

MBA TERM 4 ELECTIVES SCHEDULE 2021

NB: RSM reserves the right to make changes when needed | PLEASE NOTE: ** DT, HHL, MSDA, SF, SCT, SI, DS & DMO carry two concentration labels*

OL = Online format

Finance Courses

FAV	Financial Analysis and Valuation - Dr. S. Zori
FinE	Financial Engineering - Prof. R. Poppe (weekend - session 6 on non-EMBA weekend)
IIM	International Investment Management - Prof. C. Lutolf-Carroll (weekend)
MA	Mergers & Acquisition - Dr. A. Mulder & Prof. E. Roelofsen
PE	Private Equity - H. Haanappel (7 sessions)
SFVC	Strategic Finance and Value Creation - Prof. M. Ward
SF*	Sustainable Finance - Prof. D. Schoenmaker (weekend)

Business and Leadership Courses

BNEG	OL Business Negotiations - Prof. W. Starner
CL	OL Communication for Leaders - Dr. M. Hunter
ENTe	Entrepreneurship - Dr. W. Hulsink et al (CR/EMBA only - session 7 on non-EMBA weekend)
ENT	Entrepreneurship - Dr. W. Hulsink et al (FTMBA only)
IN	OL International Negotiations - P. Courtin (FTMBA only; 7 sessions)
INe	OL International Negotiations - P. Courtin (CR/EMBA only)
Lead	Making the Leadership Difference - C. Nel (weekend)
LwP	Leading with Presence - Prof. S. Giessner et al
PABD	People Analytics In A World Of Big Data - Dr. R.L Hewett (weekend)
PIPE	Leadership Pipeline - A. Ibsen (weekend)

Supply Chain/Operations Management Courses

HHL*	Health & Humanitarian Logistics - Dr. H. de Vries
PRA	Pricing and Revenue Analytics - Prof. N. Mishra
SCT*	Sustainability & the Challenging Transformation from linear to circular value chains - E. Weenk
SGS	Strategic Global Sourcing in an Integrated Supply Chain World - Dr. K. Niblett & Dr. T. Schoenherr (weekend)

Marketing Courses

BM	Brand Management - Prof. S. Puntoni (weekend)
DMD	Data Analysis for Marketing Decisions - Prof. Dr. H. Bruno
DT*	Design Thinking - Dr. D. Deichmann et al
EC	Enhancing Creativity - Dr. A. Aylesworth
MSDA*	New Marketing Strategy for the Digital Age - Prof. P. Virgili
NCBe	Neuromarketing & Consumer Behaviour - W. Carney (weekend)
WCB	OL Winning Customers using Behavioural Economics - Dr. B. de Langhe

Strategy Courses

CONS	OL Consulting - R. George
DESP	Developing Effective Strategies in Practice - Dr. M. Baaij
DT*	Design Thinking - Dr. D. Deichmann et al
GSIF	Global Strategy and The International Firm - Dr. R. Olie & Prof. T. Reus (weekend)
IMe	Innovation Management - Dr. M. Tarakci (RSM EMBA only)
MSDA*	New Marketing Strategy for the Digital Age - Prof. P. Virgili
RWD	OL Real World Decisions - P. Courtin (weekend)
SAL	Strategy & Leadership: Concept and Applications - Prof. N. Binedell (FTMBA only)
SALe	Strategy & Leadership: Concept and Applications - Prof. N. Binedell (CR/EMBA only)

Sustainability Courses

CS	Communicating Sustainability - Dr. S. Laasonen
HHL*	Health & Humanitarian Logistics - Dr. H. de Vries
SCT*	Sustainability & the Challenging Transformation from linear to circular value chains - E. Weenk
SF*	Sustainable Finance - Prof. D. Schoenmaker (weekend)

CR-EMBA electives (classes in University of Cologne UoC, Germany) - FTMBA and EMBA only

DS	Digital Strategy - Prof. D. Schoder & Prof. C. Schwens (Strategy Business & Leadership)
DMO*	Digital Marketing & Operations - Prof. Dr. F. Sting & Prof. Dr. H. Bruno (Marketing & Supply Chain/Operations Management)
FOM	Future of Mobility - Dr. C. Wolff (Business & Leadership)