

## Block view of the study programme

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### Block 1

#### Focus compulsory courses

MARK0785-1	<i>Brand Management</i> (english language) - Laurence DESSART, Claire GRUSLIN	Q2	30	-	-	5
MARK9306-1	<i>Sustainable Marketing</i> (english language) - Laurence DESSART, Claire GRUSLIN, Willem STANDAERT	Q2	30	-	-	5
MARK0793-1	<i>Marketing Research</i> (english language) - Cécile DELCOURT	Q2	30	-	-	5

#### Core curriculum compulsory courses

INFO9026-1	<i>Management Analytics</i> (english language) - Siamak KHAYYATI	Q2	30	-	-	5
GEST7105-1	<i>Scientific Methods in Management</i> (english language) - Frédéric DUFAYS	TA	30	-	-	5

#### Common core courses

Choose one module from :

##### Module 1 (aimed at internationally mobile students)

ERAS0016-1	<i>Erasmus HEC (MSG)</i>	-	-	-	-	20
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##### Module 2

MQGE0005-5	<i>Quantitative Methods in Management</i> (english language) - Part : <i>Operations Research</i> - Yasemin ARDA - Part : <i>Statistics</i> - Cédric HEUCHENNE	Q1		15	-	-	5
INFO2039-2	<i>Management Information Systems</i> (english language) - Elise VANDOMME	Q1	30	-	-	5	
GEST3029-1	<i>International Strategy</i> (english language) - Nathalie CRUTZEN, Anthony SANTINO	Q1	30	-	-	5	
GEST1116-1	<i>Leadership</i> (english language) - Michaël PARMENTIER	Q1	30	-	-	5	

Select 1 language course out of the following :

[...] One level 4 course or basic level 1

LANG1925-1	<i>German 4</i> (german language) - Marie MAWHIN	Q2	30	-	-	5
LANG1926-1	<i>Advanced German 4</i> (german language) - Charlotte HIERTZ	Q2	30	-	-	5
LANG1933-1	<i>Elementary German 1</i> - Charlotte HIERTZ	TA	30	-	-	5
LANG6009-1	<i>Elementary Chinese 1</i> (english language) - Rachel DELCOURT	Q2	30	-	-	5
LANG1927-1	<i>Spanish 4</i> (spanish language) - Alba BALLESTA MARTÍNEZ	Q2	30	-	-	5
LANG1928-1	<i>Advanced Spanish 4</i> (spanish language) - Alexis ALVAREZ BARBOSA	Q2	30	-	-	5
LANG1934-1	<i>Elementary Spanish 1</i> - Alexis ALVAREZ BARBOSA	TA	30	-	-	5
LANG1954-1	<i>French beginner level 1</i> - ISLV, Marielle MARÉCHAL	Q2	30	-	-	5
LANG1929-1	<i>(Advanced) Italian 4</i> (italian language) - Alex BARDASCINO	Q2	30	-	-	5
LANG6010-1	<i>Elementary Italian 1</i> - Alex BARDASCINO	Q2	30	-	-	5
LANG1932-1	<i>Dutch 4</i> (dutch language) - Wannas DUPONCHEEL, Nicole ENGELEN	Q2	30	-	-	5
LANG1936-1	<i>Elementary Dutch 1</i> - Fanny NSITA	Q2	30	-	-	5

Notice : the GEST3130-1 course is only open to non-French speaking foreign students.

