



INTERNATIONAL MANAGEMENT

Prepare to lead in an interconnected world. International Management at Franklin equips you with the skills, knowledge, and cross-cultural experience needed to tackle global business challenges and thrive in diverse industries.

 **LUGANO, SWITZERLAND**



**FRANKLIN
SWITZERLAND**

U.S. UNIVERSITY & SWISS UNIVERSITY INSTITUTE

BACHELOR'S STRUCTURE

THE BACHELOR OF ARTS AND BACHELOR OF SCIENCE DEGREES REQUIRE A MINIMUM OF 120 CREDIT HOURS

The International Management major blends core management disciplines with hands-on, experiential learning and interdisciplinary study. At Franklin, you will develop competencies in project management, marketing, finance, consulting, and entrepreneurship, applying your knowledge through internships, service projects, and international experiences. The program prepares you to think critically, act strategically, and lead responsibly in today's globalized business environment.

CORE REQUIREMENTS

66
CREDITS

Academic Travel (12 credits)
Academic Writing (12 credits)
First Year Seminar (3 credits)
Global Responsibility (18 credits)
Modern Language (15 credits)
Quantitative Literacy (6 credits)

MAJOR REQUIREMENTS

54
CREDITS

Foundation Courses (18 credits)
Required Courses (24 credits)
Major Electives (9 credits)
Capstone Requirement (3 credits)

GET TO KNOW OUR FACULTY



MARIO SCHULTZ

Assistant Professor and
Program Director,
International Management



TATIANA BALUSHKINA

Assistant Professor,
International Management



VERA DIANOVA

Assistant Professor,
Economics



BERNARD SINNAEVE

Adjunct Professor,
Business and Economics



NOEL ALBERT

Associate Professor,
Marketing



CHARLES BURKE

Associate Professor,
Data Science



PIERGIACOMO MION DALLE CARBONARE

Adjunct Professor,
Marketing



DAVID SULEIMAN

Associate Dean for
Institutional Effectiveness,
Associate professor
of Finance

LEARN MORE

AND DISCOVER THE COURSE LIST

ACADEMIC TRAVEL

EXPERIENCE THE PLACES YOU STUDY

Academic Travel courses allow students to learn beyond the classroom by exploring real-world environments alongside knowledgeable and passionate professors, turning travel destinations into immersive, living classrooms.

EXPLORE SOME MAJOR-RELATED ACADEMIC TRAVELS

BUS 108T ARTS, LUXURY, AND EXPERIENCES - FRANCE

Explore how creative and luxury industries craft unforgettable consumer experiences. Study marketing strategies, business models, and global trends across fashion, art, hospitality, and more in Paris.

BUS 235T CORPORATE SOCIAL RESPONSIBILITY

Understand the challenges and strategies of corporate sustainability and social responsibility. Explore real-world examples to learn how companies navigate ecological, social, and stakeholder demands.

BUS 243T PERSONAL FINANCE - GERMANY

Learn practical tools for managing personal finances, from budgeting and credit to investing. Apply financial concepts firsthand during visits to institutions like the ECB and the Frankfurt Stock Exchange.

BUS 237T OPERATIONS AND SUPPLY CHAIN MANAGEMENT - ITALY

Explore the fundamentals of operations and supply chain management, from production to problem-solving strategies. Gain hands-on insight into automotive and food manufacturing during Academic Travel in Bologna and Umbria, Italy.



LEARN MORE

ABOUT ACADEMIC TRAVEL AND EXPLORE OUR COURSES

TUITION AND FEES

The cost of attendance at Franklin University for a first-year undergraduate student or transfer student has two main factors.

DIRECT COSTS*: Tuition, housing, meals and health insurance.

INDIRECT COSTS: Books, materials, travel, and personal expenses.

*Some special conditions apply to students from partner institutions.

Please contact admissions@fus.edu for details.

SWISS/EU/EEA TOTAL AVERAGE COST OF ATTENDANCE

The Tuition and Fees shown below are in Swiss Francs (CHF) for

Swiss citizens or nationals of an EU/EEA member state.

TOTAL AVERAGE COST OF ATTENDANCE	AVERAGE DIRECT COSTS*	AVERAGE INDIRECT COSTS**	TOTAL
First Semester	CHF 22,650	+ CHF 2,150	= CHF 24,800
Second Semester	CHF 22,150	+ CHF 2,150	= CHF 24,300

US/CANADA TOTAL AVERAGE COST OF ATTENDANCE

The Tuition and Fees shown below are in US dollars (USD) for

US citizens or permanent residents and to Canadian citizens

TOTAL AVERAGE COST OF ATTENDANCE	AVERAGE DIRECT COSTS*	AVERAGE INDIRECT COSTS**	TOTAL
First Semester	\$35,105	+ \$2,700	= \$37,805
Second Semester	\$34,555	+ \$2,700	= \$37,255

INTERNATIONAL TOTAL AVERAGE COST OF ATTENDANCE

The Tuition and Fees shown below are in Swiss Francs (CHF) for students who are **not citizens of Switzerland, the US, or an EU country.**

TOTAL AVERAGE COST OF ATTENDANCE	AVERAGE DIRECT COSTS*	AVERAGE INDIRECT COSTS**	TOTAL
First Semester	CHF 36,435	+ CHF 2,650	= CHF 39,085
Second Semester	CHF 35,935	+ CHF 2,650	= CHF 38,585

FOR FURTHER DETAILS

Visit www.fus.edu/admissions-and-aid/tuition

WHY CHOOSE FRANKLIN?



Dual Accreditation
US (MSCHE)
& Swiss (AAQ)



Residential Campus
8 Residence Halls



350+ Students
55+ Countries
8K+ Alumni Community



Academic Travel
Once a Semester for
Experiential Learning



19 Majors
1 Master
(Master of Arts in Sustainability
and Transformation)



WURI Ranking 2025
24th for Innovation
19th for Ethics and Integrity
17th for ESG Trend



10:1
Student to
Faculty Ratio



75% of Franklin graduates
obtain full-time employment
within 6 months after graduation.

3-YEAR OPTION

This major is also offered as a 3-year accelerated bachelor's degree, designed for students with specific high school academic credentials who are admitted to Franklin with advanced standing credit, equivalent to 30 US credits. This option grants students a jump start on their introductory level University courses.

HOW TO APPLY

- 1 Online Application**
Apply online through our [website](#) or [Common App](#).
- 2 Academic Transcripts**
Submit your official high school transcripts.
- 3 Personal Statement**
Share what motivates you, the experiences that have shaped you, and the goals you hope to achieve.
- 4 Recommendation Letter**
Provide one letter from individuals who can speak to your academic strengths and/or extracurricular involvement.
- 5 English Proficiency (if required)**
If your studies were not in English, submit a TOEFL, IELTS, or equivalent scores.
- 6 Interview**
A conversation for us to learn more about your ambitions, interest, and what drives you—so we can help design a path for your success at Franklin.
- 7 WELCOME TO FRANKLIN**

HAVE QUESTIONS?

Write to our counselors at admissions@fus.edu or visit www.fus.edu