

2016-2017

Course offerings for international exchange students

(Updated: 5th July, 2016)

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<p>Note: an up-to-date description of courses can be always be found in the online study guide!</p>
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II. OVERVIEW OF COURSES PER SEMESTER AND LEVEL

Course offerings for incoming Bachelor students

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Semester 1 (September through January)		
Course code	Title	ECTS
1230	Applied Econometrics	6
1716	Business English 3	3
1870	Business Information Systems	6
1968	Cross Culture Belgium	3
1627	English for Exchange Students	3
3239	European Environmental Law	3
0452	Financial Accounting	6
1228	Financial Management	6
1848	Intermediate Macroeconomics	3
1849	Intermediate Microeconomics	3
3628	Introduction to Business Statistics	6
1229	Introduction to Operations Research	3
1223	Marketing	6
1168	Organizational Behaviour	3
2127	Strategic Management	3
2861	Supply Chain Logistics	6

Semester 2 (February through June)		
Course code	Title	ECTS
1352	Business English 2	3
3347	Business Process Management	6
2062	Diversity, Equality and Inclusion in Organizations	6
1539	Microeconomic Optimization 2	6
1955	North South	3
1622	Research Methodology	6
2127	Strategic Management	3
2055	Sustainable Entrepreneurship	3
3513	Sustainable Tourism Management	6

The following master courses are only open to students who have obtained a min. amount of credits:

Min. 100 ECTS – 1 MA-course may be selected by the student

Min. 120 ECTS – 2 MA-courses may be selected by the student

Min. 150 ECTS – 3 MA-courses may be selected by the student

Semester 1 (September through January)		
Course code	Title	ECTS
2143	Business Strategy	6
1729	ERP Systems	6
2215	International Financial Management	6
2879	Marktstrat Simulation Game	3
2878	Strategic Marketing	3

Course offerings for incoming Master students

Semester 1 <i>(September through January)</i>		
Course code	Title	ECTS
3522	Business Intelligence	6
2218	Business Process Analytics	6
2143	Business Strategy	6
3562	Concepts of Bayesian Inference	4
3523	Cost Benefit Analysis	6
3521	Energy and Environmental Economics	6
1685	Entrepreneurial Finance	6
1729	ERP Systems	6
2199	ICT Management	6
1697	Innovative HRM	6
1722	Integrated Logistics	6
2215	International Financial Management	6
2142	International Marketing	6
1726	Knowledge Discovery	6
2879	Marktstrat Simulation Game	3
2878	Strategic Marketing	3
0383	Survival Data Analysis	5

Semester 2 <i>(February through June)</i>		
Course code	Title	ECTS
3533	Business Process Modelling	12
3527	Capita Selecta	3
2062	Diversity, Equality and Inclusion in Organizations	6
3179	Empirical Methods for Finance and Banking	3
3563	Generalized Linear Models	6
2145	Industrial Marketing	6
1682	Innovation and Value Chain Management	6
1732	IT-Governance, Risk and Compliance	6
2144	Market Research Methodology	6
1955	North-South	3
3525	Process Simulation	6
1706	Quantitative Economics	6
1696	Strategic Innovation	6
1721	Supply Chain Management	6
3513	Sustainable Tourism Management	6

III COURSE DESCRIPTIONS

1230 Applied Econometrics Semester 1	6 ECTS
<p>Prerequisites</p> <ul style="list-style-type: none"> ▪ Open to Bachelor students ▪ Statistics and mathematics for economists: students should familiarize themselves with the chapters 1-3 from Stock and Watson 	
<p>Content</p> <p>The following topics will be handled in the course:</p> <ul style="list-style-type: none"> ▪ Linear Regression with one variable: Ordinary least square estimator, measures of fit, least square assumptions, sampling Distributions ▪ Hypothesis testing and confidence intervals ▪ One-sided, two-sides hypothesis of coefficients, constructing confidence intervals, populations means, homoscedasticity/heteroscedasticity ▪ Linear Regression with multiple variables Omitted variable bias, multiple regression model, multicollinearity ▪ Hypothesis testing and confidence intervals ▪ Joint hypothesis testing, F-statistics, testing linear restrictions- Non-linear regression analysis Nonlinear regression function, log-linear models, interaction terms, nonlinear least squares estimator- Panel data regression analysis Fixed effects, OLS dummy approach- Robustness diagnostics and instrumental variables regression ▪ Concept of endogeneity, exogeneity, 2-stage least squares, identification issues, instruments- Empirical application of the above concepts in SPSS 	
<p>Teaching method en organisation</p> <ul style="list-style-type: none"> ▪ Interactive lecture courses: discussion in detail each of the topics and exercises given in de respective S&W handbook chapters and lecture notes. ▪ Practical courses (exercises, computer demonstrations (SPSS)): exercises dealing with the theory, empirical exercises. 	
<p>Assessment method</p> <ul style="list-style-type: none"> ▪ Empirical assignment(s) applying some of the models discussed in the course (10%). ▪ Exercises (10%) ▪ Written exam (closed book) on the material discussed during the lectures (80%). 	
<p>Compulsory textbooks</p> <ul style="list-style-type: none"> ▪ Introduction to Econometrics, Stock, J.H. & Watson, M.W., Third Edition, Pearson education, 9781408264331, 2012 	
<p>Compulsory syllabus</p> <ul style="list-style-type: none"> ▪ Power Points (Stock and Watson) with a summary of the chapters of the text book ▪ Test Bank (Stock and Watson), self-study material 	
<p>Compulsory course material</p> <ul style="list-style-type: none"> ▪ Complementary materials especially dealing with practical applications, will be provided through own lecture notes 	
<p>This course is offered in the following levels of education and/or programmes:</p> <ul style="list-style-type: none"> ▪ BA3 - Business Economics 	