Choose one of the following courses :

DROI1310-1	<i>Private International Law</i> (english language) - Cedric VANLEENHOVE	Q2	30	-	-	5
FINA0050-1	<i>Corporate Finance - Lectures and Seminars</i> (english language) - Marie LAMBERT	Q2	30	-	-	5

MARK0781-2	<i>Strategic Marketing Seminar</i> (english language) - Nathalie DUMONT, Nadia STEILS	Q2	30	-	-	5
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Choose 1 sustainability course from:

FINA9030-1	<i>Sustainable Finance</i> (english language) - <i>Ethics and Sustainability in Finance</i> - Patrick SCHWARZ - <i>Sustainable Business Models : a Serious Game</i> - Virginie XHAUFLAIR	Q2	18 12	- -	- -	5
TECH2002-1	<i>Life Cycle Management</i> (english language) - <i>Life Cycle Assessment &amp; Ecodesign</i> - Andrea DI MARIA, Angélique LÉONARD - <i>Sustainable Business Models : a Serious Game</i> - Virginie XHAUFLAIR	Q2	18 12	- -	- -	5
GEST7106-1	<i>Reporting and Metrics for Sustainability</i> (english language) - <i>Metrics-Driven Reporting for Sustainable Practices</i> - Nathalie CRUTZEN - <i>Sustainable Business Models : a Serious Game</i> - Virginie XHAUFLAIR	Q2	18 12	- -	- -	5

## Block 2

### Focus compulsory courses

MARK0794-1	<i>Consumer Behavior</i> (english language) - Cécile DELCOURT <b>Prerequisite :</b> MARK0793-1 - Marketing Research	Q1	30	-	-	5
MARK0797-1	<i>Digital Marketing Strategy</i> (english language) - Laurence DESSART	Q1	30	-	-	5

### Focus optional courses

Choose one of the following courses :

MARK9201-1	<i>Digital Consumer Experience</i> (english language) - Laurence DESSART	Q1	30	-	-	5
GEST3032-1	<i>e-Commerce Methods and Techniques</i> (english language) - Ashwin ITTOO <b>Prerequisite :</b> INFO2039-2 - Management Information Systems	Q1	30	-	-	5
MARK0796-1	<i>Intercultural Marketing</i> (english language) - Claire GRUSLIN	Q1	30	-	-	5
MARK0786-1	(pas organisé en 2024-2025) <i>Project management in marketing : a research and practice-based seminar</i> (english language) - Cécile DELCOURT <b>Prerequisite :</b> MARK0793-1 - Marketing Research	Q1	30	-	-	5

### Core curriculum compulsory courses

GPRO0002-1	<i>Skills workshops</i> - David HOMBURG, Giseline RONDEAUX	TA	-	-	-	5
GEST3753-1	<i>Business Ethics and Corporate Social Responsibility</i> (english language) - Virginie XHAUFLAIR	Q1	24	-	-	4
GEST7004-1	<i>Master Thesis Methodology</i> (english language) - Frédéric DUFAYS <b>Prerequisite :</b> GEST6001-1 - Preparation for Master Thesis and Internship	Q1	12	-	-	2
GEST3754-1	(pas organisé en 2024-2025) <i>Entrepreneurship and Innovation</i> (english language)	Q1	30	-	-	3

### Common core courses

Choisir 1 cours de langue parmi (poursuite du choix de langue de bloc1) :

[...] One level 5 course or basic level 2

LANG1938-1	<i>German 5</i> (german language) - Marie MAWHIN	Q1	30	-	-	3
LANG1939-1	<i>Advanced German 5</i> (german language) - Marie MAWHIN	Q1	30	-	-	3
LANG1945-1	<i>Elementary German 2</i> - Charlotte HIERTZ <b>Prerequisite :</b>	Q1	30	-	-	3

