



HORAIRE 2025-2026

SEMESTRE PRINTEMPS

OPTIONS

Options	Lundi	Mardi	Mercredi	Jeudi	Vendredi	Samedi				
07.50-08.35										
08.35-09.20	Global Mindset: Navigating Culture, Business & Geopolitics (E) Ayer			Portfolio Management and Derivatives (E) Tuchschnid	Leadership development orientation (F) Ducret/Rossi	Options secondaires				
09.20-10.05							Managing Emerging Technologies (E) Caon	Fundamentals of sustainable business & management II (E,F) Houmard		
10.25-11.10										
11.10-11.55		405					015	106 431 410		
12.15-13.00										
13.00-13.45				Banking & Insurance (E) Tuchschnid	Créez une pub de A à Z (F) Intartaglia	Options secondaires				
13.45-14.30	Entrepreneuriat social et d'impact (F) Houmard		Cours obligatoires PT/VZ				Digital Marketing (E) Schneuwly			
14.30-15.15										
15.35-16.20										
16.20-17.05	432		Options secondaires de 17h15 à 20h30	015	106 431					
17.15-18.00	Options secondaires	Projet disruptif : vers des organisations responsables Divers	Finance PME (F,d) Gauthier/Migy	Controlling & Revision (D,f) Rösti	Cours obligatoires EE/BB	Options secondaires				
18.00-18.45									Digital Business Project 2 Caon/Münger	Intégration projet Divers
19.00-19.45										
19.45-20.30							432	015	405	426 432



Course description

1. GENERAL ORGANISATION OF THE COURSE

School/Location	School of Management Fribourg
Field of study	Economics and Services
Degree program	Bachelor in Business Administration (full-time and part-time study)
Orientation	--

Course title	Digital Leadership
Module title	Main options, S-C
Professor	Alfred Münger / Maurizio Caon / Eric Mc Laren / according to the themes third party teachers may be included
Number of lessons	60
Number of students	Max. 30
Prerequisites	-

Number of ECTS credits:	Main language of instruction	Language credits for a multilingual course of study
4.5	<input type="checkbox"/> french <input type="checkbox"/> german <input checked="" type="checkbox"/> english	<input type="checkbox"/> french <input type="checkbox"/> german <input checked="" type="checkbox"/> english

Course dates and times	Every Friday Morning Fall-Semester
-------------------------------	------------------------------------



2. GENERAL OBJECTIVES

- Obtain greater knowledge of the leadership of companies, teams and employees in the context of Digitalization
- Learn to apply different styles of leadership in different leadership situations

3. CONTENT AND FORM OF INSTRUCTION

- Interactive lesson led by the instructor.
- Ev. Mandatory online lessons counted as part of workload.
- Powerpoint slides for visual support during class.
- Provision of optional extra material as multimedia content.
- Digital Transformation
 - Digital Economy & Society
 - Ecosystems
 - Change Management
 - Future of Work
 - Ethics
 - Challenges for the strategic management
 - Social Impacts
 - Intellectual Property
 - Data Privacy
 - Leadership in the digital age
 - Digital process management

4. EXAMINATION AND VALIDATION PROCEDURES

Written exam with open/closed questions and/or written report.
Language: English



Teaching unit description

1. GENERAL ORGANISATION OF THE TEACHING UNIT

School/Location	School of Management Fribourg
Field of study	Economics and Services
Degree program	Bachelor in Business Administration (full-time and part-time study)
Orientation	--

Course title	Digital Marketing
Module title	Main choice
Professor	Lukas Schneuwly
Number of lessons	60
Number of students	Max. 30
Prerequisites	-

Number of ECTS credits:	Main language of instruction	Language credits for a multilingual course of study
4.5	<input type="checkbox"/> french <input type="checkbox"/> german <input checked="" type="checkbox"/> english	<input type="checkbox"/> french <input type="checkbox"/> german <input checked="" type="checkbox"/> english

Course dates and times	Every Friday Afternoon Spring-Semester
-------------------------------	--



2. GENERAL OBJECTIVES

Multichannel Marketing

- Multichannel Campaigns
- Marketing via Social Media
- Mobile Marketing
- Digital Customer Experience
- SEO/SEA
- Digital Marketing Platforms
- Shitstorm & Reputation Campaigns