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1352 Business English 2 Semester 2		3 ECTS
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Bachelor students ▪ CEFR level B2 		
Content		
<ul style="list-style-type: none"> ▪ Communication skills in a business context (presentations; holding and chairing meetings; brainstorming) ▪ Critical reading skills ▪ Cross-cultural differences in language use and business contexts ▪ Multimodal communication 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures, responsive lectures, exercises, guided self-study 		
Assessment method		
<ul style="list-style-type: none"> ▪ Written, closed book examination (50%) ▪ Oral examination (50%) 		
Compulsory textbooks		
<ul style="list-style-type: none"> ▪ Grammar and Vocabulary for first Certificate., Prodromou, Luke. ▪ Market Leader, Course Book, Upper Intermediate Business English + MyEnglishLab Access code (Latest edition), Cotton, Falvey en Kent., Pearson education 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ BA2 - Business Economics / Business Engineering / Business Engineering and Management Information Systems 		

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1716 Business English 3	
Semester 1	
	3 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students ▪ Business English 2 ▪ CEFR level B2 	
Content	
Effective communication in a professional context: <ul style="list-style-type: none"> ▪ Job applications ▪ Cross-culture (UK and US) ▪ Writing a research paper 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Interactive lectures, self-study ▪ Case studies, texts, audio-visual material ▪ Group assignments and presentations 	
Assessment method	
<ul style="list-style-type: none"> ▪ Paper and presentation ▪ Written examination (vocabulary) ▪ Permanent evaluation 	
Compulsory syllabus	
<ul style="list-style-type: none"> ▪ Extra course material and announcements on Blackboard 	
Compulsory course material	
<ul style="list-style-type: none"> ▪ Market Leader Course book, Upper Intermediate (Latest edition), Pearson education 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ BA3 - Business Economics / Business Engineering / Business Engineering and Management Information Systems ▪ MA - Business Economics / Business Engineering / Business Engineering and Management Information Systems 	

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1870 Business Information Systems	
Semester 1	
	6 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students 	
Content	
<ul style="list-style-type: none"> ▪ Information systems in a business context ▪ Types of information systems ▪ Use of an information system to manage and control the knowledge in a company ▪ Relation with the different management levels ▪ Evolution and risks in the fields of e-commerce, digital markets and digital products ▪ Concept of IT project management 	
Teaching method and organisation	
Active participation, computer labs, computer assignments, group work, formal lectures, self- study:	
<ul style="list-style-type: none"> ▪ The students will work in group (6-8 people) on 6 case studies (1 for each chapter). ▪ For the practical sessions, the students will learn to build a management information system with MS Access and MS Excel 	
Assessment method	
<ul style="list-style-type: none"> ▪ Written, closed book examination of the theoretical classes and discussed case studies (50%) ▪ Written, closed book practical examination (at PC), related to the practical sessions (50%) 	
Compulsory text book	
<ul style="list-style-type: none"> ▪ Management information systems - Managing the digital firm, Laudon & Laudon,14th ed, Pearson-Prentice Hall,9780133898163 	
Compulsory course material	
<ul style="list-style-type: none"> ▪ Additional course material will be made public on blackboard 	
Recommended reading	
<ul style="list-style-type: none"> ▪ Problem-Solving Cases in Microsoft® Access and Excel®, Ellen Monk; Joseph Brady; Gerard S. Cook,12,Cengage Learning,9781285867199 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ Bachelor level course 	

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3522 Business Intelligence		6 ECTS
Semester 1		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students ▪ The student must know how to program (in R) ▪ The student must know how to query a relational database with SQL ▪ The student must have a good understanding of data modeling, ER diagrams and normalisation 		
Content		
<ul style="list-style-type: none"> ▪ Components of a BI architecture ▪ Designing and implementing a BI system 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Exercises 		
Organisation		
<ul style="list-style-type: none"> ▪ Work sessions 		
Assessment method		
<ul style="list-style-type: none"> ▪ Exercises and assignments (50%) ▪ Written, closed book examination (50%) 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA - Business and Information Systems Engineering 		

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2218 Business Process Analytics	
Semester 1	
	6 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Elementary level of Business Process Management, including some knowledge on process modeling languages 	
Content	
<p>This course will cover the following subjects, both in theory and in practice:</p> <ul style="list-style-type: none"> ▪ Process Modelling (extension on content of "Business Process Modelling") ▪ Petri Nets ▪ Event log: format and construction approach ▪ Process Discovery ▪ Declarative mining ▪ Additional Perspectives ▪ Analysing (un)structured models 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Responsive lectures, Self-study assignments, work sessions, exercises, reports 	
Assessment method	
<ul style="list-style-type: none"> ▪ Written report (40%) ▪ Oral examination (60%) 	
Compulsory text book	
<ul style="list-style-type: none"> ▪ Process Mining - Discovery, Conformance and Enhancement of Business Processes, Wil M. P. van der Aalst, 1st, Springer, 9783642193446 	
Compulsory syllabus	
<ul style="list-style-type: none"> ▪ Reader 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ MA - Business and Information Systems Engineering / Computer Science: Management Information Systems 	

