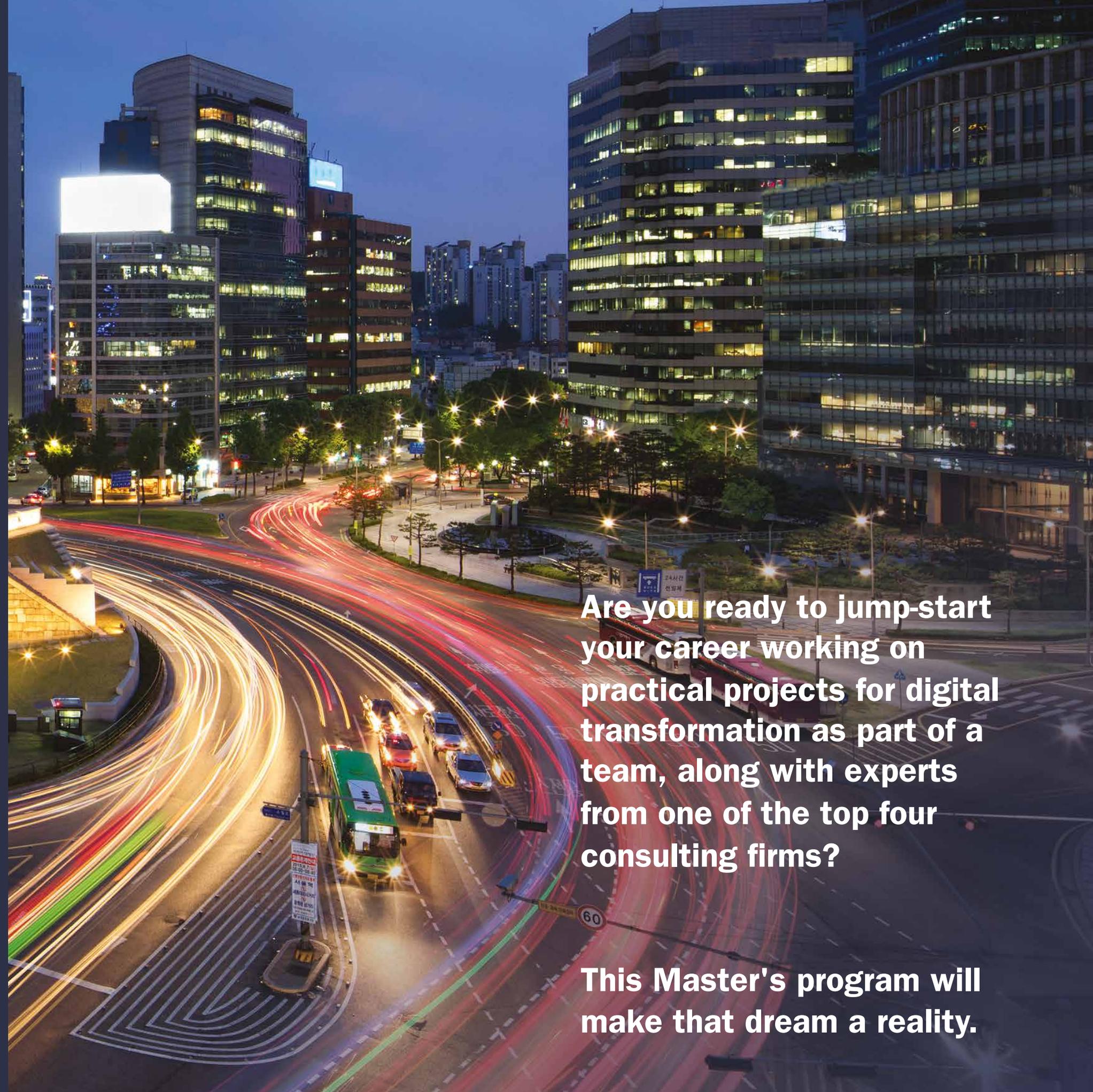
15

Class
Size



US/CH

U.S. and Swiss
Dual Accreditation



Are you ready to jump-start your career working on practical projects for digital transformation as part of a team, along with experts from one of the top four consulting firms?

This Master's program will make that dream a reality.

The Program

This international, cross-cultural and inter-generational program will give you the opportunity to collaborate directly with people from multiple backgrounds, apply systemic thinking to business and organizational solutions, and **travel for one week to South Korea** for a “Digital Boot Camp” to engage with international tech giants like **LG Electronics, Samsung** and **Hyundai**. When you complete your Masters, you will be prepared to apply new skills and perspectives to any organizational context, and you will be primed to influence the hearts and minds of new generations toward a green economy.

