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Heavy flavour production measurements in p-p collisions at the LHC with ALICE

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The measurement of heavy flavour production in proton-proton collisions at the LHC allows to study the production mechanisms and to test perturbative Quantum Chromodynamics at a new energy domain. Furthermore, it will provide important reference for investigations of medium effects in Pb-Pb collisions, where charm and beauty are regarded as a good probe for parton-medium interaction dynamics.

Open heavy flavour production can be measured through hadronic D meson decays at central rapidity and semi-leptonic D and B meson decays at central and forward rapidities by the ALICE experiment. We present preliminary results of these studies in p-p collisions at sqrt(s) = 2.76 and 7 TeV and compare these to pQCD predictions. The cross section measurements of J/psi production in the di-electron channel at central rapidity and in the di-muon channel at forward rapidity will be discussed as well.

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Classification de Session: QCD

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