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3347 Business Process Management Semester 2	6 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students ▪ Basic knowledge about business processes and decision modelling 	
Content	
<ul style="list-style-type: none"> ▪ Components for applying business process management ▪ Methodology to create business processes and decision models at different levels 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Lectures, practical exercises and group work 	
Assessment method	
<ul style="list-style-type: none"> ▪ Written, closed book examination (50%) ▪ Group assignment (50%) 	
Compulsory text book	
<ul style="list-style-type: none"> ▪ The microguide to process and decision modeling, Debevoise, James Taylor, First, 9781502789648 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ BA3 - Business and Information Systems Engineering 	

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3533 Business Process Modelling Semester 2	12 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Basic knowledge of IT systems and business processes 	
Content	
<ul style="list-style-type: none"> ▪ Business process and decision modelling ▪ Methodology to create business processes and decision models at different levels using standard languages ▪ The integration between business logic, process and data logic 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Lectures, practical exercises , group work 	
Assessment method	
<ul style="list-style-type: none"> ▪ Written, closed book examination (50%) ▪ Group assignment (50%) 	
Compulsory text book	
<ul style="list-style-type: none"> ▪ BPMN method and style, Bruce Silver, First, cody-cassidy press,9780982368107 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ MA –Management: Business Process Management 	

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2143 Business Strategy Semester 1	6 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Master students 	
Content	
<ul style="list-style-type: none"> ▪ Strategy foundations ▪ Strategy model shortcomings ▪ Open innovation strategy (from closed to open/challenges for large and small companies) ▪ Social/green strategy ▪ Strategy consulting ▪ Ecosystem strategies ▪ Dynamic/open strategy ▪ IP strategy 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Lectures, group assignments, interactive sessions, ▪ Real-life case during and presentation of the case solution before the company involved. 	
Assessment method	
<ul style="list-style-type: none"> ▪ Group-based theoretical work (50%) ▪ Group-based practical work (50%) 	
Compulsory course material	
<ul style="list-style-type: none"> ▪ Reading materials will be made available to students via Blackboard. 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ MA - Management: International Marketing Strategy 	

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3527 Capita Selecta Semester 2	3 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Bachelor degree 	
Content	
<ul style="list-style-type: none"> ▪ Different business informatics topics will be introduced and discussed by experts. 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Conferences, symposia ▪ Portfolio 	
Assessment method	
<ul style="list-style-type: none"> ▪ Paper (100%) 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ MA - Business and Information Systems Engineering 	

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3562 Concepts of Bayesian Inference		4 ECTS
Semester 1		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students 		
Content		
<ul style="list-style-type: none"> ▪ Introduction to basic concepts of Bayesian analysis ▪ Posterior summary measures ▪ Predictive distributions and Bayesian hypothesis tests ▪ Simulation methods (Markov chain Monte Carlo (MCMC)) ▪ Introduction to algorithms like Gibbs sampling and Metropolis-Hastings ▪ Medical case studies 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures and homework ▪ The student should be able to analyse relatively simple problems in a Bayesian way using WinBugs software. The emphasis in this course is on practical data analysis, but the basic concepts of the theoretical background will also be given 		
Assessment method		
<ul style="list-style-type: none"> ▪ Homework (30%) ▪ Oral examination (20%) ▪ Written examination (50%) 		
Compulsory textbook		
<ul style="list-style-type: none"> ▪ Bayesian Biostatistics, Lesaffre, E. and Lawson, A.,2012,John Wiley & Sons 		
Compulsory syllabus		
<ul style="list-style-type: none"> ▪ Course notes "concepts of Bayesian inference" 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA - Bioinformatics / Biostatistics / Statistics / Business and Information Systems Engineering 		

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3523 Cost Benefit Analysis		6 ECTS
Semester 1		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students 		
Content		
<ul style="list-style-type: none"> ▪ Assessment and evaluation of the efficiency of policy measures ▪ Economic valuation methods and approaches to select optimal IT projects or proposals for both private sector firms and government agencies. ▪ Cost-benefit analysis ▪ Cost effectiveness analysis ▪ Multi criteria analysis ▪ Theoretical and practical advantages and disadvantages of various methods ▪ Correct use of these methods contributes to the decision-making process of governments and private sector firms will be discussed. Additionally, the impact of uncertainty in valuation analyses will also be discussed at length and students will learn to use sensitivity analyses (e.g. Monte Carlo simulation) 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Interactive lectures and work sessions with case studies, exercises, group work, presentations, reports 		
Assessment method		
<ul style="list-style-type: none"> ▪ Case study (20%) ▪ Presentation (10%) ▪ Written, closed book examination (70%) 		
Compulsory course material		
<ul style="list-style-type: none"> ▪ Presentations and literature will be provided via BlackBoard. 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA - Business Engineering / Business and Information Systems Engineering / Management: Business Process Management 		

