

Modul II: *Economics of Markets and Organizations*

Title	Language	ECTS	Lecturer
Digital Economy (EEP.00350) not taught Spring 2027	E	4.5	Berno Büchel
Märkte und Strategien (EEP.00332)	D	4.5	Berno Büchel
Network Science & Economics (EEP.00328)	E	4.5	Berno Büchel
Advanced Microeconomics (EEP.00495)	E	6.0	Berno Büchel & Holger Herz
Industrial Organisation (EEP.00323)	E	4.5	Holger Herz
Behavioral Economics (EEP.00354)	E	4.5	Holger Herz
Organisational Economics (EEP.00518)	E	4.5	Holger Herz
Microeconomics of Competitiveness (EEP00095)	E	4.5	Philippe Gugler
Politiques des Marchés et de la Concurrence (EEP00098)	F	4.5	Philippe Gugler
Product and Price Management (EGE.00070)	E	4.5	Silke Bambauer-Sachse
Nouveaux trends de l'Innovation (EGE.00255)	F	4.5	Emmanuelle Fauchart
Advanced Entrepreneurship (EGE.00254)	E	4.5	Emmanuelle Fauchart
Management of Innovation (EGE.00271)	E	4.5	Emmanuelle Fauchart
Marketing Strategy (EGE.00107)	E	4.5	Olivier Furrer
Digital Value Creation (EGE.00452)	E	4.5	Michael Hilb
Corporate Governance (EGE.00016)	E	4.5	Dusan Isakov
Digital Commerce in B2C and B2B (EGE.00269)	E	4.5	Dirk Morschett
Developing an Innovation Strategy (EGE.00473)	E	4.5	Stephan Nüesch
Market Design and Platforms (only offered in Fall 2026) *	E	4.5	Giovanni Valvassori Bolgè
Organisation Behavior (EGE.00045)	E	4.5	von Wittich Daniel
Choice-Based Optimization and its Application to Revenue Management (EIG.00244)	E	4.5	Meritxell Pacheco Paneque

* Good alternative to course “Digital Economy” which is not taught in Spring 2027. Both can be validated.