

# Course list

## Faculty of Management & IT Exchange programme 'Business for Exchange' Academic Year 2023-2024

You can find the course descriptions on the [B4E-website](#). From mid-June, you will be able to find more detailed information (teaching methods, learning objectives, assessments) on the [ECTS-website](#).

### INSTRUCTIONS BEFORE SELECTING YOUR COURSES

- 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**.
- In autumn, you can 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: **Dutch Foreign Language level A1** will be offered in both semesters, but they are exactly the same. Therefore you can choose this course either in autumn OR in spring, but not in both semesters.

### AUTUMN SEMESTER 2022

<b>3 tracks</b>	<b>1</b>	Marketing and Management	autumn	MNM
	<b>2</b>	International Business and Logistics	autumn	IBL
	<b>3</b>	Applied Computer Science	autumn	ACS

### Marketing and Management – autumn – 39 ECTS – maximum of 45 students

Course unit code	ECTS-credits	Course unit title	Online, on campus or hybrid	Period
MNM01	3	City Marketing	Online	P2, 4h/w
MNM02	3	Cultural Aspects of Management Practices	Hybrid	P2, 4h/w
MNM03	3	Digital Marketing Strategy	Hybrid	P2, 4h/w
MNM04	3	Dutch Foreign Language level A1 (autumn)	On campus	P1+P2, 2h/w
MNM05	3	Dutch Foreign Language level A2	On campus	P1+P2, 2h/w
MNM06	3	European Affairs	On campus	P1+P2, 2h/w
MNM07	3	Google Search and Advertising	On campus	P1, 4h/w
MNM08	3	International Human Resources Management	Online	P1, 4h/w
MNM09	3	Managerial Psychology	On campus	P2, 4h/w
MNM10	3	Marketing and Branding Strategies	Online	P1, 4h/w
MNM11	3	Pitch and Presentation Skills	On campus	P2, 4h/w
MNM12	3	Social Media Communication	Hybrid	P1+P2, 2h/w
MNM13	3	Storytelling as a Business Tool	On campus	P2, 4h/w

## International Business and Logistics – autumn – 48 ECTS – maximum of 45 students

Course unit code	ECTS-credits	Course unit title	Online, on campus or hybrid	Period
IBL01	3	Banking Game	Hybrid	P2, 4h/w
IBL02	3	Change Management & Sustainability	On campus	P1, 4h/w
IBL03	4	CSR Business Game (max. 15 students)	On campus	P1+P2/ 2h/w
IBL04	3	Dutch Foreign Language level A1 (autumn)	On campus	P1+P2, 2h/w
IBL05	3	Dutch Foreign Language level A2	On campus	P1+P2, 2h/w
IBL06	3	European Union: history, present and future	On campus	P2, 2+2h/w
IBL07	3	Global Financial Management	On campus	P2, 4h/w
IBL08	3	Global Regenerative Business	On campus	P1+P2, 2h/w
IBL09	3	Innovation and Change (max. 10 students)	On campus	P1+P2, 2h/w
IBL10	3	International and Intercultural Communication	On campus	P1+P2, 2h/w
IBL11	5	International Business Law and Institutes	On campus	P2, 4h/w
IBL12	3	Leadership and Teamworks Skills	On campus	P1+P2, 2h/w
IBL13	3	Product Development and Co-creation	Online	P1, 4h/w
IBL14	5	Supply Chain Management (max. 10 students)	On campus	P1+P2, 3,5h/w
IBL15	3	Transport Management (max. 10 students)	On campus	P1+P2, 2h/w

⇒ **B4E 'Supply Chain package'**: you have to take 3 courses if you choose 1 or more subjects in blue

## Applied Computer Science – autumn – 30 ECTS – maximum of 15 students

Course unit code	ECTS-credits	Course unit title	Online, on campus or hybrid	Period
ACS01	6	Programming 1	On campus	P1+P2
ACS02	6	Infrastructure 1	On campus	P1+P2
ACS03	6	Data & AI 1	On campus	P1+P2
ACS04	6	The Company 1	On campus	P1+P2
ACS05	6	Integration 1	On campus	P1+P2

