

## First Year

### Compulsory courses

DROI1262-1	<i>Labour Law</i> - Paul CRAHAY	Q2	30	-	-	5
GEST1079-3	<i>Entrepreneurship</i> (english language) - JeanMarie CHOFFRAY	Q1	30	-	-	5
GEST3029-1	<i>International Strategy</i> (english language) - Nathalie CRUTZEN, Nicolas NEYSEN	Q2	18	-	-	3
INFO2039-2	<i>Management Information Systems</i> (english language) - Ashwin ITTOO	Q1	30	-	-	5
GEST3030-1	<i>Development of managerial skills</i> - JeanMarie DUJARDIN, Jocelyne ROBERT - Suppl : Sabine HAUSER	TA	12	-	-	2
MQGE0005-5	<i>Quantitative Methods in Management</i> (english language) - Part : <i>Operations Research</i> - Yasemin ARDA - Part : <i>Statistics</i> - Cédric HEUCHENNE	15 15	-	-	-	5
MARK0781-2	<i>Strategic Marketing</i> (english language) - Zelal ATES, Cécile DELCOURT, Jean TONDEUR	Q1	30	-	-	5
FINA0050-1	<i>Valuation and Capital Budgeting</i> (english language) - Marie LAMBERT, Alain SCHOCKERT	Q1	30	-	-	5
GRHO0017-2	<i>Change Management</i> (english language) - Olivier LISEIN	Q1	30	-	-	5

### Optional courses

Choose one language course from the following :

*Notice* : access to basic-level language courses is subject to a number of requirements - see the HEC regulations.

LANG1925-1	<i>German 4</i> - Marie MAWHIN	Q2	30	-	-	5
LANG1926-1	<i>Advanced German 4</i> - Sylvia DEROOSE	Q2	30	-	-	5
LANG1927-1	<i>Spanish 4</i> - Alexis ALVAREZ BARBOSA, Véronique PEIFFER	Q2	30	-	-	5
LANG1928-1	<i>Advanced Spanish 4</i> - Nicole GRUTMAN	Q2	30	-	-	5
LANG1929-1	<i>Italian 4</i> - Christine HANON	Q2	30	-	-	5
LANG1930-1	<i>Advanced Italian 4</i> - Christine HANON	Q2	30	-	-	5
LANG1931-1	<i>Dutch 4</i> - Nicole ENGELEN, Lutgarde NACHTERGAELE, Baudoin YANS	Q2	30	-	-	5
LANG1932-1	<i>Advanced Dutch 4</i> - Lutgarde NACHTERGAELE	Q2	30	-	-	5
LANG1933-1	<i>Elementary German 1</i> - Sylvia DEROOSE, Marie MAWHIN	Q2	30	-	-	5
LANG1934-1	<i>Elementary Spanish 1</i> - Alexis ALVAREZ BARBOSA, Véronique PEIFFER	Q2	30	-	-	5
LANG1936-1	<i>Elementary Dutch 1</i> - Nicole ENGELEN		30	-	-	5
LANG1954-1	<i>French beginner level 1</i> - ISLV		30	-	-	5

*Notice* : this course is only open to non-French speaking students.

### Choose one option from the following :

*Notice* : each option given below is a prerequisite to access to the concerned focus, offered in 2nd year of Master.

#### Option "Banking and Asset Management"

FINA0051-1	<i>Banking and Insurance</i> (english language) - Fabien BONIVER, Georges HÜBNER	Q2	30	-	-	5
FINA0052-1	<i>Financial Derivatives</i> (english language) - Aline MULLER	Q2	30	-	-	5
FINA0053-1	<i>Investments and Portfolio Management</i> (english language) - Georges HÜBNER	Q2	30	-	-	5

#### Option "Financial Analysis and audit"

FINA0011-2	<i>Audit</i> (english language) - Félix FANK	Q2	30	-	-	5
FINA0030-1	<i>Consolidation and IFRS</i> (english language) - Patrice SCHUMESCH	Q2	30	-	-	5
FINA0044-5	<i>Strategic Performance Management</i> (english language) - Gabriele CATANIA		30	-	-	5

#### Option "Marketing and Strategic Intelligence"

MARK0783-1	<i>Consumer Intelligence</i> (english language) - Zelal ATES	Q2	30	-	-	5
INFO2048-1	<i>Business Analytics</i> (english language) - Michael SCHYNS	Q2	30	-	-	5

