Online Winter School
7 - 11 February, 2022

Winter School 1:

International Business,
Innovation & Entrepreneurship

Winter School 2:

Python for Data Analytics &
Machine Learning

BA/MA/PhD Students with English
proficiency, no prerequisite required
Register here before 7 January 2022

UNIVERSITY OF FRIBOURG
INTERNATIONAL RELATIONS OFFICE
AV. DE L´EUROPE 20, CH-1700 FRIBOURG

SINOGLADE
INTERNATIONAL CONSULTING SA
CH - 1722 BOURGUILLON

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. The Times Higher Education Ranking rates 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 of Fribourg 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 7-11 Feb 2022

The program starts with a common course Switzerland in a Nutshell, you will acquire a deep understanding of Switzerland through the lens of humanities and social sciences. You will meet and network with all participants on the first day.

In the next three days, you could select from one of the two Winter Schools:

Winter School 1:
International Business, Innovation & Entrepreneurship

You will understand the reasons that keep Switzerland on top of the Global Innovation Index; you will be introduced to the entrepreneurship phenomenon and approaches towards it from different sectors. You will team up with others for a group work to present on the last day of the week.

You will also be exposed to basics in the operation of multinational corperations, then learn what is marketing, the ingredients in marketing mix, and its power across geographic boarders.

Winter School 2:
Python for Data Analytics & Machine Learning (1.5 ECTS*)

As a beginner, you will be introduced to the programming language Python for data analytics, with a focus on predictive modeling.
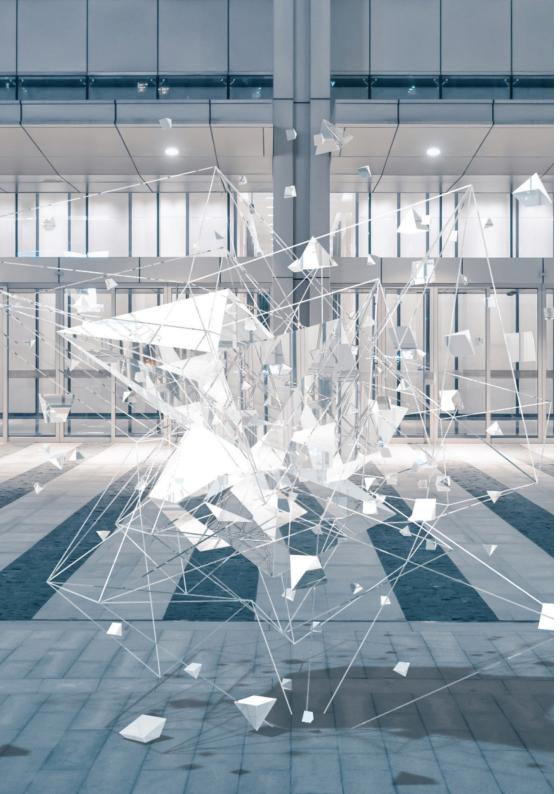
Second part unlocks how different machine learning algorithms work, and how they can be parameterized or modified to tune to a specific problem. Third part is a guide to deep learning in Python, which helps you discover the neural networks and Keras Python library. You will gain hands-on experience throughout the course.

*By successfully completing the project work, you will receive 1.5 ECTS.

On the last day, all participants gather again to refresh their knowledge on Switzerland and review the week's highlights. The Winter School will close in a special certificate awarding ceremony.

Disclaimer: The course is taught by faculty members of the University of Fribourg, organized by the International Relations Office of Unifr, in collaboration with Sinoglade International Consulting SA.

Winter School 1:
International Business, Innovation & Entrepreneurship

23 classes x 45 mins + group work

Mon 7 Feb 2022

8:00 - 8:45	**Welcome & Presentation of the University of Fribourg**
	by the organizer
8:45 - 9:45	**Switzerland in a Nutshell**
10:00 - 12:00	by a lecturer from the Faculty of Humanities

Tue 8 Feb 2022

8:00 - 9:45	**Innovation & Entrepreneurship**
10:00 - 12:00	by Prof. Emmanuelle Fauchart, Chair of Strategic Entrepreneurship
	Faculty of Management, Economics & Social Sciences

Wed 9 Feb 2022

8:00 - 9:45	**Management in Multinational Corporations**
10:00 - 12:00	by Prof. Dirk Morschett, Chair of International Management
	Faculty of Management, Economics & Social Sciences

Thu 10 Feb 2022

8:00 - 9:45	**International Marketing**
10:00 - 12:00	by Prof. Olivier Furrer, Chair of Marketing
	Faculty of Management, Economics & Social Sciences

Fri 11 Feb 2022

8:00 - 9:45	**Group work presentation**
	by Prof. Emmanuelle Fauchart, Chair of Strategic Entrepreneurship
	Faculty of Management, Economics & Social Sciences
10:00 - 11:00	**Switzerland and You**
	by the organizer
11:15 - 12:00	**Closing ceremony**
	by the organizer

Shared program for all Winter School participants
Platform is MS Teams ; Time indicated is CET, UK is CET-1, China is CET+7

Price: 500 CHF
Issued at the end of the course:
· Certificate of Participation to the Online Winter School
Conditions:
· Full attendance
· Participation in the group work

Winter School 2: Python for Data Analytics & Machine Learning

28 classes x 45 mins + project work

Mon 7 Feb 2022

8:00 - 8:45	**Welcome & Presentation of the University of Fribourg**
	by the organizer
8:45 - 9:45	**Switzerland in a Nutshell**
10:00 - 12:00	by a lecturer from the Faculty of Humanities

Tue 8 Feb 2022

8:30 - 10:00	**Introduction to Python for Predictive Modeling**
10:30 - 12:00	Syllabus
13:30 - 15:00	by Dr. Christian Kauth, Dept. of Computer Science
15:30 - 16:30	Faculty of Management, Economics & Social Sciences

Wed 9 Feb 2022

8:30 - 10:00	**Unboxing the Machine Learning Algorithms in Python**
10:30 - 12:00	Syllabus
13:30 - 15:00	by Dr. Christian Kauth
15:30 - 16:30	

Thu 10 Feb 2022

8:30 - 10:00	**Deep Learning with Python**
10:30 - 12:00	Syllabus
13:30 - 15:00	by Dr. Christian Kauth
15:30 - 16:30	

Fri 11 Feb 2022

10:00 - 11:00	**Switzerland and You**
	by the organizer
11:15 - 12:00	**Closing ceremony**
	by the organizer

Shared program for all Winter School participants
Platform is MS Teams ; Time indicated is CET, UK is CET-1, China is CET+7

Price: 650 CHF
Issued at the end of the course:
- Certificate of Participation to the Online Winter School
- 1.5 ECTS (please consult your home institution for the transfer of credit)

Conditions:
- Full attendance
- Successful completion of the project work

Inquiry:
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