



International  
**LOCATION**

Global  
**FOCUS**

**T** the  
**TAYLOR**  
**INSTITUTE**  
FOR GLOBAL ENTERPRISE MANAGEMENT  
FRANKLIN COLLEGE **SWITZERLAND**



World-wide  
**CONNECTIONS**



# Experience your **FUTURE NOW**

Business, government or non-profit sector: whatever you choose, you'll need a global perspective. Textbooks and classroom discussions alone are not enough.

The Taylor Institute for Global Enterprise Management offers you a degree program which immerses students in the world of international organizations from day one. Prepare yourself for new challenges ahead, while you connect with and learn from leaders who work across borders and cultures. Experience your future now at The Taylor Institute.



## Immerse yourself in a **CULTURAL EPICENTER**

Palm trees in Switzerland? Welcome to our home in Lugano. Here you will have a graduate school experience like no other. It's one thing to learn the principles of international management; it's another to examine them first hand in a multi-cultural, international environment. Located on the Italian border, the food, language and architecture are distinctly Mediterranean. You can take a trip to the French part of Switzerland, home of the International Olympic Committee, Nestle and countless international organizations. Or go an hour north towards Zurich, and you will find yourself in German-speaking Alpine valleys. Located in the center of Europe, Switzerland and the Swiss have always welcomed guests from around the world.

Lugano is the 3rd largest financial center in Switzerland, in close proximity to Geneva and Zurich



Lugano is a small city, easy to get around in, yet offering a cosmopolitan lifestyle and one of the highest standards of living in the world



Lugano is located only one hour from the banking and fashion industries of Milan, Italy, and just a couple hours more from the art and luxury of Venice and Florence



Ski the Alps in the winter, and enjoy swimming and boating on Lake Lugano in the summer

# Reach your **POTENTIAL**

Today's international organizations require a new breed of leader, one who not only understands the techniques of international business, but also builds bridges across multiple cultures and borders. The Master of Science in International Management curriculum is the result of extensive research into current needs in the marketplace, combined with insights from the international business leaders who seek to hire our graduates. The program consists of an intense, one-year curriculum including a two-month internship, which will expand your personal limits. The Taylor Institute provides a supportive atmosphere, with a highly involved faculty and practical experience to equip you to achieve your professional goals.

Drawing on forty years of international education at Franklin College, The Taylor Institute believes in an interdisciplinary approach that develops a graduate's ability to see the big picture and to solve problems that are not easily defined. We also focus on developing all of the skills that graduates need to lead, such as public speaking, critical thinking, team building, and the importance of character.

## Connect with the **INTERNATIONAL BUSINESS** community

At The Taylor Institute, theory meets practice with the help of an involved international business community. Business leaders provide graduates with an insider's perspective from their own experience on a wide variety of topics during weekly seminars. They not only serve as executives-in-residence, but also work one-on-one with students to develop a customized internship experience designed around a graduate's interests and the needs of the organization. Through academic travel, students will experience the unique problems and situations inherent to international organizations that they will join upon graduation.

- ▶ Students view theory in practice through case studies and weekly guest lectures led by business leaders, an annual symposium for business leaders, and academic travel to foreign companies
- ▶ Internships are customized to each student's professional interests with the help of mentors in the business community
- ▶ Close relationships with business leaders help graduates move directly into rewarding career paths



An intensive one-year curriculum enables a rapid transition into the international business community



Our student to faculty ratio of 4:1 fosters closer communication and more support



An interdisciplinary focus provides graduates with a broader perspective and an ability to solve complex problems



Group study and team challenges provide opportunities for cross-cultural team building and practical leadership experience



THE TAYLOR INSTITUTE  
FOR GLOBAL ENTERPRISE MANAGEMENT



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