

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/ hybrid	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/ hybrid	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	Online/ on campus/ hybrid	Period
ENTR01	3	Digital Transformation (spring)	Hybrid	P4, 3h/w
ENTR02	3	International Entrepreneurship (spring)	Hybrid	P4, 3h/w
ENTR03	5	Company Project (spring)	Hybrid	P4, 12h/w
ENTR04	3	Change Management (spring)	Hybrid	P3, 4h/w
ENTR05	3	International Business Law (spring)	Hybrid	P3, 4h/w
ENTR06	3	Commercial Management (spring)	Hybrid	P3, 4h/w
ENTR07	5	Corporate Financial Management (spring)	Hybrid	P4, 6h/w
ENTR08	3	Current Economic Affairs (spring)	Hybrid	P3, 4h/w
ENTR09	3	Dutch Foreign Language level A1 (spring)	On campus	P3+P4, 2h/w
ENTR10	3	Corporate Reputation Management	Online	P4, 4h/w

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

Course unit code	ECTS-credits	Course unit title	Online/ on campus/ hybrid	Period
MNM01	3	Intercultural Communication – group A or B	Hybrid	P3+P4, 2h/w
MNM02	6	International Sales Management	Hybrid	P3, 4h/w
MNM03	3	Product and Brand Management	Online	P3, 4h/w
MNM04	3	International Marketing with Cases	Online	P4, 4h/w
MNM05	3	Google Search and Advertising	On campus	P3, 4h/w
MNM06	3	E-Business	On campus	P3, 4h/w
MNM07	3	New Product Development	Online	P3, 4h/w
MNM08	3	Consumer Behaviour	Hybrid	P4, 4h/w

MNM09	3	Innovative Opportunities	Online	P3, 4h/w
MNM10	3	Dutch Foreign Language level A1 (spring)	On campus	P3+P4, 2h/w
MNM11	3	City Marketing	Online	P4, 4h/w
MNM12	3	Smart Cities	On campus	P4, 4h/w
MNM13	3	Managing Information Systems in Marketing	Online	P4, 4h/w
MNM14	3	Cultural Aspects of Management Practices	Online	P4, 4h/w

3. INTERNATIONAL BUSINESS MANAGEMENT (SPRING) – 44 ECTS

MAX. 15 STUDENTS

Course unit code	ECTS-credits	Course unit title	Online/ on campus/ hybrid	Period
IBS01	3	Corporate Reputation Management	Online	P4, 4h/w
IBS02	3	International Tax and Finance Management	Online	P3
IBS03	3	Dutch Foreign Language level A1 (spring)	On campus	P3+P4, 2h/w
IBS04	3	International Market Entry Strategies	Online	P3
IBS05	4	Import and Export Management (spring)	Hybrid	P3+P4
IBS06	3	Human Resources Management	Hybrid	P3+P4
IBS07	5	International Business Law	Hybrid	P3+P4
IBS08	5	Quantitative Business Techniques	Hybrid	P3+P4
IBS09	5	International Sales and Marketing	Hybrid	P3+P4
IBS10	5	International and European Law	Hybrid	P3+P4
IBS11	5	International Trade and Logistics	Hybrid	P3+P4