



Academic year 2025-2026

Master in Management (MMG)

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Concentration Strategy and Entrepreneurship

Study Plan

1st semester (SA 2025-2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Essentials of Corporate Finance	Kueng	Core course for "First degree in economics or management"	6
Industrial Organization (Master in Management - 6 ects)	Jametti	Core course for "First degree in economics or management"	6
Financial Accounting (Management)	Seistrajкова	Core course for "First degree in any other subject"	3
Managerial Accounting	Seistrajкова	Core course for "First degree in any other subject"	3
Managerial Economics I	Masiero, Cavallini, Marcato	Core course for "First degree in any other subject"	6
Organizational Behavior (L.)	Lomi	Core course for "First degree in any other subject"; Core course for "First degree in economics or management"	6
Corporate Strategy (Master) A	Martignoni, Bettinazzi	Core course for "First degree in any other subject"; Core course for "First degree in economics or management"	6
Orthodox and Critical Perspectives in Marketing B	Visconti, Mendini	Core course for "First degree in any other subject"; Core course for "First degree in economics or management"	6

2nd semester (SP 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Advanced Corporate Strategy	Bettinazzi		3
Business Analytics	Pieper		3
Business Dynamics	Gonçalves		3
Entrepreneurship: Theory and Practice	Beck	Concentration Strategy and Entrepreneurship	3
Human Resources Management	Solari	Concentration Organization and Human	3

Resources Management		
Managerial Economics II	Fumagalli	3
Operations Management	Gonçalves	3
Research Methods I	Di Serio	6
Research Methods II	Dalpiaz	3

Elective courses (3 ECTS)	Lecturers	Tags	ECTS
ESG I: Corporate Governance	Nowak	Concentration Socially Responsible Management	3

3rd semester (SA 2026-2027)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
AI Literacy	Eicke		3
Academic Writing	Bostock		3
Applied Digital Entrepreneurship	Bizzozero, Flueckiger	Startup Track	3
Applied Social Entrepreneurship	Keim	Concentration Socially Responsible Management; Startup Track	3
Business Ethics	Seele	Concentration Socially Responsible Management	3
Business Plans and Business Models	Martignoni	Startup Track	3
Competitive and Market Intelligence	Martignoni	Concentration Strategy and Entrepreneurship	3
Corporate Social Responsibility	Seele	Concentration Socially Responsible Management	3
Data-Driven Decision Making	Di Serio, Nonis		3
Decision Making	Martignoni	Concentration Organization and Human Resources Management	3
Design Thinking	Spengler	Concentration Organization and Human Resources Management; Startup Track	3
Digital Challenges in Marketing and Big Data	Silchenko		3
Financial Accounting (Management)	Seistrajkova		3
Innovation	Munshi	Concentration Strategy and Entrepreneurship; Startup Track	3
International Business	Luger	Concentration Strategy and Entrepreneurship	3
Managerial Accounting	Seistrajkova		3
Managing Personal Networks	Pallotti		3
Negotiation	Mehta	Concentration Strategy and Entrepreneurship	3
Organizational Design and Change	Pallotti	Concentration Organization and Human Resources Management	3
Organizational Learning	Beck	Concentration Organization and Human Resources Management	3

Project Management	Bassi		3
Social Innovation	Spengler	Concentration Socially Responsible Management	3
Sustainable Management	Hoffmann	Concentration Socially Responsible Management	3
The Practice of Management	Langenmayr	Concentration Organization and Human Resources Management; Concentration Strategy and Entrepreneurship	3
Free-choice courses			
Elective courses			30
4th semester (SP 2027)			
Field Project			12
Thesis		Capstone work	18
Internship		Capstone work	18
Students have the possibility to obtain a major/minor in Concentration Strategy and Entrepreneurship upon completion of 18 ECTS of " Concentration Strategy and Entrepreneurship " tagged courses or activities.			
Students must acquire 18 ECTS of " Capstone work " tagged courses or activities from the 4th semester .			

Concentration Organization and Human Resources Management

Study Plan

1st semester (SA 2025-2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Essentials of Corporate Finance	Kueng	Core course for "First degree in economics or management"	6
Industrial Organization (Master in Management - 6 ects)	Jametti	Core course for "First degree in economics or management"	6
Financial Accounting (Management)	Seistrajкова	Core course for "First degree in any other subject"	3
Managerial Accounting	Seistrajкова	Core course for "First degree in any other subject"	3
Managerial Economics I	Masiero, Cavallini, Marcato	Core course for "First degree in any other subject"	6
Organizational Behavior (L.)	Lomi	Core course for "First degree in any other subject"; Core course for "First degree in economics or management"	6
Corporate Strategy (Master) A	Martignoni, Bettinazzi	Core course for "First degree in any other subject"; Core course for "First degree in economics or management"	6
Orthodox and Critical Perspectives in Marketing B	Visconti, Mendini	Core course for "First degree in any other subject"; Core course for "First degree in economics or management"	6

