About

This 10-day experience will explore economics and culture that make Switzerland possible. Our home base will be in Lugano at the campus of Franklin University Switzerland, an academic institution with dual university status in the United States and Switzerland.

Course Description

The course will have three dimensions: business, culture, and environment. We will visit Swiss companies anywhere in Switzerland’s three ethnic areas and in a variety of industries including banking, chocolate, watches, and cheese. You will learn about the Swiss business model and how all stakeholders and community play important roles in the business. Before we leave for Switzerland, we will read the book “Swiss Made” by R. James Breiding (ISBN 978-1846685866) to understand what makes Swiss business so unique and successful.

Faculty

Dr. Fabio Ambrosio, JD/LLM, CPA, Assistant Professor of Accounting - (253) 535-7160, ambrosfa@plu.edu.

Fabio worked in Switzerland for three years. He loved it so much that he has gone back to visit a couple dozen times and has traveled the country extensively. He is a native speaker of two of Switzerland’s three national languages (German and Italian) and maintains strong ties to the Swiss business community. Fabio’s love for Switzerland will be sure to create a great experience for the students!