E-Business

- E-Commerce
- E-Supply Chain

3. CONTENT AND FORM OF INSTRUCTION

- Interactive lesson led by the instructor
- Ev. Mandatory online lessons counted as part of workload
- Powerpoint slides for visual support during class
- Provision of optional extra material as multimedia content

4. EXAMINATION AND VALIDATION PROCEDURES

Group presentation and website: according to teacher's directives



Teaching unit description

1. GENERAL ORGANISATION OF THE TEACHING UNIT

School/Location	School of Management Fribourg
Field of study	Economics and Services
Degree program	Bachelor in Business Administration (full-time and part-time study)
Orientation	--

Course title	Fintech & Blockchain
Module title	Main choice
Professor	Maurizio Caon/Nils Tuchschnid
Number of lessons	60
Number of students	Max. 30
Prerequisites	-

Number of ECTS credits:	Main language of instruction	Language credits for a multilingual course of study
4.5	<input type="checkbox"/> french <input type="checkbox"/> german <input checked="" type="checkbox"/> english	<input type="checkbox"/> french <input type="checkbox"/> german <input checked="" type="checkbox"/> english

Course dates and times	Every Friday Afternoon Fall-Semester
-------------------------------	--------------------------------------



2. GENERAL OBJECTIVES

Fintech (*course outline subject to change*)

Introduction to Digital Economy

- Digital Economy : a brief definition
- The (new) Economics of Information
- Digital Economy and business transformation

Finance and Fintech

- Finance and the financial system
- The role of financial intermediaries
- Fintech : a brief definition

Asset Management and robotization

- Risk and Asset Allocation
- Asset Management : a brief introduction
- The case of Robo Advisors

Finance and crowdfunding

- Capital structure or the sources of financing
- Sharing or gift economy : a new paradigm ?
- Platform, peer-to-peer exchange and crowd-based capitalism

Banking and digitalization

- The banking industry: a brief introduction
- Open Banking

Tokenization of the economy

- Blockchain : a brief introduction
- Cryptocurrencies: the example of bitcoin
- Token Offering : the case of LakeDiamond

Green Fintech

- Definition and scope of Green Fintech.
- Motivations for transitioning to Green Fintech
- Economic and Regulatory Perspectives in Green Fintech
- Technological Innovations and tokenomics in Green Fintech

3. CONTENT AND FORM OF INSTRUCTION

- Interactive lesson led by the instructor.
- Ev. Mandatory online lessons counted as part of workload.
- Powerpoint slides for visual support during class.
- Provision of optional extra material as multimedia content.

4. EXAMINATION AND VALIDATION PROCEDURES

Mandatory assignments + 2 written exams: according to teacher's directives.

Language: English



Course description

1. GENERAL ORGANISATION OF THE COURSE

School/Location	School of Management Fribourg
Field of study	Economics and Services
Degree program	Bachelor in Business Administration (full-time and part-time study)
Orientation	--

Course title	Managing Emerging Technologies
Module title	Main options, S-C
Professor	Maurizio Caon
Number of lessons	60
Number of students	Max. 30
Prerequisites	-

Number of ECTS credits:	Main language of instruction	Language credits for a multilingual course of study
4.5	<input type="checkbox"/> french <input type="checkbox"/> german <input checked="" type="checkbox"/> english	<input type="checkbox"/> french <input type="checkbox"/> german <input checked="" type="checkbox"/> english

Course dates and times	Every Friday Morning Spring-Semester
-------------------------------	--------------------------------------



2. GENERAL OBJECTIVES

- Emerging Technologies
 - Virtual & Augmented Reality
 - Artificial Intelligence
 - IOT
- Innovation Management
 - Strategies & Trends
 - Disruptive innovation
 - Digital Business Models
 - Design Thinking
- Digital Project Management
 - Project Life Cycle
 - System Development Life Cycle
 - Agile program management
 - Scrum
- Law
- Case study

3. CONTENT AND FORM OF INSTRUCTION

- Interactive lesson led by the instructor.
- Ev. Mandatory online lessons counted as part of workload.
- Powerpoint slides for visual support during class.
- Provision of optional extra material as multimedia content.

4. EXAMINATION AND VALIDATION PROCEDURES

Written exam with open and/or closed questions and written report (business case) developed in groups.
Language: English but with possibility to answer in mother tongue.