

BeNeFri Management course list for the academic year 2019/20

Course	University	Module	Creditable at University of Fribourg	Equivalent at University of Fribourg	Blocked courses at University of Fribourg during further studies
Grundprinzipien des Consumer Behavior	Bern	MAR	Yes		
Marketingforschung	Bern	MAR	Yes		
Forschungsseminar Consumer Behavior	Bern	MAR	Yes		Consumer Research
R Bootcamp	Bern	AUT	Yes		
Nachhaltiges Verhalten mit sozialwissenschaftlichen Ansätzen verstehen und unterstützen	Bern	GMT	Yes		
B2B Marketing	Bern	MAR	Yes		International B2B Marketing
Nachhaltiges Verhalten verstehen und unterstützen	Bern	GMT/MAR	Yes		
Nachhaltiges Konsumentenverhalten fördern: Von der Konzeption bis zur Evaluation von Interventionen in der Praxis	Bern	MAR	Yes		
Richtig empirisch arbeiten - Replikationen, Reproduzierbarkeit und Open Science	Bern	AUT	Yes		
Product and Price Management	Bern	MAR	Yes		Product and Price Management
Communications and Sales Management	Bern	MAR	Yes		Communication Marketing
International Marketing	Bern	MAR	No	European Marketing	European Marketing
Research Seminar Marketing	Bern	MAR	Yes		
Projektseminar	Bern	MAR	No	Travail de bachelor	
International Consumer Behavior	Bern	EUGB/MAR	Yes		
Corporate Brand Management 1	Bern	MAR	Yes		
Customer-Centric Digitalization	Bern	MAR/DIG	Yes		
Corporate Strategy	Bern	STR	Yes		
Seminar in Management	Bern	GMT	Yes		
Entrepreneurship / KMU I: Ein Unternehmen starten / Best Practice	Bern	GMT	No	Introductory course in entrepreneurship (BACH) and Entreprenariat (MAST)	
Being an Entrepreneur	Bern	GMT	Yes		Esprit et création d'entreprises (PHD)Advanced Entrepreneurship
Business Research	Bern	GMT	Yes		
Seminar in Management	Bern	GMT	Yes		
Entrepreneurship / KMU II: Einführung Mergers & Acquisitions / Case Studies	Bern	GMT	Yes		
Corporate Development	Bern	GMT	Yes		
Corporate Entrepreneurship	Bern	GMT	Yes		
Change Management	Bern	GMT/OHRM	Yes		
Advanced Organization I	Bern	OHRM/GMT	Yes		
Advanced Organization II	Bern	OHRM/GMT	Yes		
International Human Resource Management (formerly intercultural HRM)	Bern	OHRM/EUGB	No	Intercultural Management	
Management von Familienunternehmen	Bern	OHRM/GMT	Yes		
Personalmanagement	Bern	OHRM	No	Overlaps with BA courses	
Seminar Management von Familienunternehmen	Bern	OHRM/GMT	Yes		
Using Simulation Analysis for Enhanced Managerial Decision-Making and Cost Control	Bern	GMT/AUT/DIG	Yes		Advanced Managerial Accounting
Seminar Organizational Field Experiments	Bern	OHRM/GMT	Yes		
Seminar Organisationspraxis	Bern	OHRM/GMT	Yes		
Seminar Personalmanagement	Bern	OHRM/GMT	Yes		
Seminafelxperimente zu Nachhaltigkeit in Organisationen	Bern	OHRM/GMT	Yes		
Unternehmensethik	Bern	OHRM/GMT	No	Business Ethics and Corporate Social Responsibility (Gonin);	
Evidenced-based Management	Bern	OHRM/GMT	Yes		
Marketing Management	Neuchâtel	MAR	No		
Strategic Management	Neuchâtel	STR/GMT	No		
Méthodes quantitatives pour managers	Neuchâtel	AUT	No		
Analyse économique pour managers	Neuchâtel	GMT	No		
