

Course List Business for Exchange (B4E) 2020-2021

Before selecting your courses, please pay attention to the following **remarks**:

- Please select courses **within one track** (= area of specialization) **per semester**. You may NOT combine courses of different tracks in the same semester!
- We accept **min. 20 credits** and **max. 32 credits/semester**.
- Read the prerequisites that are mentioned in each course description very carefully. Without this preliminary knowledge, students can't participate in the course.
- In autumn, you have to choose between **Dutch Foreign Language level A1** and **level A2**. They both start from zero, but the A2-level will go faster. This level is recommended for German-speaking students.
- Important for full academic year students:
 - The courses in the **Track International Entrepreneurship** will be identical in autumn and spring. Therefore you can choose this track either in autumn OR in spring, but not in both semesters.
 - **Dutch Foreign Language level A1** will be offered in both semesters, but they are exactly the same. Therefore you can choose these courses either in autumn OR in spring, but not in both semesters.

AUTUMN SEMESTER 2020

- 2 TRACKS:
1. International Entrepreneurship (autumn) (ENTR)
 2. Marketing and Management (autumn) (MNM)

1. INTERNATIONAL ENTREPRENEURSHIP (AUTUMN) – 37 ECTS

MAX. 20 STUDENTS

Course unit code	ECTS-credits	Course unit title	Online, on campus or hybrid (= both)	Period
ENTR01	3	Digital Transformation (autumn)	Hybrid	P1, 3h/w
ENTR02	3	International Entrepreneurship (autumn)	Hybrid	P2, 3h/w
ENTR03	5	Company Project (autumn)	Hybrid	P2, 12h/w
ENTR04	3	Change Management (autumn)	Hybrid	P1, 4h/w
ENTR05	3	International Business Law (autumn)		P1, 4h/w
ENTR06	3	Commercial Management (autumn)	Hybrid	P1, 4h/w
ENTR07	5	Corporate Financial Management (autumn)		P2, 6h/w
ENTR08	3	Current Economic Affairs (autumn)	Hybrid	P1, 4h/w
ENTR09	3	Dutch Foreign Language level A1 (autumn)	On campus	P1+P2, 2h/w
ENTR10	3	Dutch Foreign Language level A2	On campus	P1+P2, 2h/w
ENTR11	3	Managerial Psychology (autumn)	Hybrid	P2, 4h/w

2. MARKETING AND MANAGEMENT (AUTUMN) – 46 ECTS

MAX. 45 STUDENTS

Course unit code	ECTS-credits	Course unit title	Online, on campus or hybrid (= both)	Period
MNM01	3	Social Media Communication	Online	P1, 4h/w
MNM02	3	Banking Game	Online	P2, 4h/w
MNM03	3	Global Financial Management	Online	P2, 4h/w
MNM04	3	Managerial Psychology	On campus	P2, 4h/w
MNM05	3	Belgium and Europe, today and tomorrow	On campus	P1+P2, 2h/w

MNM06	3	Dutch Foreign Language level A1 (autumn)	On campus	P1+P2, 2h/w
MNM07	3	Dutch Foreign Language level A2	On campus	P1+P2, 2h/w
MNM08	3	Pitch and Presentation Skills	On campus	P2, 4h/w
MNM09	3	Growing with Google - Analytics & Marketing Suite	Hybrid	P2, 4h/w
MNM10	3	Master Class Young Entrepreneurs	Hybrid	P1+P2, 3h/w
MNM11	3	Supply Chain Management	Online	P1, 4h/w
MNM12	3	Marketing and Branding Strategies	Online	P1, 4h/w
MNM13	3	Sustainable Business	Hybrid	P2, 4h/w
MNM14	4	Global Trade	On campus	P1+P2, 3h/w
MNM15	3	International Human Resources Management	Online	P1, 4h/w

SPRING SEMESTER 2021

- 3 TRACKS:
1. International Entrepreneurship (spring) (ENTR)
 2. Marketing and Management (spring) (MNM)
 3. International Business Management (spring) (IBS)

1. INTERNATIONAL ENTREPRENEURSHIP (SPRING) – 34 ECTS MAX. 20 STUDENTS

Course unit code	ECTS-credits	Course unit title	Course intensity	Period
ENTR01	3	Digital Transformation (spring)	Regular	P4, 3h/w
ENTR02	3	International Entrepreneurship (spring)	Regular	P4, 3h/w
ENTR03	5	Company Project (spring)	Regular	P4, 12h/w
ENTR04	3	Change Management (spring)	Regular	P3, 4h/w
ENTR05	3	International Business Law (spring)	Regular	P3, 4h/w
ENTR06	3	Commercial Management (spring)	Regular	P3, 4h/w
ENTR07	5	Corporate Financial Management (spring)	Regular	P4, 6h/w
ENTR08	3	Current Economic Affairs (spring)	Regular	P3, 4h/w
ENTR09	3	Dutch Foreign Language level A1 (spring)	Regular	P3+P4, 2h/w
ENTR10	3	Corporate Reputation Management	Webinar	P4, 4h/w

2. MARKETING AND MANAGEMENT (SPRING) – 45 ECTS MAX. 45 STUDENTS

Course unit code	ECTS-credits	Course unit title	Course intensity	Period
MNM01	3	Intercultural Communication – group A or B	Regular	P3+P4, 2h/w
MNM02	6	International Sales Management	Regular	P3, 6h/w
MNM03	3	Product and Brand Management	Intensive	P3, week 22.03.2021
MNM04	3	International Marketing with Cases	Intensive	
MNM05	3	Google Search and Advertising	Semi-intensive	
MNM06	3	E-Business	Regular	P3, 4h/w
MNM07	3	New Product Development	Intensive	P3, week 08.02.2021
MNM08	3	Consumer Behaviour	Regular	P4, 4h/w
MNM09	3	Innovative Opportunities	Intensive	P3, week 22.02.2021

MNM10	3	Dutch Foreign Language level A1 (spring)	Regular	P3+P4, 2h/w
MNM11	3	City Marketing	Intensive	P4, week 03.05.2021
MNM12	3	Smart Cities	Intensive	P4, week 26.04.2021
MNM13	3	Managing Information Systems in Marketing	Intensive	
MNM14	3	Cultural Aspects of Management Practices	Intensive	P4, week 24.05.2021

3. INTERNATIONAL BUSINESS MANAGEMENT (SPRING) – 44 ECTS	MAX. 15 STUDENTS
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Course unit code	ECTS-credits	Course unit title	Course intensity	Period
IBS01	3	Corporate Reputation Management	Webinar	P4, 4h/w
IBS02	3	International Tax and Finance Management	Intensive	P3
IBS03	3	Dutch Foreign Language level A1 (spring)	Regular	P3+P4, 2h/w
IBS04	3	International Market Entry Strategies	Intensive	P3
IBS05	4	Import and Export Management (spring)	Regular	P3+P4
IBS06	3	Human Resources Management	Regular	P3+P4
IBS07	5	International Business Law	Regular	P3+P4
IBS08	5	Quantitative Business Techniques	Regular	P3+P4
IBS09	5	International Sales and Marketing	Regular	P3+P4
IBS10	5	International and European Law	Intensive	P3+P4
IBS11	5	International Trade and Logistics	Regular	P3+P4