

MBA2022 Term 5 Elective List

Course Code	Course Name	Instructor	Credit	Term	Slots Open	Teaching Period	Concentration Category	Remark
MGMT128	Market Access in Pharmaceutical: Theory and Practices	Eric Bouteiller	2	Term 5A	60	Aug. 30 - Sept. 10, 2021		Hybrid, faculty on campus
MKTG093	Digital Marketing II	Jeongwen CHIANG / Chen Lin	2	Term 5A	72	Aug. 30 - Sept. 18, 2021	Marketing / Digital Business	Hybrid, faculty on campus
MGMT058	Corporate Turnaround	Han Ming Chng	2	Term 5A	66	Aug. 30 - Sept. 18, 2021		Hybrid, faculty on campus
ENTR036	Entrepreneurial Finance and Resource Management	Sae Young LEE	2	Term 5A	60	Aug. 30 - Sept. 18, 2021	Entrepreneurship	Hybrid, faculty on campus
ENTR037	Innovation and Technology Entrepreneurship	Yang Wei	2	Term 5A	72	Aug. 30 - Sept. 18, 2021	Entrepreneurship / Digital Business	Hybrid, faculty on campus
MKTG109	Tech-Enabled Branding Strategy: From Darwin to Alexa	Wang Yajin	2	Term 5A	72	Aug. 30 - Sept. 29, 2021	Marketing / Digital Business	Hybrid, faculty on campus
ENTR032	The Essentials of Successful Family Business	Martin Roll (v)	2	Term 5A	72	Aug. 30 - Sept. 18, 2021	Entrepreneurship	Register separately with priority for students outside China in Zurich section. Pure online via Zoom.
FINC093	Fund Management	Aaron Low (v)	2	Term 5B	66	Oct. 13 - 29, 2021	Finance	Hybrid, faculty outside China
MGMT059	Negotiation	Byron Lee	2	Term 5B	66	Oct. 18 - Nov. 26, 2021	Entrepreneurship	Hybrid, faculty on campus
MKTG044	Go to Market Strategies	Yi Xiang	2	Term 5B	66	Oct. 18 - Nov. 26, 2021	Marketing / Digital Business	Hybrid, faculty on campus
FINC112	Forensic Accounting and Fraud Examination	Gianfranco SICILIANO	2	Term 5B	60	Oct. 18 - Nov. 26, 2021	Finance	Hybrid, faculty on campus
LDSP012	Leadership and Acting-Unleashing your Leadership Potential through Acting Techniques	Juan A. Fernandez/ Sebastian Schuh	2	Term 5B	36	Oct. 25 - Nov. 26, 2021		Offline merely
LDSP031	Creativity and Design Thinking (repeated)	Juan Antonio Fernandez	2	Term 5B	40	Nov. 4 - 12, 2021	Entrepreneurship / Digital Business	Offline merely
DSCIO19	Artificial Intelligence and Machine Learning (repeated)	Travers Barclay Child	1	Term 5B	72	Nov. 10 - 22, 2021	Digital Business	Hybrid, faculty on campus
STRTO15	Rethinking Strategy for the Digital World (repeated)	Jeff Sampler	2	Term 5B	60	Nov. 13 - 21, 2021	Entrepreneurship / Digital Business	Hybrid, faculty outside China
LDSP040	Leadership in Action (China Module)	Jean Lee	2	Term 5A	20	Sept. 22 - 27, 2021		Register separately
MGMT136	Leadership for Social Responsibility (China Module)	Bala Ramasamy	2	Term 5B	20	Oct. 8 - 24, 2021		Register separately

Note: As some electives are scheduled in parallel, there are the following restrictions in the course selection.

1. Course [LDSP031 Creativity and Design Thinking](#), [DSCIO19 Artificial Intelligence and Machine Learning](#) and [STRTO15 Rethinking Strategy for the Digital World](#) are repeatedly offered in this term. Students who took these courses in the previous terms could not take these repeatedly again.

2. Course [MKTG109 Tech-Enabled Branding Strategy: From Darwin to Alexa](#) and [LDSP040 Leadership in Action \(China Module\)](#) are scheduled in parallel. You can only choose one out of the two.

3. Course [FINC093 Fund Management](#) and [MGMT136 Leadership for Social Responsibility \(China Module\)](#) are scheduled in parallel. You can only choose one out of the two.