

A night cityscape with numerous skyscrapers illuminated. Overlaid on the city are many vertical lines of varying heights, each topped with a small, glowing dot in colors like blue, purple, and pink. These lines and dots create a digital, network-like effect across the urban landscape.

MASTER OF SCIENCE IN INTERNATIONAL MANAGEMENT

THE PROGRAM

Franklin University Switzerland's **M.S. in International Management** is a one-year graduate program for students with any kind of Bachelor's degree, designed to equip them with a rigorous education in business. By taking a transdisciplinary approach firmly established in the liberal arts tradition of Franklin, this customizable program offers a cutting-edge management training rooted in personalized teaching that bridges theory and practice through multiple institutional partnerships. Students acquire expertise in specific disciplinary areas: Arts and Luxury Management, Digital Transformation, and Business and Sustainability. The curriculum, crafted by Franklin faculty and enriched with the insights of industry specialists, seamlessly blends advanced management training with hands-on experiences in the vibrant core of Europe.

FALL

FOUNDATION COURSES
TRANSDISCIPLINARY MANAGEMENT COURSES

SPRING

ARTS AND LUXURY
MANAGEMENT



DIGITAL
TRANSFORMATION



BUSINESS
AND SUSTAINABILITY



SUMMER

PRACTICAL EXPERIENCE
THESIS

PROGRAM HIGHLIGHTS



US & SWITZERLAND
ACCREDITED



90 ECTS,
45 US CREDITS



12 MONTHS,
FULL-TIME



3 SPECIALIZATION
TRACKS



ENGLISH
LANGUAGE



SMALL-SIZED
CLASSES



INSTITUTIONAL
PARTNERS



FALL AND SPRING
INTAKE



TUITION
CHF 25,000



SCHOLARSHIPS
& AID AVAILABLE

ARTS AND LUXURY MANAGEMENT

The arts and luxury industries are constantly evolving, investing to find ways to keep business profitable while meeting the needs of an expanding and increasingly sophisticated set of demands. The Arts and Luxury Management track is in collaboration with **SDA Bocconi School of Management**, where students will have the unique opportunity to attend three specific courses focused on Arts and Heritage Management, providing future leaders with both practical and theoretical preparation.

LEARNING GOALS

- Promoting high-value items through compelling narratives and brand image enhancement.
- Aligning business profitability with sustainable and ethical practices in the luxury sector.
- Applying innovative management theories to address unique challenges in the arts and luxury industries.

DIGITAL TRANSFORMATION

Digital transformation is rapidly altering the operational landscape of private businesses and public institutions. This track offers the opportunity to apply systemic thinking to business and organizational solutions and aims to prepare future business leaders by providing the knowledge, skills, and tools needed to navigate the challenges of digitalization in a changing business landscape.

LEARNING GOALS

- Acquiring knowledge in digital finance methodologies to navigate the evolving financial landscape.
- Leveraging digital platforms and tools for effective marketing strategies.
- Integrating AI-driven solutions into real-world projects, understanding their potential in modern business scenarios.

BUSINESS AND SUSTAINABILITY

Multinational corporations face social and environmental challenges daily. The Business and Sustainability track focuses on the analysis of those challenges, providing insights into business strategies for addressing climate change and managing its unforeseeable impacts on human existence and corporate conduct. **In partnership with the United Nations Institute for Training and Research (UNITAR)**, students get the chance to experience the work of a UN agency during a six-week practical experience.

LEARNING GOALS

- Addressing the challenges multinational corporations face, crafting sustainable business approaches.
- Anticipating the business implications of climate change, including unforeseen consequences on human life and operations.
- Honing the ability to work in multicultural settings through the collaboration with global organizations like the UN.

PRACTICAL EXPERIENCE

NARROWING THE KNOWING-DOING GAP

The Master's program incorporates a mandatory practical experience component in the summer semester, serving as a cornerstone of the M.S. in International Management curriculum. It provides students with the opportunity to work on an applied project, according to their track of specialization, under the supervision of both the academic coordinator at Franklin and the host supervisor at an external partner institution or company. This exposure has highlighted the paramount benefit of the Franklin MSIM program: fostering individual educational journeys through collaborations with global institutions, thus contributing significantly to students' professional advancements. Through practice-oriented activities, they have the opportunity to face real-world managerial situations, narrowing the knowing-doing gap.



GRADUATE SCHOLARSHIPS AND AWARDS

REWARDING EXCELLENCE AND ENSURING EQUAL OPPORTUNITY

Franklin University Switzerland offers merit scholarships to admitted students who have demonstrated high academic achievements. Applicants are considered for scholarships and merit awards during the admissions process. These scholarships and awards are granted at the point of admission, with priority given to students who apply by the November 1 priority application deadline. After this date, additional need-based scholarships may be awarded on top of merit scholarships, depending on a student's need and subject to availability.

Merit scholarships are adjusted to the differing tuition rates for students at Franklin, with the awards ranging from CHF 1'000 to CHF 6'250.

The Scholarship Programs are committed to equal opportunity and exercise that policy in relation to all admissions processes. Franklin University Switzerland does not discriminate on the basis of age, race, color, gender, religion, sexual orientation, or disability.



UNLOCK YOUR FUTURE

DISCOVER FRANKLIN'S FACULTY

Throughout the Master of Science in International Management at Franklin University Switzerland, students will have the opportunity to meet and engage with international experienced faculty. The program, in collaboration with top-notch industry experts, provides students with a rich blend of theoretical knowledge and practical insight, ensuring a comprehensive understanding of international management. The dedicated professors at Franklin act as invaluable bridges to students' future careers, guiding them with a wealth of knowledge and experience, and preparing them to meet the challenges and opportunities of the professional world with confidence and skill.

SHAPING LEADERS

AN INNOVATIVE APPROACH TO INTERNATIONAL MANAGEMENT

Designed with a liberal arts and interdisciplinary approach, this program provides the essential skills needed in today's complex professional landscape, placing them at the forefront of the curriculum. At Franklin University Switzerland, true success in the business realm is not just about profit but understanding and navigating the global stage with a deep-rooted social conscience. Students are not seen just as accomplished managers, but as global citizens ready to lead with integrity, vision, and a commitment to positive change. Through practical experience, hands-on projects, and real-world case studies, graduate students have the opportunity to apply the knowledge gained in the classroom to real business scenarios, honing skills and building confidence.



Depending on the track they choose, students will have the opportunity to engage with the **United Nations Institute for Training and Research (UNITAR)**, which offers a unique six-week practical experience and a deep dive into the workings of a UN agency, or the prestigious **SDA Bocconi School of Management**, where they can attend three courses focused on Arts and Heritage management. These collaborations provide students with access to a global network of resources, experts, and opportunities, ensuring that they graduate with a competitive edge in the international job market.



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**DISCOVER THE
CURRICULUM**



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