	LANG1933-1 - Allemand élémentaire 1					
LANG7002-1	<i>Elementary Chinese 2</i> (english language) - Rachel DELCOURT <b>Prerequisite :</b> LANG6009-1 - Chinois élémentaire 1	Q1	30	-	-	3
LANG1940-1	<i>Spanish 5</i> (spanish language) - Alba BALLESTA MARTÍNEZ	Q1	30	-	-	3
LANG1941-1	<i>Advanced Spanish 5</i> (spanish language) - Alba BALLESTA MARTÍNEZ	Q1	30	-	-	3
LANG1946-1	<i>Elementary Spanish 2</i> - Véronique PEIFFER <b>Prerequisite :</b> LANG1934-1 - Espagnol élémentaire 1	Q1	30	-	-	3
LANG1942-1	<i>(Advanced) Italian 5</i> (italian language) - Alex BARDASCINO	Q1	30	-	-	3
LANG7003-1	<i>Elementary Italian 2</i> - Alex BARDASCINO <b>Prerequisite :</b> LANG6010-1 - Italien élémentaire 1	Q1	30	-	-	3
LANG1950-1	<i>Dutch 5</i> (dutch language) - Wannes DUPONCHEEL, Nicole ENGELEN	Q1	30	-	-	3
LANG1948-1	<i>Elementary Dutch 2</i> (dutch language) - Fanny NSITA <b>Prerequisite :</b> LANG1936-1 - Néerlandais élémentaire 1	Q1	30	-	-	3
LANG1955-1	<i>French beginner level 2</i> - ISLV, Marielle MARÉCHAL <b>Prerequisite :</b> LANG1954-1 - French beginner level 1	Q1	30	-	-	3

Choose courses for a total of 28 credits among:

GTFE8003-1	<i>Project-Thesis</i> <b>Prerequisite :</b> GEST6001-1 - Preparation for Master Thesis and Internship	TA	-	-	-	28
GTFE0013-1	<i>Research-Thesis</i> - COLLÉGIALITÉ <b>Prerequisite :</b> GEST6001-1 - Preparation for Master Thesis and Internship	TA	-	-	-	18
GSTG0014-2	<i>Internship</i> - COLLÉGIALITÉ	Q2	-	-	-	10
GTFE9005-1	<i>Intrapreneurial Thesis</i> (english language) <b>Prerequisite :</b> GEST6001-1 - Preparation for Master Thesis and Internship	TA	-	-	-	18
GEST3759-1	<i>Strategic, Organizational and Information System Audits</i> (english language) - Olivier LISEIN - [200h AUTR] <b>Corequisite :</b> GEST3050-1 - Creativity and stimulation of collective intelligence GEST3764-1 - Innovation Project Definition and Development (partim II) GEST3766-1 - Project and Change Management GEST3767-1 - Consultant Roles and Responsibilities	TA	24	-	[+]	10

*Notice :* GTFE9005-1 and GEST3759-1 courses are compulsory and only accessible to students enrolled in the Intrapreneurship and Management of Innovation Projects focus.

[...] Courses from the Master in management and/or Master in education

*Notice :* students enrolled in the teaching focus are invited to replace the placement with a choice of courses from among all the courses in the Master in Management programme and/or a course from the Faculty of Psychology, Speech and Language Therapy, and Education's programme, with the agreement of the person in charge of the teaching focus.

Choose one of the following courses :

*Notice :* a student who has chosen an Elementary language 1 course in Block 1 must necessarily continue the chosen language and take the corresponding Elementary language 2 course.

LANG1945-1	<i>Elementary German 2</i> - Charlotte HIERTZ <b>Prerequisite :</b>	Q1	30	-	-	3
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	LANG1933-1 - Allemand élémentaire 1					
LANG7002-1	<i>Elementary Chinese 2</i> (english language) - Rachel DELCOURT <b>Prerequisite :</b> LANG6009-1 - Chinois élémentaire 1	Q1	30	-	-	3
LANG1946-1	<i>Elementary Spanish 2</i> - Véronique PEIFFER <b>Prerequisite :</b> LANG1934-1 - Espagnol élémentaire 1	Q1	30	-	-	3
LANG7003-1	<i>Elementary Italian 2</i> - Alex BARDASCINO <b>Prerequisite :</b> LANG6010-1 - Italien élémentaire 1	Q1	30	-	-	3
LANG1948-1	<i>Elementary Dutch 2</i> (dutch language) - Fanny NSITA <b>Prerequisite :</b> LANG1936-1 - Néerlandais élémentaire 1	Q1	30	-	-	3
GEST3782-1	<i>Introduction to family business entrepreneurship</i> - Raphaëlle MATTART	Q1	18	-	-	3
GEST1076-1	<i>Seminar on Sustainability and Smart Territories</i> (english language) - Nathalie CRUTZEN	Q1	18	-	-	3
GEST3050-1	<i>Creativity and stimulation of collective intelligence</i> (english language) - Deniz BOGA <b>Corequisite :</b> GEST3759-1 - Strategic, Organizational and Information System Audits GEST3764-1 - Innovation Project Definition and Development (partim II) GEST3766-1 - Project and Change Management GEST3767-1 - Consultant Roles and Responsibilities	Q2	18	50	-	3

