

Semester	Course	Professors	Credits	Specializations						
				International	Marketing	OB	Technology	Strategy	No spec.	
4.1 (2011)	Advanced Corporate Finance	N. Tuchschnid	6	ES	E	E	E	E	E	
4.1 (2011)	Advanced Managerial Accounting and Control Systems	E. Cauvin	6	E	E	E	E	E	E	
4.1 (2011)	Advanced Operations Management	S. De Treville	6	ES	E	E	E	E	E	
4.1 (2011)	Competitive Strategy	J-P Bonardi	6	E	E	E	E	CS	E	
4.1 (2011)	International Marketing and Seminar	J-C Usunier	6	ES	CS	E	E	E	E	
4.1 (2011)	Management Science	J. Marewski J. Woike	6	E	E	ES	E	E	E	
4.1 (2011)	Organizational Theory & Decision Making	Ch. Zehnder	6	E	E	CS	E	E	E	
	<b>Every student needs to select 5 of the 7 courses; these 5 selected courses then become compulsory</b>									
4.2 (2012)	Brand Management	S. Czellar	3	E	ES	E	E	E	E	
4.2 (2012)	Corporate Strategy (compulsory registration)	X. Castaner	6	ES	E	E	E	CS	E	
4.2 (2012)	Cross-Cultural Management	J. Dietz	6	ES	E	ES	E	E	E	
4.2 (2012)	Distribution Management	T. Eckardt	3	E	ES	E	E	E	E	
4.2 (2012)	Droit des sociétés, partie spéciale	L. Urben	3	E	E	E	E	E	E	
4.2 (2012)	Economics of Innovation (EPFL)	D. Forray	4	E	E	E	ES	ES	E	
4.2 (2012)	E-marketing	B. Müller	3	E	ES	E	E	E	E	
4.2 (2012)	Emerging Markets	O. Cadot	6	ES	E	E	E	E	E	
4.2 (2012)	Fashion and Luxury Management	F. Leclerc	3	E	ES	E	E	E	E	
4.2 (2012)	Group Processes	N. Roulin	6	E	E	CS	E	E	E	
4.2 (2012)	Industry Dynamics, Models & Trends (EPFL)	M. Finger	4	E	E	E	ES	ES	E	
4.2 (2012)	Leadership Development	J. Antonakis	3	E	E	CS	E	E	E	
4.2 (2012)	Management des Connaissances et performance d'entreprise	M. Wentland	6	E	E	E	ES	ES	E	
4.2 (2012)	Professional Development	M. Fiori	3	E	E	ES	E	E	E	
4.2 (2012)	Project Management and Outsourcing	P. Bienz	6	ES	E	E	ES	ES	E	
4.2 (2012)	Public Marketing	S. Henkel	3	E	ES	E	E	E	E	
4.2 (2012)	Quantitative methods and models in Marketing	F. Morhart	6	E	ES	E	E	E	E	
4.2 (2012)	R&D Management	P. Bonnal	6	E	E	E	CS	E	E	
4.2 (2012)	Règlement des nouvelles technologies	V. Junod	3	E	E	E	ES	E	E	
4.2 (2012)	Scientific Methods for Business	J. Khayesi	3	E	E	CS	E	E	E	
4.2 (2012)	Social Entrepreneurship	F. Hoos	3	E	ES	E	E	ES	E	
4.2 (2012)	Strategy Consulting	D. Lemaire	3	E	E	E	E	CS	E	
4.2 (2012)	Theories of Organisational Behaviour	J. Dietz	3	E	E	ES	E	E	E	

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				International	Marketing	OB	Technology	Strategy	No spec.
5.1 (2012)	Analytical and Intuitive Judgment	S. Hafenbraedl	3	E	E	ES	E	E	E
5.1 (2012)	Advanced Managerial Accounting and Control Systems	E. Cauvin	6	E	E	E	E	E	E
5.1 (2012)	Advanced Operations Management	S. De Treville	6	ES	E	E	E	E	E
5.1 (2012)	Behavioral Finance	L. Goette	3	E	E	ES	E	ES	E
5.1 (2012)	Business Ethics and Marketing	Vacat	6	E	ES	E	E		E
5.1 (2012)	Competing with China	M. Laperrouza	3	ES	E	E	E	ES	E
5.1 (2012)	Contrats internationaux	T. Steinmann	3	ES	E	E	E	E	E
5.1 (2012)	Corporate Social Responsibility	D. Philippe	6	E	E	E	E	CS	E
5.1 (2012)	Entrepreneurship and Strategy	J. Petty	3	E	E	E	ES	ES	E
5.1 (2012)	Experiments with people: Design and Analysis	C. White	6	E	E	ES	E	E	E
5.1 (2012)	Fiscalité internationale	R. Danon	3	ES	E	E	E	E	E
5.1 (2012)	Innovation Law	V. Junod	3	E	E	E	ES	E	E
5.1 (2012)	Innovation Management: between early detection and systematic creativity (EPFL)	P. Rossel	4	E	E	E	CS	E	E
5.1 (2012)	International Competitiveness	S. Garelli	6	ES	E	E	E	CS	E
5.1 (2012)	IT Strategy and IS Governance	D. Missonier	6	E	E	E	E	E	E
5.1 (2012)	Management Science	J. Marewski J. Woike	6	E	E	ES	E	E	E
5.1 (2012)	Managerial Decision Making	U. Hoffrage	3	E	E	CS	E	E	E
5.1 (2012)	Market Creation and entrepreneurial Marketing	O. Merlo	3	E	ES	E	E	E	E
5.1 (2012)	Négociation d'affaires	J-C Usunier	6	E	ES	ES	E	E	E
5.1 (2012)	Normes comptables internationales (IFRS)	B. Raffournier	3	ES	E	E	E	E	E
5.1 (2012)	Politique de prix	J.-M. Ferrandi	3	E	ES	E	E	E	E
5.1 (2012)	Séminaire de marketing appliqué	G. Cestre	6	E	ES	E	E	E	E
5.1 (2012)	Strategic Mark. & Techn.Commercialization (EPFL)	B.Durisin	4	E	E	E	ES	E	E
5.1 (2012)	Supply Chain Management and its latest Trends	A-P Hameri	6	ES	E	E	ES	E	E
5.1 (2012)	Technology & Innovation Management (EPFL)	J. Petty	4	E	E	E	CS	ES	E
5.1 (2012)	<del>Technology Strategy &amp; Corporate Entrepreneurship (EPFL)</del>	<del>A. Wadhwa</del>	<del>4</del>	<del>E</del>	<del>E</del>	<del>E</del>	<del>CS</del>	<del>ES</del>	<del>E</del>
5.1 (2012)	Unethical Decision Making	U. Hoffrage G. Palazzo	6	E	E	ES	E	ES	E
5.1 (2012)	Venturelab (EPFL)	-	6	E	E	E	ES	E	E

C= compulsory

CS= compulsory (counts for the specialization)

E= elective (does NOT count for the specialization)

ES= elective (counts for the specialization)