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1968 Cross Culture Belgium Semester 1		3 ECTS
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Bachelor students 		
Content		
<ul style="list-style-type: none"> ▪ Cross Culture, Belgium ▪ Language and history ▪ European Union ▪ World economy, globalisation, politics 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Interactive lectures 		
Assessment method		
<ul style="list-style-type: none"> ▪ Written examination 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ Exclusively open to exchange students 		

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2062 Diversity, Equality and Inclusion in Organizations	
Semester 2	
	6 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students ▪ Open to Master students 	
Content	
<ul style="list-style-type: none"> ▪ Diversity ▪ Inclusion ▪ Diversity management ▪ Equal opportunities ▪ Inequality 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Lectures ▪ Group project with presentations 	
Assessment method	
<ul style="list-style-type: none"> ▪ Written examination (70%) ▪ Group project (30%) 	
Compulsory syllabus	
<ul style="list-style-type: none"> ▪ Learning materials include the bundle of scientific texts in the syllabus and are available on Blackboard, the slides of the lectures, the slides of the group presentations, the slides of guest speakers' lectures, and the film analysed during the group project. 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ BA3 - Business Economics / Business and Information Systems Engineering ▪ MA - Business Economics / Business Engineering / Business and Information Systems Engineering 	

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3179 Empirical Methods for Finance and Banking Semester 2	3 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Time series regression or applied econometrics 	
Content	
<ul style="list-style-type: none"> ▪ Regression and volatility ▪ Portfolio theory of Markowitz with an empirical application ▪ Capital Asset Pricing Model (CAPM) ▪ Efficient Market Hypothesis ▪ Exchange rate forecasting 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Work sessions with empirical assignment 	
Assessment method	
<ul style="list-style-type: none"> ▪ Written evaluation during the teaching period (empirical assignment) (20%) ▪ Written, closed book examination (80%) 	
Compulsory textbook	
<ul style="list-style-type: none"> ▪ Empirical Methods for Finance and Banking, Robert Solis, 1st, Wiley, 9780470512890 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ MA – Business Economics / Business Engineering 	

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3521 Energy and Environmental Economics		6 ECTS
Semester 1		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Microeconomics 		
Content		
<ul style="list-style-type: none"> ▪ Analytical and empirical studies to analyse environmental problems ▪ Costs and benefits ▪ Values externalities ▪ Environmental policy measures 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures 		
Assessment method		
<ul style="list-style-type: none"> ▪ Written, closed book examination (100%) 		
Compulsory textbooks		
<ul style="list-style-type: none"> ▪ Energy Economics, Stef Proost & Guido Pepermans, 1, ACCO, 9789033498169 ▪ Environmental Economics and Policy, Tom Tietenberg & Lynne Lewis, 6th, Pearson, 9780321599490 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA - Business Engineering 		

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1627 English for Exchange Students	
Semester 1	
	3 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students ▪ CEFR level B1 	
Content	
<ul style="list-style-type: none"> ▪ Effective Presentations, meetings, negotiations ▪ Business English 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Interactive lessons in small groups. Self-study 	
Assessment method	
<ul style="list-style-type: none"> ▪ Written examination ▪ Oral examination 	
Compulsory textbook	
<ul style="list-style-type: none"> ▪ Grammar and Vocabulary for First Certificate with key + access to Longman Dictionaries Online (Latest edition), Prodromou Luke, Pearson education 	
Compulsory course material	
<ul style="list-style-type: none"> ▪ Course material and announcements on Blackboard 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ Bachelor level course 	

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1685 Entrepreneurial Finance		6 ECTS
Semester 1		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students 		
Content		
<ul style="list-style-type: none"> ▪ Business planning: <ul style="list-style-type: none"> - marketing plan - production plan - human resources plan - R&D plan - financial plan. - the use of a business plan as a monitoring device ▪ SME valuation and entrepreneurial finance: <ul style="list-style-type: none"> - business angels financing - venture capital (VC), IPO, MBO, MBI, sources of working capital - most important (VC) valuation methods and their application in the context of a private firm 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures, responsive lectures and work sessions with case studies, discussion/debate and exercises 		
Assessment method		
Written examination, open and closed book (100%)		
Compulsory textbook		
<ul style="list-style-type: none"> ▪ Venture Capital & the Finance of Innovation, Metrick, A. & A. Yasuda, 2de druk, Wiley, 9780470454701 		
Recommended reading		
<ul style="list-style-type: none"> ▪ Entrepreneurship: Introduction to business plans, Alea Fairchild,1,die Keure, 9789086618248 ▪ Preparing Effective Business Plans: An Entrepreneurial Approach, Bruce R. Barringer, 2, Pearson, 9780133506976 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA - Business Economics / Business Engineering / Business and Information Systems Engineering 		

