

# Timetable for MA in Management, MA in Accounting & Finance, MA in Marketing, MA International and European Business

## Spring 2025

**Bold: Core Courses**

Spring 2025	Monday		Tuesday			Wednesday			Thursday			Friday	
8.00 h	Digital Commerce in B2C and B2B Markets <b>(DIG, MAR)</b> 4.5 ECTS	Vereine und Stiftungen (NPO-SUST) 5 ECTS	Financial Statement Analysis <b>(ACC)</b> 4.5 ECTS	Méthodes de classification <b>(DAT)</b> 4.5 ECTS	Corporate Social Responsibility and Social Impact (NPO-SUST, <b>COM</b> ) 3 ECTS	Projektseminar Controlling <b>(ACC)</b> 4.5 ECTS	Lecture Business Communication and Strategic Communication Management <b>(COM)</b> 4.5 ECTS	Performance Measurement in Nonprofit Organisations <b>(NPO-SUST, ACC)</b> 4.5 ECTS	Auditer l'organisation <b>(OMHR)</b> 4.5 ECTS	Digital Economy (DIG) 4.5 ECTS	11 x Customer-centric Innovation <b>(INNO-ENT)</b> 4.5 ECTS	10 - 13 h International Finance* (EUGB, <b>FIN</b> ) 4.5 ECTS	
9.00 h					Communication, organisation et transformation dig (DIG, <b>COM</b> ) 3 ECTS								
10.00 h													
11.00 h	Microeconomics of Competitiveness (MOC) <b>(STR, EUGB)</b> 4.5 ECTS	Focal Firms and SMEs... <b>(STR, EUGB)</b>	Entreprenariat <b>(INNO-ENT)</b> 4.5 ECTS	Social media analytics <b>(DAT)</b> 5 ECTS	12-16 h Industrial Organization (STR, OMHR) 4.5 ECTS	Advanced Topics in Decision Support (STR) 4.5 ECTS	Project Seminar: Finance with R <b>(DAT, FIN)</b> 4.5 ECTS	Strategische Neuausrichtung einer NPO D/F (NPO-SUST) 4.5 ECTS	Product and Price Management <b>(MAR)</b> 4.5 ECTS	Introduction à la gestion des organisations à but non lucratif et à l'entrepreneuriat social (NPO-SUST) 3 ECTS	Advanced Project Management & Outsourcing (STR, DIG) 4.5 ECTS	13-15 h Séminaire Master : Digitalisation et communication <b>(COM)</b> 3 ECTS	Colloquium Research Methodology and Data Analysis: Research Methodology Part
12.00 h													
13.00 h													
14.00 h	Machine learning UE-SIN.08022 <b>(DAT)</b> 5 ECTS	Focal Firms and SMEs in Global Value Chains <b>(STR, EUGB)</b> 4.5 ECTS	The audit profession and the public interest (ACC, Tax & Audit) 4.5 ECTS					Intercultural Business Projects (STR, EUGB) 4.5 ECTS	Marketing Interculturel <b>(MAR, EUGB)</b> 4.5 ECTS	Ethical Leadership and Organisational Ethical Culture (OMHR, NPO-SUST) 4.5 ECTS	10 x Leadership styles, contexts and success factors <b>(INNO-ENT, OMHR, NPO-SUST)</b> 4.5 ECTS		
15.00 h													
16.00 h													
17.00 h													
18.00 h						Colloquium Research Methodology and Data Analysis: Data Analysis Part		17-20 h Big Data Methods <b>(DAT, DIG)</b> 4.5 ECTS					
19.00 h													

Bachelor course: MAN08E: Strategic Management (STR) 4.5 ECTS Mon 8-11 h

Bachelor course: MAN08F: Management stratégique (STR) 4.5 ECTS Mon 13-16 h

\*The course "International Finance" will be moved from fall semester 2024 to spring semester 2025 in place of the course "Empirical Finance" because of a sabbatical; a similar course is offered every year at the University of Bern.

Block course: Advanced Seminar in Strategic International Management (STR, DIG, EUGB) 4.5 ECTS, Tuesdays 25.02. & 06.05.2025, 17-19- h; Thursday 22.5. & Fri 23.5.2025, 8-18 h

Block course: Cases in Accounting (ACC) 4.5 ECTS - this course is not yet published!

Block course: Intégration européenne (EUGB) 4.5 ECTS, 10.-14.02.2025

Block course: Machine Learning (UE-SBL.30002) (DAT) 5 ECTS

Block course: Winning Consulting Projects (STR, OMHR) 3 ECTS, 2 Fri afternoons (14. & 28.03.2024) & 3 Saturdays (15. & 29.03, 12.04.2024)

This timetable is not not binding. In some cases, courses may not be continued, postponed or day and time might change. But instead, new courses might be added. For details please see the timetable of the University:

<https://www.unifr.ch/timetable>

If a course is a core course, the Modul is marked in bold. At least 2 core courses have to be accomplished for each **selected** module.