

INTERNATIONAL MANAGEMENT

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

LUGANO, SWITZERLAND

FRANKLIN SWITZERLAND
U.S. UNIVERSITY & SWISS UNIVERSITY INSTITUTE

MAJOR OVERVIEW

The International Management major blends core management disciplines with hands-on, experiential learning and interdisciplinary study. Building a unique breadth of knowledge, you will develop competencies in operations, strategic management, marketing, finance, statistics, and accounting. Apply your knowledge through international experiences, professional networking, and the opportunity to complete a self-directed, credit-bearing internship.

YOUR DEGREE

A 120-CREDIT DEGREE DESIGNED AROUND YOUR INTERESTS

To earn a Bachelor's degree at Franklin, students must complete 120 credits across university-wide core requirements, major requirements, and elective courses. The curriculum combines a shared liberal arts foundation with specialized study in your chosen major, giving you both breadth and depth throughout your undergraduate experience.

CORE REQUIREMENTS

Courses and academic experiences shared by all Franklin students, designed to build essential skills and knowledge across disciplines.

MAJOR REQUIREMENTS

Courses specific to your chosen major, including foundational, required, and elective courses within the discipline

INTERDISCIPLINARY ELECTIVES

Courses selected from across Franklin's curriculum to explore additional interests and complement your major.

Shared by all Franklin students

66 CREDITS

CORE REQUIREMENTS	WHAT IT DEVELOPS
First-Year Seminar, 3 credits	Introduces students to Franklin's liberal arts approach and develops critical thinking, academic research, and communication skills.
Academic Travel, 12 credits	Connects classroom learning with experiential study across different cultural and geographic contexts.
Academic Writing, 12 credits	Develops written and oral communication skills for academic and professional contexts.
Global Responsibility, 18 credits	Examines intercultural competencies, international engagement, and social responsibility.
Modern Language, 15 credits	Builds language skills and cultural literacy, with a focus on Swiss languages.
Quantitative Literacy, 6 credits	Develops the ability to interpret, analyze, and communicate numerical information and data.

Please note: in some cases, courses may fulfill both a Core Requirement and a Major Requirement.

INTERNATIONAL MANAGEMENT REQUIREMENTS — 54 CREDITS

FOUNDATION COURSES — 18 credits

BUS 115	Financial Accounting
BUS 135	International Business
BUS 136	Marketing in a Global Context
ECN 100	Principles of Macroeconomics
ECN 101	Principles of Microeconomics
MAT 282	Intermediate Statistics

REQUIRED COURSES — 24 credits

BUS 226	Managerial Finance
BUS 235(T)	Corporate Social Responsibility
BUS 237(T)	Operations and Supply Chain Management
BUS 256	Market Research Methods
BUS 341	Diversity Management
BUS 353	Strategic Management Theory
BUS 397	Data Mining (Business Intelligence)
BUS 410	Organizational Behavior

MAJOR ELECTIVES — 9 credits

Three of the following

BUS 2XX	Any 200-level Business course
BUS 3XX	Any 300-level Business course
BUS 4XX	Any 400-level Business course
COM 212	Public Speaking: Engaging with the Global Audience
COM 347	Organizational Communication
ECN 319	Behavioral Economics
ECN 325	Money, Banking and Financial Markets
ECN 365	Investment Analysis I
ECN 366	Investment Analysis II (Corporate Finance)
ECN 387	Introduction to Econometrics
PSY 310	Organizational Psychology

CAPSTONE COURSE — 3 credits

BUS 455	Advanced Topics in Management

CLICK HERE TO
LEARN MORE
ABOUT THE MAJOR

3-YEAR OPTION

This major is also available as a three-year accelerated bachelor's degree for students who qualify for advanced standing based on their high school academic credentials. Students admitted with 30 U.S. credits of advanced standing receive a head start on their university studies, allowing them to complete their degree in three years.

GET TO KNOW OUR FACULTY



MARIO SCHULTZ

Assistant Professor
and Program Director,
International Management



DAVID SULEIMAN

Associate Dean
for Institutional Effectiveness,
Associate Professor, Finance



NOEL ALBERT

Associate Professor,
Marketing



CHARLES BURKE

Associate Professor,
Data Science



TATIANA BALUSHKINA

Assistant Professor,
International Management



VERA DIANOVA

Assistant Professor,
Economics



PIERGIACOMO MION DALLE CARBONARE

Adjunct Professor,
Marketing



BERNARD SINNAEVE

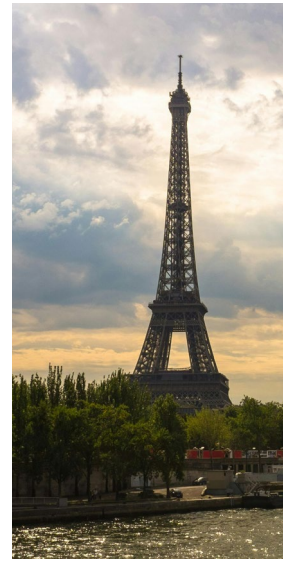
Adjunct Professor,
Business and Economics

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 235T CORPORATE SOCIAL RESPONSABILITY
Gain a state-of-the-art understanding of corporate sustainability and CSR strategy. Explore real-world examples across sectors to learn how companies balance environmental, social, and governance challenges to meet diverse stakeholder demands. Apply these strategic insights firsthand during Academic Travel on a cruise ship in the Mediterranean Region.

BUS 237T OPERATIONS AND SUPPLY CHAIN MANAGEMENT - ITALY
Explore the fundamentals of operations and supply chain management to understand how to effectively organize the processes used to produce goods and deliver services. Gain hands-on insights into automotive and food manufacturing during Academic Travel in Bologna and Umbria, Italy.



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 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.

LEARN MORE ABOUT ACADEMIC TRAVEL AND EXPLORE OUR COURSES

WHY CHOOSE FRANKLIN?

Dual Accreditation
United States (MSCHE) & Switzerland (Swiss Accreditation Council)

Residential Campus
with 6 residence halls

350+ Students representing
55+ Countries
8K+ Alumni Community

Academic Travel
once a Semester for Experiential Learning

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

Language
Programs fully taught in English

Small Class Sizes
with 16 students on average; 10:1 student-to-faculty ratio

Career-Ready Graduates
75% of Franklin students secure full-time employment within 6 months of graduating; 95% within 12 months.



HOW TO APPLY

1. **Online Application**
   Apply online through our **website** or **Common App.**
2. **Academic Transcripts**
   Submit at least 3 years of 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**
   The recommendation letter can come from a teacher, counselor, or other staff member who is well acquainted with your academic profile.
5. **English Proficiency (if required)**
   If your studies were not in English, submit a TOEFL, IELTS, or Duolingo.
6. **WELCOME TO FRANKLIN**

HAVE QUESTIONS?

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