## SPRING SEMESTER 2024

<b>3 tracks</b>	<b>1</b>	Marketing and Management	spring	MNM
	<b>2</b>	International Business and Logistics	spring	IBL
	<b>3</b>	Applied Computer Science	spring	ACS

### Marketing and Management – spring – 36 ECTS – maximum of 45 students

Course unit code	ECTS-credits	Course unit title	Online, on campus or hybrid	Period
MNM01	3	Dutch Foreign Language level A1 (spring)	On campus	P3+P4, 2h/w
MNM02	3	E-Business	On campus	P3, 4h/w
MNM03	3	Effective teamwork in an intercultural and international business context	Intensive week	P3
MNM04	3	Innovative Opportunities	Online	P3, 4h/w
MNM05	3	International Sales Management	On campus	P3, 4h/w
MNM06	3	Managing Information Systems in Marketing	Online	P4, 4h/w
MNM07	3	New Product Development	Hybrid	P3, 4h/w
MNM08	3	Project and Change Management	On campus	P4, 4h/w
MNM09	3	Smart Cities	On campus	P4, 4h/w
MNM10	3	Social Marketing and Sustainable Practice	Online	P4, 4h/w
MNM11	3	The Future of Marketing: Consumer Interaction in the Immersive World	Online	P4, 4h/w
MNM12	3	Trends in Marketing	On campus	P3, 4h/w

⇒ **ATTENTION** *'Effective Teamwork in an Intercultural and International Business Context'*: this is a mandatory course for ALL B4E students studying at KdG during the spring semester in 2024, in the form of an intensive week in Antwerp (from Monday 29 January until Friday 2 February)

## International Business and Logistics – spring – 44 ECTS – maximum of 45 students

Course unit code	ECTS-credits	Course unit title	Online, on campus or hybrid	Period
IBL01	3	Consumer Behaviour	Hybrid	P4, 4h/w
IBL02	3	Corporate Reputation Management (max. 15 students)	On campus (+ online)	P3+P4, 2h/w
IBL03	3	Dutch Foreign Language level A1 (spring)	On campus	P3+P4, 2h/w
IBL04	3	Effective teamwork in an intercultural and international business context	Intensive week	P3
IBL05	3	Global Financial Markets	On campus	P3, 4h/w
IBL06	4	Global Trade	On campus	P3+P4, 3h/w
IBL07	3	Human Resources Management (max. 10 students)	On campus	P3+P4, 2h/w
IBL08	3	Leadership and People Management	Hybrid	P3, 4h/w
IBL09	3	Maritime Management and Ports	On campus	P4, 4h/w
IBL10	5	Quantitative Business Techniques (max. 10 students)	On campus	P3+P4, 2h/w
IBL11	5	Strategic Management in a Global Context	Hybrid	P4, 5h/w
IBL12	3	Supply Chain Innovation and Governance	Online	P3+P4, 2h/w
IBL13	3	Sustainable Entrepreneurship	On campus	P3, 4h/w

⇒ **ATTENTION** *Effective Teamwork in an Intercultural and International Business Context*: this is a mandatory course for ALL B4E students studying at KdG during the spring semester in 2024, in the form of an intensive week in Antwerp (from Monday 29 January until Friday 2 February)

## Applied Computer Science – spring – 30 ECTS – maximum of 15 students

Course unit code	ECTS-credits	Course unit title	Online, on campus or hybrid	Period
ACS01	6	Programming 1	On campus	P3+P4
ACS02	6	Infrastructure 1	On campus	P3+P4
ACS03	6	Data & AI 1	On campus	P3+P4
ACS04	6	The Company 1	On campus	P3+P4
ACS05	6	Integration 1	On campus	P3+P4

## Applied Computer Science – spring – 30 ECTS – maximum of 15 students

⇒ *Only possible if you already followed the autumn semester (full year students)!*

Course unit code	ECTS-credits	Course unit title	Online, on campus or hybrid	Period
ACS06	6	Programming 2	On campus	P3+P4
ACS07	6	Infrastructure 2	On campus	P3+P4
ACS08	6	Data & AI 2	On campus	P3+P4
ACS09	6	The Company 2	On campus	P3+P4
ACS10	6	Integration 2	On campus	P3+P4