Fall (Aug – Dec)

Engage in 21st century Leadership and Management: A Total Immersion

Seminars, In-Class Learning, and Executive Workshops

Winter Break

Spring (Jan – May)

Build your learning Portfolio with your Tutor: Gain In-depth Knowledge and Skills for Employment

Hybrid Learning Platforms (Online & In-Class), Company Visits, Conferences, Career Workshops, Guest Lectures & Seminars

Summer (May – Jul)

Apply what you learned through Consulting Projects: A Practical Experience

Working with Global Consulting Firm & Lugano Living Lab, Digital Bootcamp in South Korea

Professional and Personal Coaching

Faculty and Experts

Throughout the program, experienced faculty, industry experts and innovative thinkers with an international profile will conduct workshops and other learning experiences with the MSIM cohort. These change-makers will help you to widen your perspective and develop skills that you will take forward in your career as a digital transformation leader.

”

Our students are poised to be responsible and innovative leaders who understand that creating sustainability in business is an essential part of being successful.



Corinne Young
Director of the MSIM

”

This is a highly customizable program. With the help of a business coach, students co-build knowledge and skills based on their interests, passions and what the 21st century job market place requires.



Giulia Miniero
Academic Advisor

”

The program delivers insights on cutting-edge technologies and valuable opportunities to network with local, national, and international business operators.



Junsik Yoon
Student 2019-20



MSIM Seminar Classes and Executive Workshops

- Leadership Development through Action Learning

- International Management

- Digital Transformation Strategies

- Global Issues and Responsible Leadership

- International Business Economics

- Innovation and Design Thinking

- Organization Evolution and Design

- The Future of Work

- Career Strategies

Practical Experience and Employability

Graduates from this program will have a practical experience with one of the top four consulting firms in the world working with the Lugano Living Lab, an ecosystem of innovation. While you are a student in this Master's program, not only will you have the chance to work with leading professionals and entrepreneurs, but you will also gain the knowledge, skills and competencies to work in the digital transformation space. You will furthermore have a hands-on working experience in Digital Marketing, Big Data Analysis or Artificial Intelligence and engage with executives from companies such as Google and a 'Big Four' global consulting firm to gain additional skills for employability.

Online Learning and Company Visits

Through a partnership with Coursera and under the guidance of their Academic Coordinator, you will enroll in special topic online classes to supplement their chosen specialization.

Digital Bootcamp – Seoul, South Korea

You will spend one week in Seoul, South Korea learning about the most advanced technologies and visiting companies such as Samsung, LG Electronics and Hyundai.

Working with Global Consulting Firm & Lugano Living Lab

You will work on a six-week project and deliver results to the project client assigned to you.

What kind of credentials employers are looking for?

- Digital Transformation Consultant
- Digital and Innovation Advisor
- Strategy Consultant
- Innovation Manager
- and more...

source: Indeed.com

Built in partnership with

- Coursera;
- Seoul School of Integrated Sciences and Technologies (aSSIST).



WORK ON REAL PROJECTS

Scholarship Opportunity

The Responsible Leadership Scholarship program is a merit award for qualified students accepted into the MSIM program.

It was established to recognize individuals who clearly demonstrate a deep commitment to leading positive change in organizations and communities. Awards are in the amount CHF 6,250 (25% of the tuition fee).

Applicants must meet all of the following criteria:

- be EU and/or EEA citizen;
- demonstrate maturity, flexibility, and leadership potential in the field of responsible management in either Climate Action;
- have an earned bachelor's degree with an excellent academic record;
- demonstrate proficiency in English;
- be able to receive and maintain a visa or study permit as required by Switzerland.

Key Takeaways

-
- Work and learn side-by-side with executives from top global organizations
-
- Obtain certificates for a wide array of skill sets
-
- Join a project team working on Digital Transformation with global tech giants in South Korea
-
- Earn your graduate degree from the only university in the world with both U.S. and Swiss accreditation
-
- Get the most out of a small class size
-
- Create one-to-one relationships with professors, mentors and partners
-
- Live and learn in Switzerland, the most innovative country for seven years (Global Innovation Index)
-
- Realize your career dreams through real project work, executive mentoring and career coaching

Franklin University Switzerland

Lugano Office
Via Ponte Tresa 29
6924 Sorengo (Lugano)
Switzerland

T +41 91 985 22 60
info@fus.edu
fus.edu

U.S. Mailing Address
The Chrysler Building
405 Lexington Avenue, 26th Floor
New York, NY 10174-2699

T +1 212 922 9650

More information:
fus.edu/msim



There are no experts of tomorrow, only of yesterday.

— Jack Ma, Executive Chairman
and Co-Founder of Alibaba Group

Application Deadlines

Applications are accepted on a rolling admissions basis. Candidates requiring a visa should complete their applications by June 1st for the Fall intake of the MSIM program and by December 1st for the Spring intake to allow time for processing the visa request.