Operations Management	Neuchâtel	GMT/BINF	No		
Human Resource Management and Leadership	Neuchâtel	OHRM/GMT	No		
Enjeux des systèmes d'information	Neuchâtel	GMT/BINF	No		
Customer Relationship Management	Neuchâtel	MAR	No	Customer orientation and complaint management	
Machine Learning	Neuchâtel	AUT/DIG	No		
Global Corporate Governance and Ethics	Neuchâtel	GMT/FIN/ACC/EUGB	No		
Le marketing social pour l'innovation sociale	Neuchâtel	GMT/MAR	Yes		
Global Innovation Management	Neuchâtel	GMT/EUGB	No		
Data Management	Neuchâtel	AUT/DIG	Yes		
Data Science for Business	Neuchâtel	AUT/DIG	Yes		
International Strategy	Neuchâtel	STR/EUGB	Yes		
Global Supply Chain Management	Neuchâtel	GMT/BINF	Yes		
Global Public Goods	Neuchâtel	EUGB	Yes		
Marketing and Globalization	Neuchâtel	MAR	No	European Marketing	
Développement de nouveaux produits	Neuchâtel	GMT	No		
Strategic Management of Technology & Innovation	Neuchâtel	GMT	Yes		
Culture, Human Resources and International Firms	Neuchâtel	OHRM/EUGB	No		
Le marketing social pour l'innovation sociale	Neuchâtel	MAR/AUT	Yes		
Marketing Analytics	Neuchâtel	MAR	Yes		
Business Analytics	Neuchâtel	GMT/AUT/DIG	Yes		
Méthodologie de la recherche en management	Neuchâtel	GMT	Yes		
Environmental and Resource Economics	Neuchâtel	GMT/AUT	Yes		
Social Policy	Neuchâtel	AUT	Yes		
Principes généraux de la propriété intellectuelle	Neuchâtel	GMT	Yes		
Changements sociaux et sociétés contemporaines	Neuchâtel	GMT	Yes		
Anthropologie thématique - TP la méthode ethnographique SELIN	Neuchâtel	AUT	Yes		
Seminar: Doing Research on International Business	Neuchâtel	EUGB/AUT	Yes		
Cours interdisciplinaires sur les théories de l'innovation	Neuchâtel	GMT	Yes		
Séminaire interdisciplinaire en innovation	Neuchâtel	GMT	Yes		
Accompagnement d'un projet d'entreprise	Neuchâtel	GMT	Yes		
propriété intellectuelle (sans procédure)	Neuchâtel	AUT	Yes		
Anthropologie thématique - Une anthropologie politique de la nature: ONG, réseaux et mouvements sociaux environnementaux	Neuchâtel	AUT	Yes		
Competition Law and Policy	Neuchâtel	AUT	Yes		
Legal Aspects of Swiss Company Law in an Innovative Perspective	Neuchâtel	GMT	Yes		
Séminaire de recherche innovation, économie et société	Neuchâtel	GMT/AUT	Yes		
Rédaction de contrats	Neuchâtel	GMT	Yes		
Political Economy	Neuchâtel	AUT	Yes		
Anthropologie thématique: Environment and agri-food systems	Neuchâtel	AUT	Yes		
Biotechnologies et environnement juridique des sciences de la vie	Neuchâtel	AUT	Yes		
Créativités: se représenter et produire des nouveautés	Neuchâtel	GMT	Yes		
Circulation du capital: Approches critiques de la mondialisation II	Neuchâtel	EUGB	Yes		
International Monetary System	Neuchâtel	AUT	Yes		
European Intellectual Property Law	Neuchâtel	EUGB	Yes		
Droit du travail approfondi	Neuchâtel	AUT	Yes		
Propriété intellectuelle et technologies de l'information et de la communication	Neuchâtel	AUT	Yes		
Digital innovation	Neuchâtel	DIG	No	Digitale (R)evolution – Umbruch & Kontinuität	