

#### Cycle view of the study programme

		B1	Or	Th	Pr	Au	Cr
<b>Cours obligatoires de la finalité (B1 : 15Cr, B2 : 10Cr)</b>							
MARK0785-1	<i>Brand Management</i> (english language) - Laurence DESSART, Claire GRUSLIN	B1	Q2	30	-	-	5
MARK9306-1	<i>Sustainable Marketing</i> (english language) - Laurence DESSART, Claire GRUSLIN, Willem STANDAERT, Nadia STEILS	B1	Q2	30	-	-	5
MARK0793-1	<i>Marketing Research</i> (english language) - Cécile DELCOURT	B1	Q2	30	-	-	5
MARK0794-1	<i>Consumer Behavior</i> (english language) - Cécile DELCOURT <b>Prerequisite :</b> MARK0793-1 - Marketing Research	B2	Q1	30	-	-	5
MARK0797-1	<i>Digital Marketing Strategy</i> (english language) - Laurence DESSART	B2	Q1	30	-	-	5
<b>Cours au choix de la finalité (B2 : 5Cr)</b>							
Choose one of the following courses : (B2 : 5Cr)							
MARK9201-1	<i>Digital Consumer Experience</i> (english language) - Laurence DESSART	B2	Q1	30	-	-	5
GEST3032-1	<i>e-Commerce Methods and Techniques</i> (english language) - Ashwin ITTOO <b>Prerequisite :</b> INFO2039-2 - Management Information Systems	B2	Q1	30	-	-	5
MARK0796-1	<i>Intercultural Marketing</i> (english language) - Claire GRUSLIN	B2	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	B2	Q1	30	-	-	5
<b>Cours obligatoires du tronc commun (B1 : 10Cr, B2 : 11Cr)</b>							
INFO9026-1	<i>Management Analytics</i> (english language)	B1	Q2	30	-	-	5
GEST7105-1	<i>Scientific Methods in Management</i> (english language)	B1	TA	30	-	-	5
GPRO0002-1	<i>Skills workshops</i> - David HOMBURG, Giseline RONDEAUX	B2	TA	-	-	-	5
GEST3753-1	<i>Business Ethics and Corporate Social Responsibility</i> (english language) - Virginie XHAUFLAIR	B2	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	B2	Q1	12	-	-	2
GEST3754-1	(pas organisé en 2024-2025) <i>Entrepreneurship and Innovation</i> (english language)	B2	Q1	30	-	-	3
<b>Cours au choix du tronc commun (B1 : 35Cr, B2 : 34Cr)</b>							
Choose one module from : (B1 : 20Cr)							
<b>Module 1 (aimed at internationally mobile students) (B1 : 20Cr)</b>							
ERAS0016-1	<i>Erasmus HEC (MSG)</i>	B1		-	-	-	20
<b>Module 2 (B1 : 20Cr)</b>							
MQGE0005-5	<i>Quantitative Methods in Management</i> (english language) - Part : <i>Operations Research</i> - Yasemin ARDA - Part : <i>Statistics</i> - Cédric HEUCHENNE	B1	Q1	15	-	-	5
INFO2039-2	<i>Management Information Systems</i> (english language) - Ashwin ITTOO, Elise VANDOMME	B1	Q1	30	-	-	5

GEST3029-1 *International Strategy* (english language) - Nathalie CRUTZEN, Nathalie CRUTZEN, Anthony SANTINO B1 Q1 30 - - 5

GEST1116-1 *Leadership* (english language) - Michaël PARMENTIER B1 Q1 30 - - 5

Choose two courses out of the following : (B1 : 5Cr, B2 : 3Cr)

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

LANG1925-1 *German 4* (german language) - Marie MAWHIN B1 Q2 30 - - 5

LANG1926-1 *Advanced German 4* (german language) - Laurent GIANOTTI B1 Q2 30 - - 5

LANG1933-1 *Elementary German 1* - Marie MAWHIN B1 TA 30 - - 5

LANG6009-1 *Elementary Chinese 1* (english language) - Rachel DELCOURT B1 Q2 30 - - 5

LANG1927-1 *Spanish 4* (spanish language) - Alba BALLESTA MARTÍNEZ B1 Q2 30 - - 5

LANG1928-1 *Advanced Spanish 4* (spanish language) - Alexis ALVAREZ BARBOSA B1 Q2 30 - - 5

LANG1934-1 *Elementary Spanish 1* - Alexis ALVAREZ BARBOSA B1 TA 30 - - 5

LANG1954-1 *French beginner level 1* - ISLV, Marielle MARÉCHAL B1 Q2 30 - - 5

LANG1929-1 *(Advanced) Italian 4* (italian language) - Alex BARDASCINO B1 Q2 30 - - 5