2nd semester (SP 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Advanced Corporate Strategy	Bettinazzi		3
Business Analytics	Pieper		3
Business Dynamics	Gonçalves		3
Entrepreneurship: Theory and Practice	Beck	Concentration Strategy and Entrepreneurship	3
Human Resources Management	Solari	Concentration Organization and Human Resources Management	3
Managerial Economics II	Fumagalli		3
Operations Management	Gonçalves		3
Research Methods I	Di Serio		6
Research Methods II	Dalpiaz		3

Elective courses (3 ECTS)	Lecturers	Tags	ECTS
ESG I: Corporate Governance	Nowak	Concentration Socially Responsible Management	3

3rd semester (SA 2026-2027)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
AI Literacy	Eicke		3
Academic Writing	Bostock		3
Applied Digital Entrepreneurship	Bizzozero, Flueckiger	Startup Track	3
Applied Social Entrepreneurship	Keim	Concentration Socially Responsible Management; Startup Track	3
Business Ethics	Seele	Concentration Socially Responsible Management	3
Business Plans and Business Models	Martignoni	Startup Track	3
Competitive and Market Intelligence	Martignoni	Concentration Strategy and Entrepreneurship	3
Corporate Social Responsibility	Seele	Concentration Socially Responsible Management	3
Data-Driven Decision Making	Di Serio, Nonis		3
Decision Making	Martignoni	Concentration Organization and Human Resources Management	3
Design Thinking	Spengler	Concentration Organization and Human Resources Management; Startup Track	3
Digital Challenges in Marketing and Big Data	Silchenko		3
Financial Accounting (Management)	Seistrajikova		3
Innovation	Munshi	Concentration Strategy and Entrepreneurship; Startup Track	3
International Business	Luger	Concentration Strategy and Entrepreneurship	3
Managerial Accounting	Seistrajikova		3
Managing Personal Networks	Pallotti		3
Negotiation	Mehta	Concentration Strategy and Entrepreneurship	3
Organizational Design and Change	Pallotti	Concentration Organization and Human Resources Management	3
Organizational Learning	Beck	Concentration Organization and Human Resources Management	3
Project Management	Bassi		3
Social Innovation	Spengler	Concentration Socially Responsible Management	3
Sustainable Management	Hoffmann	Concentration Socially Responsible Management	3
The Practice of Management	Langenmayr	Concentration Organization and Human Resources Management; Concentration Strategy and Entrepreneurship	3
Free-choice courses		Elective courses	30
4th semester (SP 2027)			

Field Project		12
Thesis	Capstone work	18
Internship	Capstone work	18

Students have the possibility to obtain a major/minor in **Concentration in Organization and Human Resources Management** upon completion of **18 ECTS** of "**Concentration Organization and Human Resources Management**" tagged courses or activities.

Students must acquire **18 ECTS** of "**Capstone work**" tagged courses or activities from the **4th semester**.

Concentration Socially Responsible Management

Study Plan

1st semester (SA 2025-2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Essentials of Corporate Finance	Kueng	Core course for "First degree in economics or management"	6
Industrial Organization (Master in Management - 6 ects)	Jametti	Core course for "First degree in economics or management"	6
Financial Accounting (Management)	Seistrajкова	Core course for "First degree in any other subject"	3
Managerial Accounting	Seistrajкова	Core course for "First degree in any other subject"	3
Managerial Economics I	Masiero, Cavallini, Marcato	Core course for "First degree in any other subject"	6
Organizational Behavior (L.)	Lomi	Core course for "First degree in any other subject"; Core course for "First degree in economics or management"	6
Corporate Strategy (Master) A	Martignoni, Bettinazzi	Core course for "First degree in any other subject"; Core course for "First degree in economics or management"	6
Orthodox and Critical Perspectives in Marketing B	Visconti, Mendini	Core course for "First degree in any other subject"; Core course for "First degree in economics or management"	6

2nd semester (SP 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Advanced Corporate Strategy	Bettinazzi		3
Business Analytics	Pieper		3
Business Dynamics	Gonçalves		3
Entrepreneurship: Theory and Practice	Beck	Concentration Strategy and Entrepreneurship	3
Human Resources Management	Solari	Concentration Organization and Human Resources Management	3
Managerial Economics II	Fumagalli		3
Operations Management	Gonçalves		3
Research Methods I	Di Serio		6
Research Methods II	Dalpiaz		3

Elective courses (3 ECTS)	Lecturers	Tags	ECTS
ESG I: Corporate Governance	Nowak	Concentration Socially Responsible Management	3