Choose one of the following courses :

GEST3146-1	<i>Digital Marketing Essentials</i> (english language) - André BLAVIER, Céline BRANDT		30	-	-	5
MARK0784-1	<i>Introduction to Strategic Intelligence</i> (english language) - Claire GRUSLIN		30	-	-	5

#### Option "Social enterprise management"

GEST3035-1	<i>Introduction to social economy and social entrepreneurship</i> (english language) - Jacques DEFOURNY	Q2	30	-	-	5
GEST3036-1	<i>Social Innovation and Organisational Diversity</i> (english language) - Benjamin HUYBRECHTS	Q2	30	-	-	5
GEST3037-1	<i>Financing Social Enterprise</i> (english language) - Sybille MERTENS DE WILMARS		30	-	-	5

## Second Year

### Compulsory courses

GEST1076-1	<i>Sustainable strategy in a multi-polar world</i> (english language) - Nathalie CRUTZEN, Marc DESCHAMPS	Q2	30	-	-	5
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*Notice* : The students enrolled in the professional focus in entrepreneurship are invited to attend the course GEST0215-2 "Growth strategy" (5 ECTS) instead of the course GEST1076-1.

GTFE0013-1	<i>Final work</i> - COLLÉGIALITÉ		-	-	-	20
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### Optional courses

Follow-up to the language choice made in the 1st year of Master :

LANG1938-1	<i>German 5</i> - Marie MAWHIN	Q2	30	-	-	5
LANG1939-1	<i>Advanced German 5</i> - Sylvia DEROOSE	Q2	30	-	-	5
LANG1940-1	<i>Spanish 5</i> - Nicole GRUTMAN	Q2	30	-	-	5
LANG1941-1	<i>Advanced Spanish 5</i> - Véronique PEIFFER	Q2	30	-	-	5
LANG1942-1	<i>Italian 5</i> - Christine HANON	Q2	30	-	-	5
LANG1943-1	<i>Advanced Italian 5</i> - Christine HANON	Q2	30	-	-	5
LANG1944-1	<i>Dutch 5</i> - Doris DE LAET	Q2	30	-	-	5
LANG1950-1	<i>Advanced Dutch 5</i> - Doris DE LAET	Q2	30	-	-	5
LANG1945-1	<i>Elementary German 2</i> - Sylvia DEROOSE	Q2	30	-	-	5
LANG1946-1	<i>Elementary Spanish 2</i> - Nicole GRUTMAN	Q2	30	-	-	5
LANG1948-1	<i>Elementary Dutch 2</i> - Claire DE LAMOTTE		30	-	-	5
LANG1955-1	<i>French beginner level 2</i> - N...		30	-	-	5

*Notice* : this course is only open to non-French speaking students

LANG0908-2	<i>English for Entrepreneurs</i> - Jonathan SOLHEID	TA	10	60	-	5
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*Notice* : this course is compulsory and only open to students of the entrepreneurship focus

*Notice* : specialisation accessible to students who have taken the *Digital Marketing Essentials* course and been selected on the basis of their file by the leader of the specialist subject

### Compulsory courses

GEST3032-1	<i>eBusiness and eCommerce</i> (english language) - Ashwin ITTOO	Q2	30	-	-	5
DMSM0001-1	<i>Digital Consultancy Projects</i> (english language) - Michael GHILISSEN	Q2	30	-	-	5

GEST3061-1	<i>Skills portfolio</i> - Louis ESCH, David HOMBURG	TA	-	-	-	<b>5</b>
GSTG0014-5	<i>Placement</i> - COLLÉGIALITÉ		-	-	-	<b>10</b>

**Optional courses**

Choose one of the following courses :

INFO2049-1	<i>Web and Text Analytics</i> (english language) - Ashwin ITTOO - [90h Proj.]	Q2	15	5	[+]	<b>5</b>
MARK0785-1	<i>Branding and Reputation Management</i> (english language) - Zelal ATES, Claire GRUSLIN	Q2	30	-	-	<b>5</b>
DMSM0002-1	(pas organisé en 2014-2015) <i>Social Networks, Crowds and Markets</i> (english language) - N...		30	-	-	<b>5</b>