LANG6010-1 *Elementary Italian 1* - Alex BARDASCINO B1 Q2 30 - - 5

LANG1932-1 *Dutch 4* (dutch language) - Wannes DUPONCHEEL, Nicole ENGELEN B1 Q2 30 - - 5

LANG1936-1 *Elementary Dutch 1* - Fanny NSITA B1 Q2 30 - - 5

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

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

LANG1938-1 *German 5* (german language) - Marie MAWHIN B2 Q1 30 - - 3

LANG1939-1 *Advanced German 5* (german language) - Laurent GIANOTTI B2 Q1 30 - - 3

LANG1945-1 *Elementary German 2* - Laurent GIANOTTI B2 Q1 30 - - 3  
**Prerequisite :**  
LANG1933-1 - Allemand élémentaire 1

LANG7002-1 *Elementary Chinese 2* (english language) - Rachel DELCOURT B2 Q1 30 - - 3  
**Prerequisite :**  
LANG6009-1 - Chinois élémentaire 1

LANG1940-1 *Spanish 5* (spanish language) - Alba BALLESTA MARTÍNEZ B2 Q1 30 - - 3

LANG1941-1 *Advanced Spanish 5* (spanish language) - Alba BALLESTA MARTÍNEZ B2 Q1 30 - - 3

LANG1946-1 *Elementary Spanish 2* - Véronique PEIFFER B2 Q1 30 - - 3  
**Prerequisite :**  
LANG1934-1 - Espagnol élémentaire 1

LANG1942-1 *(Advanced) Italian 5* (italian language) - Alex BARDASCINO B2 Q1 30 - - 3

LANG7003-1 *Elementary Italian 2* - Alex BARDASCINO B2 Q1 30 - - 3  
**Prerequisite :**  
LANG6010-1 - Italien élémentaire 1

LANG1950-1 *Dutch 5* (dutch language) - Wannes DUPONCHEEL, Nicole ENGELEN B2 Q1 30 - - 3

LANG1948-1 *Elementary Dutch 2* (dutch language) B2 Q1 30 - - 3  
**Prerequisite :**  
LANG1936-1 - Néerlandais élémentaire 1

LANG1955-1 *French beginner level 2* - ISLV, Marielle MARÉCHAL B2 Q1 30 - - 3  
**Prerequisite :**

LANG1954-1 - French beginner level 1

Choose one of the following courses : (B1 : 5Cr)

DROI1310-1	<i>Private International Law</i> (english language) - Cedric VANLEENHOVE	B1	Q2	30	-	-	5
FINA0050-1	<i>Corporate Finance - Lectures and Seminars</i> (english language) - Marie LAMBERT	B1	Q2	30	-	-	5
MARK0781-2	<i>Strategic Marketing Seminar</i> (english language) - Nadia STEILS	B1	Q2	30	-	-	5

Choisir 1 cours de sustainability parmi : (B1 : 5Cr)

FINA9030-1	<i>Sustainable Finance</i> (english language) - <i>Ethics and Sustainability in Finance</i> - <i>Sustainable Business Models : a Serious Game</i> - Virginie XHAUFLAIR	B1	Q2	30	-	-	5
TECH2002-1	<i>Life Cycle Management</i> (english language) - <i>Life Cycle Assessment &amp; Ecodesign</i> - <i>Sustainable Business Models : a Serious Game</i> - Virginie XHAUFLAIR	B1	Q2	18	-	-	5
GEST7106-1	<i>Reporting and Metrics for Sustainability</i> (english language) - <i>Metrics-Driven Reporting for Sustainable Practices</i> - <i>Sustainable Business Models : a Serious Game</i> - Virginie XHAUFLAIR	B1	Q2	18	-	-	5

Choose courses for a total of 28 credits among: (B2 : 28Cr)

GTFE8003-1	<i>Project-Thesis</i> <b>Prerequisite :</b> GEST6001-1 - Preparation for Master Thesis and Internship	B2	TA	-	-	-	28
GTFE0013-1	<i>Research-Thesis</i> - COLLÉGIALITÉ <b>Prerequisite :</b> GEST6001-1 - Preparation for Master Thesis and Internship	B2	TA	-	-	-	18
GSTG0014-2	<i>Internship</i> - COLLÉGIALITÉ	B2	Q2	-	-	-	10
GTFE9005-1	<i>Intrapreneurial Thesis</i> (english language) <b>Prerequisite :</b> GEST6001-1 - Preparation for Master Thesis and Internship	B2	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	B2	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 : (B2 : 3Cr)