3rd semester (SA 2026-2027)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
AI Literacy	Eicke		3
Academic Writing	Bostock		3
Applied Digital Entrepreneurship	Bizzozero, Flueckiger	Startup Track	3
Applied Social Entrepreneurship	Keim	Concentration Socially Responsible Management; Startup Track	3
Business Ethics	Seele	Concentration Socially Responsible Management	3
Business Plans and Business Models	Martignoni	Startup Track	3
Competitive and Market Intelligence	Martignoni	Concentration Strategy and Entrepreneurship	3
Corporate Social Responsibility	Seele	Concentration Socially Responsible Management	3
Data-Driven Decision Making	Di Serio, Nonis		3
Decision Making	Martignoni	Concentration Organization and Human Resources Management	3
Design Thinking	Spengler	Concentration Organization and Human Resources Management; Startup Track	3
Digital Challenges in Marketing and Big Data	Silchenko		3
Financial Accounting (Management)	Seistrajikova		3
Innovation	Munshi	Concentration Strategy and Entrepreneurship; Startup Track	3
International Business	Luger	Concentration Strategy and Entrepreneurship	3
Managerial Accounting	Seistrajikova		3
Managing Personal Networks	Pallotti		3
Negotiation	Mehta	Concentration Strategy and Entrepreneurship	3
Organizational Design and Change	Pallotti	Concentration Organization and Human Resources Management	3
Organizational Learning	Beck	Concentration Organization and Human Resources Management	3
Project Management	Bassi		3
Social Innovation	Spengler	Concentration Socially Responsible Management	3
Sustainable Management	Hoffmann	Concentration Socially Responsible Management	3
The Practice of Management	Langenmayr	Concentration Organization and Human Resources Management; Concentration Strategy and Entrepreneurship	3
Free-choice courses		Elective courses	30
4th semester (SP 2027)			

Field Project		12
Thesis	Capstone work	18
Internship	Capstone work	18

Students have the possibility to obtain a major/minor in **Concentration Socially Responsible Management** upon completion of **18 ECTS** of "**Concentration Socially Responsible Management**" tagged courses or activities.

Students must acquire **18 ECTS** of "**Capstone work**" tagged courses or activities from the **4th semester**.

Free Elective Courses

Study Plan

1st semester (SA 2025-2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Essentials of Corporate Finance	Kueng	Core course for "First degree in economics or management"	6
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Financial Accounting (Management)	Seistrajкова	Core course for "First degree in any other subject"	3
Managerial Accounting	Seistrajкова	Core course for "First degree in any other subject"	3
Managerial Economics I	Masiero, Cavallini, Marcato	Core course for "First degree in any other subject"	6
Organizational Behavior (L.)	Lomi	Core course for "First degree in any other subject"; Core course for "First degree in economics or management"	6
Corporate Strategy (Master) A	Martignoni, Bettinazzi	Core course for "First degree in any other subject"; Core course for "First degree in economics or management"	6
Orthodox and Critical Perspectives in Marketing B	Visconti, Mendini	Core course for "First degree in any other subject"; Core course for "First degree in economics or management"	6

2nd semester (SP 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Advanced Corporate Strategy	Bettinazzi		3
Business Analytics	Pieper		3
Business Dynamics	Gonçalves		3
Entrepreneurship: Theory and Practice	Beck	Concentration Strategy and Entrepreneurship	3
Human Resources Management	Solari	Concentration Organization and Human Resources Management	3
Managerial Economics II	Fumagalli		3
Operations Management	Gonçalves		3
Research Methods I	Di Serio		6
Research Methods II	Dalpiaz		3

Elective courses (3 ECTS)	Lecturers	Tags	ECTS
ESG I: Corporate Governance	Nowak	Concentration Socially Responsible Management	3

3rd semester (SA 2026-2027)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
AI Literacy	Eicke		3
Academic Writing	Bostock		3
Applied Digital Entrepreneurship	Bizzozero, Flueckiger	Startup Track	3
Applied Social Entrepreneurship	Keim	Concentration Socially Responsible Management; Startup Track	3
Business Ethics	Seele	Concentration Socially Responsible Management	3
Business Plans and Business Models	Martignoni	Startup Track	3
Competitive and Market Intelligence	Martignoni	Concentration Strategy and Entrepreneurship	3
Corporate Social Responsibility	Seele	Concentration Socially Responsible Management	3
Data-Driven Decision Making	Di Serio, Nonis		3
Decision Making	Martignoni	Concentration Organization and Human Resources Management	3
Design Thinking	Spengler	Concentration Organization and Human Resources Management; Startup Track	3
Digital Challenges in Marketing and Big Data	Silchenko		3
Financial Accounting (Management)	Seistrajkova		3
Innovation	Munshi	Concentration Strategy and Entrepreneurship; Startup Track	3
International Business	Luger	Concentration Strategy and Entrepreneurship	3
Managerial Accounting	Seistrajkova		3
Managing Personal Networks	Pallotti		3
Negotiation	Mehta	Concentration Strategy and Entrepreneurship	3
Organizational Design and Change	Pallotti	Concentration Organization and Human Resources Management	3
Organizational Learning	Beck	Concentration Organization and Human Resources Management	3
Project Management	Bassi		3
Social Innovation	Spengler	Concentration Socially Responsible Management	3
Sustainable Management	Hoffmann	Concentration Socially Responsible Management	3
The Practice of Management	Langenmayr	Concentration Organization and Human Resources Management; Concentration Strategy and Entrepreneurship	3
Free-choice courses		Elective courses	30
4th semester (SP 2027)			

Field Project		12
Thesis	Capstone work	18
Internship	Capstone work	18

Students must acquire **18 ECTS** of "**Capstone work**" tagged courses or activities from the **4th semester**.

Students must acquire **30 ECTS** of "**Elective courses**" tagged courses or activities from the **3rd semester**.