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1729 ERP Systems		6 ECTS
Semester 1		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students ▪ General business background and business process knowledge ▪ Elementary level of financial accounting ▪ Elementary level of supply chain management 		
Content		
<ul style="list-style-type: none"> ▪ Introduction to ERP, including the IS architecture ▪ Introduction to SAP ▪ SAP module 'Sales and Distribution' ▪ SAP module 'Materials Management' ▪ SAP module 'Production Planning' ▪ SAP module 'Financial Accounting' ▪ Navigation through SAP tables ▪ Implementation of ERP-systems, including related risks 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Self-study assignments and work sessions with exercises, group work and home work 		
Assessment method		
<ul style="list-style-type: none"> ▪ Written, closed book examination (100%) 		
Compulsory course material		
<ul style="list-style-type: none"> ▪ Compulsory course material will be provided on BlackBoard. 		
Recommended reading		
<ul style="list-style-type: none"> ▪ Concepts in Enterprise Resource Planning, Ellen Monk; Bret Wagner, 4, Cengage Learning, 9781111820398 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA - Business Engineering / Business and Information Systems Engineering / Management: Business Process Management 		

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3239 European Environmental Law	
Semester 1	
	3 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students 	
Content	
<ul style="list-style-type: none"> ▪ Environmental policy and law ▪ Role of the EU ▪ Industrial emissions/environmental permit ▪ Access to environmental information ▪ Environmental impact assessment ▪ Climate change ▪ Waste ▪ Environmental liability 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Interactive lectures with case discussions 	
Assessment method	
<ul style="list-style-type: none"> ▪ Oral examination (100%) 	
Compulsory syllabus	
<ul style="list-style-type: none"> ▪ Own syllabus 	
Recommended reading	
<ul style="list-style-type: none"> ▪ European Environmental Law: After Lisbon, Jan H. Jans; Hans H.B. Vedder, 4, Europa Law Publishing, 9789089521064 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ Exclusively offered to exchange students 	

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0452 Financial Accounting Semester 1		6 ECTS
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Bachelor students 		
Content		
<ul style="list-style-type: none"> ▪ Introduction to financial accounting ▪ Accounting theory and practice 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Introductory lectures, followed by exercises. 		
Assessment method		
<ul style="list-style-type: none"> ▪ Written closed book examination 		
Compulsory textbooks		
<ul style="list-style-type: none"> ▪ Introduction to financial accounting, Horngren, Sundem, Elliott Philbrick, 11th edition, Pearson, 1292040572 		
Compulsory course material		
<ul style="list-style-type: none"> ▪ Blackboard: Powerpoint presentations 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ Bachelor level course 		

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1228 Financial Management Semester 1		6 ECTS
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Bachelor students ▪ Basic course of accounting ▪ Basic course of statistics 		
Content		
<ul style="list-style-type: none"> ▪ Introduction to financial statement analysis ▪ Time value of money and interest rates ▪ Valuing bonds ▪ Investment analysis ▪ Valuing stocks ▪ Risk and Return 		
Teaching method		
<ul style="list-style-type: none"> ▪ Lectures and practical sessions (theory will be followed by exercises and cases). 		
Assessment method		
<ul style="list-style-type: none"> ▪ Written closed book exam with use of formula sheet (100%) 		
Compulsory textbooks		
<ul style="list-style-type: none"> ▪ Corporate Finance: The Core plus MyFinance Lab, Berk & DeMarzo, Third Edition (2016), Pearson, 9781292166049 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ Bachelor level course 		

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3563 Generalized Linear Models Semester 2		6 ECTS
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students 		
Content		
<ul style="list-style-type: none"> ▪ Available soon 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ 		
Organisation		
<ul style="list-style-type: none"> ▪ 		
Assessment method		
<ul style="list-style-type: none"> ▪ 		
Compulsory syllabus		
<ul style="list-style-type: none"> ▪ 		
Compulsory course material		
<ul style="list-style-type: none"> ▪ 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA – Bioinformatics / Biostatistics / Business and Information Systems Engineering / Statistics 		

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2199 ICT Management Semester 1		6 ECTS
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Students need to know how to program and should be familiar with the language Java ▪ As the course implies a lot of team work, students should be able to communicate fluently and correctly in English 		
Content		
<ul style="list-style-type: none"> ▪ Developing IT applications for businesses which are BPM-driven ▪ The business process as a separate layer ▪ Service Oriented Architecture, Enterprise Service Bus and NoSQL Databases among others. 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures and work sessions with group work 		
Assessment method		
<ul style="list-style-type: none"> ▪ BPM Project with oral presentation and discussion (70%) ▪ Written, closed book examination (30%) 		
Compulsory course material		
<ul style="list-style-type: none"> ▪ Additional content will be made available on Blackboard. 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA – Business and Information Systems Engineering / Computer Science 		

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2145 Industrial Marketing Semester 2		6 ECTS
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Marketing 		
Content		
<ul style="list-style-type: none"> ▪ The value based approach in industrial marketing ▪ Industrial Buying Behaviour : companies as customers ▪ The commodity magnet and flexible offerings ▪ Segmentation in BtB markets ▪ New Product Development and Innovation in industrial markets ▪ Pricing ▪ Distribution and channel Management in industrial perspective ▪ Negotiations as a way of closing the deal 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures, projects and work sessions with case studies, papers and presentations 		
Assessment method		
<ul style="list-style-type: none"> ▪ Written group report on a case (25%) ▪ Written group report on a particular topic (15%) ▪ Written examination (60%) 		
Compulsory course material		
<ul style="list-style-type: none"> ▪ A reader containing scientific articles and case studies will be made available via BlackBoard 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA – Business Economics / Business Engineering / Management: International Marketing Strategy 		

