

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

Spring 2024

Spring 2024	Monday		Tuesday		Wednesday		Thursday			Friday			
8.00 h													
9.00 h	Digital Commerce in B2C and B2B Markets (DIG, MAR) 4.5 ECTS		Théorie de l'information comptable (ACC) 4.5 ECTS		Management control systems (ACC) 4.5 ECTS	International Services Marketing (EUGB, MAR) 4.5 ECTS	Marketing Durable (MAR; NPO-SUST) 4.5 ECTS	Compétences managériales (OMHR) 4.5 ECTS	Network Science & Economics (DIG) 4.5 ECTS	Organisational Change and Crisis Management in Nonprofit Organisations (NPO-SUST, OMHR) 4.5 ECTS	Corporate Governance (FIN, ACC) 4.5 ECTS	11x Customer-centric Innovation (INNO-ENT) 4.5 ECTS	
10.00 h													
11.00 h	Transnational Enterprises in Global	Microeconomics of Competitiveness (MOC) (STR, EUGB) 4.5 ECTS		Communication, organisation et transformation dig (DIG) 3 ECTS					Collaborative Value Creation in Ecosystems (STR, DIG, INNO-ENT) 4.5 ECTS	Colloquium Research Methodology and Data Analysis: Research Methodology Part (MA MAR)			
12.00 h													
13.00 h			Nouveaux trends de l'innovation (DIG, INNO-ENT, MAR) 4.5 ECTS		Digitalization and Information Systems (DIG) 4.5 ECTS	Strategische Neuausrichtung einer NPO bilingue D/F (NPO-SUST) 4.5 ECTS	Introduction à la gestion des organisations à but non lucratif et à l'entrepreneuriat social (NPO-SUST) 3 ECTS	6 Thursdays, 11.15-18.00 h (22.02., 29.02., 07.,14., 21. & 28.03.2024)				Leadership styles, contexts and success factors 10 x (OMHR, INNO-ENT, NPO-SUST) 4.5 ECTS	
14.00 h													
15.00 h	Transnational Enterprises in Global Society (EUGB) 4.5 ECTS	Machine learning Cudré-Mauroux (DAT) 5 ECTS		Digital Commerce in B2C and B2B Markets (DIG, MAR) exercises - 7 times	Advanced Topics in Decision Support (STR) 4.5 ECTS	Business Valuation (former: Unternehmensbewertung) (FIN) 4.5 ECTS	Business Ethics and Corporate Social Responsibility (OMHR, NPO-SUST) 4.5 ECTS						
16.00 h													
17.00 h													
18.00 h					Colloquium Research Methodology and Data Analysis: Data Analysis Part (MA MAR)								

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

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

Block course: Advanced Seminar in International and European Business (INNO-ENT, DIG, EUGB) 4.5 ECTS, Mon 26.02. 17-19- h, Thu 23.05. 8-18 h, Fri 24.05.2024, 8-18 h

Block course: Cases in Accounting (ACC) 4.5 ECTS - **Sorry, this course had to be postponed !**

Block course: Intégration européenne (EUGB) 4.5 ECTS, 12.-16.02.2024, 8-17 h

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

Block course: Winning Consulting Projects (STR) 3 ECTS, 2 Fri afternoons & 3 Saturdays

*This timetable is 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.*