*Notice* : compulsory course and accessible only to students of the specialised focus in Intrapreneurship and Management of Innovation Projects

[...] Optional courses from the courses of the Master in management

### Bloc d'aménagement du programme de l'année

## Bridging courses Master in management (120 credits)

### Optional courses

Each student's programme will be determined by the Jury depending on their prior education; it consists of 60 course credits essentially from those offered below (exemptions of up to 15 credits may be granted if the student can demonstrate in their application that they have acquired the harmonisation levels required in their previous course):

FINA0001-1	<i>Financial statement analysis and financing an enterprise</i> - Wouter TORSIN	Q2	45	-	-	5
FINA0092-1	<i>Financial Analysis and Corporate Financing</i> (english language) - Wouter TORSIN	Q2	45	-	-	5
GEST3054-2	<i>Analysis of organizations</i> - Wouter VLEUGELS	Q1	30	15	-	5
LANG2941-1	<i>English 3 - 1st part</i> - Chloé L'HONNEUX	Q1	60	-	-	5
LANG2942-1	<i>English 3 - 2nd part</i> (english language) - Xuan Giang NGUYEN, Pauline WARROQUIERS	TA	30	-	-	3
GEST0368-1	<i>Cost Accounting</i> - Giuseppina CAPODICI	Q2	30	-	-	5
DROI0908-1	<i>Law and businesses</i> - Jacques DEFER	Q1	30	-	-	5
GRHO0001-4	<i>Strategic Human Resources Management</i> - Grégory JEMINE	Q1	45	-	-	5
GRHO0041-1	<i>Organizational Behavior and Strategic Human Resources Management</i> (english language) - Michaël PARMENTIER	Q1	45	-	-	5
INFO0074-1	<i>Computer science for economists and managers</i> - Eddy HEINS,	Q2	40	15	-	5

ANDOMME

GEST0832-4	<i>Financial Markets</i> - Georges HÜBNER	Q2	40	15	-	<b>5</b>
FINA0091-1	<i>Market Finance in EU</i> (english language) - Caterina SANTI	Q2	40	15	-	<b>5</b>
GEST3014-2	<i>Principles of marketing</i> - Nadia STEELS	Q1	50	-	-	<b>5</b>
MARK9202-1	<i>Marketing : Concepts and Decision Making</i> (english language) - AnneChristine CADIAT	Q1	40	-	-	<b>5</b>
MATH2017-1	<i>Mathematics (part 1)</i> - Jérôme DE BOECK	Q1	23	8	-	<b>3</b>
MATH2018-1	<i>Mathematics (part 2)</i> - Jérôme DE BOECK	Q2	22	7	-	<b>3</b>
ECON2314-1	<i>Microeconomics</i> - HenryJean GATHON	Q2	40	15	-	<b>5</b>
GEST1039-1	<i>Business simulation</i> - Anne BILS, Wilfried NIESSEN - [30h Mon. WS]	TA	-	-	[+]	<b>2</b>
STAT2006-1	<i>Statistics</i> (english language) - Siamak KHAYYATI	Q1	30	15	-	<b>5</b>
LOGI0001-2	<i>Supply Chain Management</i> (english language) - Thierry PIRONET	Q1	45	-	-	<b>5</b>