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1682 Innovation and Value Chain Management Semester 2	6 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Basic understanding of strategy 	
Content	
<ul style="list-style-type: none"> ▪ Basic concepts in the scholarly and practical fields of and Value Chain Management ▪ Innovation Management: <ul style="list-style-type: none"> ○ fundamentals of managing innovation at the level of the firm, teams, and individuals ▪ Value Chain Management: <ul style="list-style-type: none"> ○ real-life cases related to the management of value chains/value networks 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ interactive lectures and work sessions with case studies, discussion and debate 	
Assessment method	
<ul style="list-style-type: none"> ▪ Portfolio (100%) 	
Compulsory syllabus	
<ul style="list-style-type: none"> ▪ All materials on Blackboard will also be made available through a compendium in the bookshop. 	
Compulsory course material	
<ul style="list-style-type: none"> ▪ Course materials will be distributed through Blackboard. 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ MA - Business Economics / Management 	

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1697 Innovative HRM		6 ECTS
Semester 1		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students 		
Content		
<ul style="list-style-type: none"> ▪ The concept HRM, its historical origin and evolution, and related concepts ▪ Strategic HRM, the relations between HRM, firm strategy and firm performance ▪ The HRM cycle (selection and recruitment, training and development, performance, evaluation and reward) ▪ HRM, competences and career management. ▪ HRM, work-life balance and diversity ▪ Critical approaches to HRM 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures, responsive lectures with projects and presentations 		
Assessment method		
<ul style="list-style-type: none"> ▪ Presentation (30%) ▪ Written, open book examination (70%) 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA - Business Economics 		

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1722 Integrated Logistics		6 ECTS
Semester 1		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students 		
Content		
<ul style="list-style-type: none"> ▪ Introduction to the management of business logistics processes ▪ Analysis and design of business logistics networks ▪ Internal and external integration of logistic decision making processes ▪ Quantitative models for an integrated supply, production and distribution of goods and for coordination between multiple locations, firms, products and markets ▪ Optimisation problems related to the logistics sector ▪ Mathematical models for logistics applications ▪ Linear and integer programming models for logistic problem settings, such as workforce scheduling, production planning, vehicle routing, facility location and network design 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures and intensive sessions, combined with practical sessions. Case studies and discussion during classes. Practical sessions making use of optimisation software. 		
Assessment method		
<ul style="list-style-type: none"> ▪ Assignment (25%) ▪ Written, open book examination (75%) 		
Compulsory syllabus		
<ul style="list-style-type: none"> ▪ various readings will be supplied via Blackboard 		
Recommended reading		
<ul style="list-style-type: none"> ▪ Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, David Simchi-Levi; Philip Kaminsky; Edith Simchi-Levi,3,McGraw-Hill,9780073341521 ▪ Management of Business Logistics: A Supply Chain Perspective, John J. Coyle; Edward J. Bardi; C. John Langley,7,South-Western College Pub,9780324007510 ▪ Business Logistics/Supply Chain Management, Ronald H. Ballou,5,Pearson,9780131428010 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA - Business Economics 		

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1848 Intermediate Macroeconomics	
Semester 1	
	3 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students 	
Content	
<ul style="list-style-type: none"> ▪ Intermediate macroeconomics ▪ Macroeconomic policy 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Lectures 	
Assessment method	
<ul style="list-style-type: none"> ▪ Written, closed book examination with multiple choice and open exercises (100%) 	
Compulsory textbooks	
<ul style="list-style-type: none"> ▪ Economics, Lipsey and Chrystal, 13th edition, Oxford University Press, 9780199676835 	
Compulsory course material	
<ul style="list-style-type: none"> ▪ Additional material will be posted on Blackboard. 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ Bachelor level course 	

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1849 Intermediate Microeconomics	
Semester 1	
	3 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students 	
Content	
<ul style="list-style-type: none"> ▪ Economics ▪ Intermediate microeconomics. 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Lectures 	
Assessment method	
<ul style="list-style-type: none"> ▪ Written, closed book examination 	
Compulsory textbook	
<ul style="list-style-type: none"> ▪ Microeconomics, Pindyck R. & D. Rubinfeld, 8th edition, Pearson education, 9780132857123 (provisionally, selected chapters) 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ Bachelor level course 	

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2215 International Financial Management	
Semester 1	
	6 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Corporate finance 1 and 2, and financial markets or ▪ Financial management 	
Content	
<ul style="list-style-type: none"> ▪ International financial markets ▪ International parity relations ▪ Exchange rate risk: types and measures ▪ Instruments for managing exchange rate risk ▪ International financing ▪ International capital budgeting 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Lectures and responsive lectures with case studies and exercises 	
Assessment method	
<ul style="list-style-type: none"> ▪ Written, closed book examination (100%) 	
Compulsory textbooks	
<ul style="list-style-type: none"> ▪ International Finance Theory into practice, Piet Sercu, 1st, Princeton University Press, 2009 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ MA - Business and Information Systems Engineering / Business Economics / Business Engineering / Management 	

