

Online Winter School

14 – 19 February, 2021

Introduction to Switzerland

Winter School 1: International Business,
Innovation & Entrepreneurship

Winter School 2: R Programming

BA / MA Students of all majors with English
proficiency.

Register here by 31 January 2021





About Fribourg and the University

Linking French- and German-speaking Switzerland, Fribourg is a hub for education, innovation and entrepreneurship.

University of Fribourg (UniFr), founded in 1889, is a comprehensive research university. It is one of the twelve public universities in Switzerland and is the only bilingual university, which offers full curricula in French and German. English is widely spoken and is the main language in most post-graduate programs.

Fribourg has a young and international population. University students make up one fourth of the population, making the city feel like one big campus. In 2019, the Times Ranking rated UniFR top 100 Best European Universities and top 100 in International Outlook category.



Fribourg is home to several well-known international companies including Cartier, Alcon, Nespresso etc. The Canton invests heavily in innovation and activities with high added value. Fribourg now has three technology clusters which offer their cutting-edge infrastructure and services to start-ups and high-tech firms. One of the technology parks 'Blue Factory' is situated next to the University of Fribourg.

Online Winter School 14-19 Feb 2021

Program

University of Fribourg brings to you two winter schools delivered entirely online in February 2021!

The program starts with a common course 'A brief introduction to Switzerland', where you get a holistic view of Switzerland through the lens of history, economics, social sciences supported by statistics and facts. You will meet and network with all participants on the first day.

For the following days, you could either select Winter School 1 which is focused on business, or you could select Winter School 2 which is focused on R Programming.

Winter School 1: International Business, Innovation and Entrepreneurship

You will understand strategies utilized in the communication and management of multi-national corporations, especially in the European context. You will study the fascinating innovation and entrepreneur scene in Switzerland that makes the country stand on top of the world innovation index for a decade.

Winter School 2: R Programming (2.5 ECTS*)

You will learn "R" in a boot-camp fashion. R is the free, open-source software widely used in the fields of data analytics and statistical computing. Curriculum includes the introduction to R (self-study), text analysis in R, predictive and causal machine learning in R. You shall be able to create a project work in R at the end of the course.

* Conditions apply in receiving the 2.5 ECTS.

No prerequisites are required for participating in the program.





Winter School 1: International Business, Innovation and Entrepreneurship

45 mins x 24 classes + group work

Sun 14 Feb

8:15 - 9:00

Presentation of UniFr

by International Office

9:15 - 11:30

Switzerland in a Nutshell

by lecturer from the Faculty of Humanities

Mon 15 Feb

8:15 - 9:45 /

Intercultural Business Communication

10:00 - 11:30

by professor of intercultural management

Tue 16 Feb

8:15 - 9:45 /

Management in Multi-National Corporation

10:00 - 11:30

by professor of international business

Wed 17 Feb

8:15 - 9:45 /

Innovation in Switzerland

10:00 - 11:30

by professor of Strategic Entrepreneurship

Thu 18 Feb

8:15 - 9:45 /

Entrepreneurship in Switzerland

10:00 - 11:30

by professor of Strategic Entrepreneurship

Fri 19 Feb

8:15 - 9:15

Assignment Presentation by Group

9:30 - 10:30

Start-up Virtual Visit

10:45 - 11:30

Closing, Certificate Awarding

Teaching will be via a mainstream online platform.

Timetable is subject to change, time indicated is Swiss time (GMT+1), in China / Malaysia (GMT+8),

in Japan / Korea (GMT+9)

Price: 500 CHF

At the end of the course:

- Certificate of Participation issued by the University of Fribourg

Condition:

- Full attendance

Winter School 2: R Programming

45 mins x 39 classes + self-study

Sun 14 Feb

8:15 - 9:00

Presentation of UniFr

by International Office

9:15 - 11:30

Switzerland in a nutshell

by lecturer from the Faculty of Humanities

Before the course starts

Mandatory
self-study

Introduction to R

with the provided slides and exercises

Self-study the fundamentals of R and RStudio: how different variable types and data structures are treated and stored in "R", how to read raw data into "R" and how to prepare the data for analyses.

Mon 15 Feb - Wed 17 Feb

45 mins x 7 classes

x 3 days

Text Analysis in R ([syllabus](#))

by Dr. Helge Liebert

This course teaches methods to process and analyze unstructured data, focusing on text and web data.

Thu 18 Feb - Fri 19 Feb

45 mins x 7 classes

x 2 days

Predictive and Causal Machine Learning in R ([syllabus](#))

by Prof. Martin Huber

This course discusses the assumptions, intuition and usefulness of machine learning for forecasting and causal analysis; various algorithms and their application for forecasting and causal analysis.

Teaching will be via a mainstream online platform.

Timetable is subject to change, time indicated is Swiss time (GMT+1), in China / Malaysia (GMT+8),

in Japan / Korea (GMT+9)

Price: 700 CHF

At the end of the course:

- Certificate of Participation issued by the Faculty of Management, Economics and Social Sciences, University of Fribourg
- 2.5 ECTS (check with your home university for ECTS transfer)

Conditions:

- Full attendance for the Certificate
- Successful project work for the ECTS





Inquiry:

University of Fribourg
International Relations Office
Yuli Wang (Vanessa)
Av. de l'Europe 20
1700 Fribourg, Switzerland

international-shortstudy@unifr.ch