

BeNeFri Management course list for the academic year autumn 2020 and 2021***

Course	University	Module	Creditable at University of Fribourg	Equivalent at UniFr in 2020-2021	Equivalent at UniFr in 2021-2022
Grundprinzipien des Consumer Behavior	Bern	MAR	Yes		
Marketingforschung	Bern	MAR	Yes		Consumer Research
Forschungsseminar Consumer Behavior	Bern	MAR	Yes		
R Bootcamp	Bern	AUT	Yes		
Nachhaltiges Verhalten mit sozialwissenschaftlichen Ansätzen	Bern	GMT	Yes		
B2B Marketing	Bern	MAR	Yes		International B2B Marketing (in SA 2022)
Google Ads seminar (DE)	Bern	MAR	Yes		
Nachhaltiges Verhalten verstehen und unterstützen	Bern	GMT/MAR	Yes		
Nachhaltiges Konsumentenverhalten fördern: Von der Konzeption	Bern	MAR	Yes		
Richtig empirisch arbeiten - Replikationen, Reproduzierbarkeit und	Bern	AUT	Yes		
Product and Price Management	Bern	MAR	No	Product and Price Management	
Communications and Sales Management	Bern	MAR	Yes		Communication Marketing
International Marketing	Bern	MAR/EUGB	No		European Marketing
Research Seminar Marketing	Bern	MAR	Yes		
Proseminar Marketing: Brand Management (DE)	Bern	MAR	No	Product and Price Management	
Projektseminar	Bern	MAR	No	Travail de bachelor	
International Consumer Behavior	Bern	EUGB/MAR	Yes		
Corporate Brand Management 1	Bern	MAR	No	Product and Price Management	
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 Entrepreneuriat (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	Bern	GMT	Yes		
Seminar: digital ecosystems and individuals (DE)	Bern	GMT			
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	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	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		
Seminar Feld Experimente zu Nachhaltigkeit in Organisationen	Bern	OHRM/GMT	Yes		
Seminar Management and Entrepreneurship (DE an Eng)	Bern	OHRM/GMT	Yes		Advanced entrepreneurship
Seminar Applied Business Analytics	Bern	OHRM/GMT	*Check BeNeFri list of MA in data		
Unternehmensethik	Bern	OHRM/GMT	No	Business Ethics and Corporate Social Responsibility	
Evidenced-based Management	Bern	OHRM/GMT	Yes		
Basis des E-Business	Bern	GMT/AUT/DIG	Yes		
Business process management (DE)	Bern	GMT/AUT	No	Overlaps with the Business Informatics I (Bachelor)	
Cases in information resource management (requirement: IRM in	Bern	AUT/DIG	Yes		
Data science for business applications	Bern	AUT/DIG	*Check BeNeFri list of MA in data		
E-Business and digital processes	Bern	GMT/AUT/DIG	Yes		
E-leadership: new and social media in HRM (DE)	Bern	GMT/AUT/DIG	Yes		
Information resource management	Bern	GMT	No	Overlaps with Information management (DE) in	
International management	Bern	GMT	No	Fundamentals of International Management	Fundamentals of International
Negotiating successfully	Bern	GMT	No	Business negotiation	
Quantitative methods in business administration (DE)	Bern	GMT	Yes		
Proseminar in quantitative methods in business administration (DE)	Bern	AUT/DIG	Yes		
Research seminar information management (DE)	Bern	AUT/DIG	*		
Understanding and supporting sustainable behavior (DE)	Bern	AUT	No		
Strategic Management	Neuchâtel	STR/GMT	No		
Méthodes quantitatives pour managers	Neuchâtel	AUT	No		
Analyse économique pour managers	Neuchâtel	GMT	No		

Marketing Management	Neuchâtel	GMT/MAR	No		
Operations Management	Neuchâtel	GMT/BINF	No		
Human Resource Management and Leadership	Neuchâtel	OHRM/GMT	No		
Managerial Finance	Neuchâtel	GMT/FIN	No	Overlaps with courses from the Chair of finance and	
Enjeux des systèmes d'information	Neuchâtel	GMT/BINF	No		
Business Game	Neuchâtel	GMT	Yes		
Customer Relationship Management	Neuchâtel	MAR	No	Customer orientation and complaint management	
Machine Learning	Neuchâtel	AUT/DIG	No	Bachelor course by P. Cudré-Mauroux	
Global Corporate Governance and Ethics	Neuchâtel	GMT/FIN/ACC/E	No		
Le marketing social pour l'innovation sociale	Neuchâtel	GMT/MAR	Yes		
Global Innovation Management	Neuchâtel	GMT/EUGB	No	Management of innovation	
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		
Marketing and Globalization	Neuchâtel	MAR	No		European Marketing
Développement de nouveaux produits	Neuchâtel	GMT	No	Overlaps with several MA courses in innovation	
Strategic Management of Technology & Innovation	Neuchâtel	GMT	No	Innovations- und Technologiemanagement + Innovation-led transformation of socio-technical systems: Strategic Niche Management + Management of innovation	Nouveaux trends de l'innovation
Global Innovation Management	Neuchâtel	GMT	Yes		
Culture, Human Resources and International Firms	Neuchâtel	OHRM/EUGB	Yes		
Marketing Analytics	Neuchâtel	MAR	Yes		
Business Analytics	Neuchâtel	GMT/AUT/DIG	Yes		
Méthodologie de la recherche en management	Neuchâtel	GMT	Yes		
Principes généraux de la propriété intellectuelle	Neuchâtel	GMT	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		
Legal Aspects of Swiss Company Law in an Innovative Perspective	Neuchâtel	GMT	Yes		
Séminaire de recherche innovation, économie et société	Neuchâtel	GMT/AUT	Yes		
Biotechnologies et environnement juridique des sciences de la vie	Neuchâtel	AUT	Yes		
Créativités: se représenter et produire des nouveautés	Neuchâtel	GMT	Yes		
European Intellectual Property Law	Neuchâtel	EUGB	Yes		
Propriété intellectuelle et technologies de l'information et de la	Neuchâtel	AUT	Yes		
Digital innovation	Neuchâtel	DIG	No	Digitale (R)evolution - Umbruch & Kontinuität	
International Negotiation	Neuchâtel	EUGB/GMT	Yes		
Innovation process	Neuchâtel	GMT	No	Management of innovation + Innovations- und	
Computational Thinking	Neuchâtel	AUT	*Check BeNeFri list of MA in data		
Programming	Neuchâtel	AUT	*Check BeNeFri list of MA in data		

*** Please note that this list is indicative and based on the information made available by the Universities of Berne and Neuchâtel. If students come across a course that is not listed they should write to the 'conseiller aux études' to check for equivalence.

* Requests concerning the recognition of ECTS-credits from other Universities can directly be sent to Ms. Achermann (chantal.achermann@unifr.ch)