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2142 International Marketing		6 ECTS
Semester 1		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Marketing 		
Content		
<ul style="list-style-type: none"> ▪ Marketing in a globalized world ▪ Marketing in the internationalization firm ▪ External context of marketing ▪ Marketing in an intercultural world ▪ Global marketing strategy ▪ New product roll out and success across borders ▪ International marketing tactics ▪ Solving the standardization/adaptation paradox 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Responsive lectures and work sessions with group work, presentation and reports 		
Assessment method		
Group assignment (40%)		
Written examination (60%)		
Compulsory syllabus		
<ul style="list-style-type: none"> ▪ The compulsory reader with about 15 scientific and business articles The content of this reader will be communicated at the outset of the course and will be published as hard copy. 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA - Business Economics / Business Engineering / Management: International Marketing Strategy 		

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3628 Introduction to Business Statistics	
Semester 1	
	6 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students ▪ Knowledge on basic mathematics (basic algebra, equations, functions, some basic understanding on derivatives and integrals); no prior knowledge about statistics required 	
Content	
<ul style="list-style-type: none"> ▪ Descriptive statistics ▪ Introduction to probability ▪ Introduction to interval estimation and hypothesis tests ▪ Inference about means, variances and proportions ▪ Linear regression 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Responsive lectures and work sessions 	
Assessment method	
<ul style="list-style-type: none"> ▪ Written, open book examination (100%) 	
Compulsory textbooks	
<ul style="list-style-type: none"> ▪ Introductory to business statistics, Anderson, Sweeney, Williams, Freeman and Shoesmith, Third edition, CENGAGE Learning, 9781408072233, Hardcopy 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ Bachelor level course 	

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1229 Introduction to Operations Research	
Semester 1	
	3 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students ▪ Mathematics on a bachelor level 	
Content	
<ul style="list-style-type: none"> ▪ Optimisation ▪ Stochastic models ▪ Probability ▪ Decision-making 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Lectures, exercises, software demonstrations 	
Assessment method	
<ul style="list-style-type: none"> ▪ Written, Open book examination 	
Compulsory course material	
<ul style="list-style-type: none"> ▪ Papers related to the theoretical sessions are available on Blackboard. During practical sessions, the material for exercises will be distributed in class 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ Bachelor level course 	

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1732 IT-Governance, Risk and Compliance	
Semester 2	
	6 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Intermediate level of business economics ▪ Elementary level of business information systems 	
Content	
<ul style="list-style-type: none"> ▪ Introduction to the broad field of ICT Governance and ICT management practices ▪ Strategic alignment ▪ Risk management ▪ Audit and security for ICT 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Responsive lectures and self-study assignments with cases studies, group work and home work 	
Assessment method	
<ul style="list-style-type: none"> ▪ Class participation and home work (15%) ▪ Written examination (85%) 	
Compulsory course material	
<ul style="list-style-type: none"> ▪ Compulsory course material will be provided on BlackBoard or during the lectures 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ MA - Business and Information Systems Engineering / Management: Business Process Management 	

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1726 Knowledge Discovery		6 ECTS
Semester 1		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students 		
Content		
<ul style="list-style-type: none"> ▪ The following data mining/machine learning methods will be covered: ▪ Classification and estimation ▪ Network analysis ▪ Clustering ▪ Association analysis ▪ Applications 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures, project work and work sessions, papers and presentations. 		
Assessment method		
<ul style="list-style-type: none"> ▪ Written, take-home assignment (50%) ▪ Written examination (50%) 		
Compulsory textbooks		
<ul style="list-style-type: none"> ▪ Data mining - Practical Machine Learning Tools., Witten and Frank, Morgan Kaufmann, 1558605525,2000 		
Recommended reading		
<ul style="list-style-type: none"> ▪ Data Mining: Practical Machine Learning Tools and Techniques, Ian H. Witten; Eibe Frank; Mark A. Hall,3,Morgan Kaufmann,9780123748560 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA - Business and Information Systems Engineering 		

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2144 Market Research Methodology Semester 2		6 ECTS
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Concepts of probability and statistics or statistics for economists ▪ Marketing ▪ Research methodology 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures, practice sessions, and presentations by students. 		
Assessment method		
<ul style="list-style-type: none"> ▪ Assignment, research report with presentation (30%) ▪ Written examination (70%) 		
Compulsory textbooks		
<ul style="list-style-type: none"> ▪ Marketing Research: An Applied Approach, Malhotra, N.K. & Birks, D.F, latest European edition 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA - Management: International Marketing Strategy 		

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1223 Marketing Semester 1		6 ECTS
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Bachelor students 		
Content		
<ul style="list-style-type: none"> ▪ Marketing ▪ Marketing Strategy ▪ Consumer Behaviour ▪ Segmentation ▪ Targeting, Positioning, Marketing Mix 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures with case studies and discussions 		
Assessment method		
<ul style="list-style-type: none"> ▪ Written examination (70%) ▪ Written case/exercises (30%) 		
Compulsory course material		
<ul style="list-style-type: none"> ▪ Copies of transparencies ▪ Case material 		
Recommended reading		
<ul style="list-style-type: none"> ▪ Principles of Marketing: a Global Perspective, Kotler P. et al., Pearson, 9789043016223, Latest European edition will be made available via bookshop 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ Bachelor level course 		