*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> - Laurent GIANOTTI <b>Prerequisite :</b>	B2	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	B2	Q1	30	-	-	-	-	3
LANG1946-1	<i>Elementary Spanish 2</i> - Véronique PEIFFER <b>Prerequisite :</b> LANG1934-1 - Espagnol élémentaire 1	B2	Q1	30	-	-	-	-	3
LANG7003-1	<i>Elementary Italian 2</i> - Alex BARDASCINO <b>Prerequisite :</b> LANG6010-1 - Italien élémentaire 1	B2	Q1	30	-	-	-	-	3
LANG1948-1	<i>Elementary Dutch 2</i> (dutch language) <b>Prerequisite :</b> LANG1936-1 - Néerlandais élémentaire 1	B2	Q1	30	-	-	-	-	3
GEST3782-1	<i>Introduction to family business entrepreneurship</i>	B2	Q1	18	-	-	-	-	3
GEST1076-1	<i>Seminar on Sustainability and Smart Territories</i> (english language) - Nathalie CRUTZEN	B2	Q1	18	-	-	-	-	3
GEST3050-1	<i>Creativity and stimulation of collective intelligence</i> (english language) - Deniz BOGA, Michaël PARMENTIER <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	B2	Q2	18	50	-	-	-	3
	<i>Notice : compulsory course and accessible only to students of the specialised focus in Intrapreneurship and Management of Innovation Projects</i>								

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

## Additional ECTS Master in management (120 ECTS)

### Optional courses (B0 : 60Cr)

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): (B0 : 60Cr)

FINA0001-1	<i>Financial statement analysis and financing an enterprise</i> - Wouter TORSIN	B0	Q2	45	-	-	-	-	5
FINA0092-1	<i>Financial Analysis and Corporate Financing</i> (english language) - Wouter TORSIN	B0	Q2	45	-	-	-	-	5
GEST3054-2	<i>Analysis of organizations</i> - Wouter VLEUGELS	B0	Q1	30	15	-	-	-	5
LANG2941-1	<i>English 3 - 1st part</i> - Chloé L'HONNEUX	B0	Q1	60	-	-	-	-	5
LANG2942-1	<i>English 3 - 2nd part</i> (english language) - Xuan Giang NGUYEN, Pauline WARROQUIERS	B0	TA	30	-	-	-	-	3
GEST0368-1	<i>Cost Accounting</i> - Giuseppina CAPODICI	B0	Q2	30	-	-	-	-	5
DROI0908-1	<i>Law and businesses</i> - Jacques DEFER	B0	Q1	30	-	-	-	-	5
GRHO0001-4	<i>Strategic Human Resources Management</i> - Grégory JEMINE	B0	Q1	45	-	-	-	-	5
GRHO0041-1	<i>Organizational Behavior and Strategic Human Resources Management</i> (english language) - Michaël PARMENTIER	B0	Q1	45	-	-	-	-	5
INFO0074-1	<i>Computer science for economists and managers</i> - Elise VANDOMME	B0	Q2	40	15	-	-	-	5

GEST0832-4	<i>Financial Markets</i> - Georges HÜBNER	B0	Q2	40	15	-	<b>5</b>
FINA0091-1	<i>Market Finance in EU</i> (english language) - Caterina SANTI	B0	Q2	40	15	-	<b>5</b>
GEST3014-2	<i>Principles of marketing</i> - Nadia STEELS	B0	Q1	50	-	-	<b>5</b>
MARK9202-1	<i>Marketing : Concepts and Decision Making</i> (english language) - AnneChristine CADIAT	B0	Q1	40	-	-	<b>5</b>
MATH2017-1	<i>Mathematics (part 1)</i> - Jérôme DE BOECK	B0	Q1	23	8	-	<b>3</b>
MATH2018-1	<i>Mathematics (part 2)</i> - Jérôme DE BOECK	B0	Q2	22	7	-	<b>3</b>
ECON2314-1	<i>Microeconomics</i> - HenryJean GATHON	B0	Q2	40	15	-	<b>5</b>
GEST1039-1	<i>Business simulation</i> - Anne BILS, Wilfried NIESSEN - [30h Mon. WS]	B0	TA	-	-	[+]	<b>2</b>
STAT2006-1	<i>Statistics</i> (english language) - Siamak KHAYYATI	B0	Q1	30	15	-	<b>5</b>
LOGI0001-2	<i>Supply Chain Management</i> (english language) - Thierry PIRONET	B0	Q1	45	-	-	<b>5</b>