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2879 Marktstrat Simulation Game		3 ECTS
Semester 1		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Marketing 		
Content		
<ul style="list-style-type: none"> ▪ The MARKSTRAT simulation game as a tool to implement strategic marketing concepts: <ul style="list-style-type: none"> - brand portfolio strategy - segmenting- targeting-positioning strategy, - operational marketing decisions - ... 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures and work sessions with presentations and simulation game 		
Assessment		
<ul style="list-style-type: none"> ▪ Written report (70%) ▪ Presentation (20%) ▪ Peer assessment and individual contributions during the presentation/ feedback moments (10%) 		
Compulsory course material		
<ul style="list-style-type: none"> ▪ Marktstrat Participant Handbook ▪ Course Manual 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ BA3 - Business Economics ▪ MA - Business Economics / Business Engineering 		

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1539 Microeconomic Optimization 2	
Semester 2	
6 ECTS	
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students ▪ Advanced mathematics or micro-economic optimization 1 	
Content	
<ul style="list-style-type: none"> ▪ Production and cost functions (short and long term) ▪ Returns to scale, economies of scale, economies of scope ▪ Profit maximisation within different market structures: perfect competition, monopolistic competition, oligopoly (Nash, Cournot, von Stackelberg and Bertrand models), monopoly, monopsony ▪ Optimisation under constraints (Lagrange) and inequalities (Kuhn-Tucker) ▪ Price discrimination ▪ General equilibrium, economic efficiency and economic welfare ▪ Optimisation of economic welfare given market failures and government intervention ▪ Optimisation in factor markets ▪ External effects and public goods ▪ Valuation of external effects ▪ Corporate social responsibility 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Lectures and self-study with exercises 	
Assessment method	
<ul style="list-style-type: none"> ▪ Written, closed book (90%) ▪ Reflection assignment (10%) 	
Compulsory textbooks	
<ul style="list-style-type: none"> ▪ Microeconomics with calculus, Jeffrey M. Perloff, Third edition, Pearson, 9780273789987 	
Compulsory course material	
<ul style="list-style-type: none"> ▪ All other compulsory course material (exercises, reading material, ...) will be posted on Blackboard 	
Recommended reading	
<ul style="list-style-type: none"> ▪ Microeconomics, Robert S. Pindyck & Daniel L. Rubinfeld, Eighth edition, Pearson, 9781292081977 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ Bachelor level course 	

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<p style="text-align: center;">1955 North-South Semester 2</p>	<p style="text-align: center;">3 ECTS</p>
<p>Prerequisites</p> <ul style="list-style-type: none"> ▪ Open to Bachelor students ▪ Open to Master students 	
<p>Content</p> <ul style="list-style-type: none"> ▪ North-South relations ▪ Multi-disciplinary, sustainable development ▪ International institutions 	
<p>Teaching method and organisation</p> <ul style="list-style-type: none"> ▪ Lectures (evening education) with guest speakers from various countries. Every lecture will foresee possibilities for interaction between the speaker and the audience. 	
<p>Assessment method</p> <ul style="list-style-type: none"> ▪ Essay (10 pages) concerning a topic which has been dealt with during the lectures. ▪ Oral examination: students read one book from a recommended reading list and present orally 3 insights they gained from this book. 	
<p>This course is offered in the following levels of education and/or programmes:</p> <ul style="list-style-type: none"> ▪ This is a university wide interdisciplinary course open to all students. 	

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1168 Organizational Behaviour	
Semester 1	
	3 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students 	
Content	
<ul style="list-style-type: none"> ▪ Motivation ▪ Groups & teams in organizations ▪ Organizational structure & design ▪ Organizational culture ▪ Leadership ▪ Organizational change 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Interactive classes and case study sessions with group presentations. 	
Assessment method	
<ul style="list-style-type: none"> ▪ Written, open book examination (70%) ▪ Group presentations (30%) 	
Compulsory syllabus	
<ul style="list-style-type: none"> ▪ A syllabus which consists of (scientific) texts (also available through Blackboard). 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ Bachelor level course ▪ MA - Rehabilitation Sciences and Physiotherapy 	

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3525 Process Simulation		6 ECTS
Semester 2		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students ▪ The student should have good understanding of statistical principles and statistical distributions ▪ The student should master basic principles of queueing theory ▪ The student should be able to programme 		
Content		
<ul style="list-style-type: none"> ▪ Imitation of business process behaviour using a simulation model ▪ Analyse business problems using a simulation study and report on its outcome 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Work sessions with exercises 		
Assessment method		
<ul style="list-style-type: none"> ▪ Case study (35%) ▪ Presentation (15%) ▪ Oral examination (50%) 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA - Business and Information Systems Engineering 		

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1706 Quantitative Economics Semester 2		6 ECTS
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Macroeconomics ▪ Micro-economic optimization 1 ▪ Time series regression 		
Content		
<ul style="list-style-type: none"> ▪ The interpretation of empirical economic studies ▪ Independently solving economic issues using quantitative techniques 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures and work sessions with exercises, group work, homework, papers and presentations 		
Assessment		
<ul style="list-style-type: none"> ▪ Paper (20%) ▪ Presentation (10%) ▪ Written, closed book examination (70%) 		
Recommended reading		
<ul style="list-style-type: none"> ▪ Econometrics by example, Damodar Gujarati, Second edition, Palgrave, 9781137375018 ▪ Introductory econometrics. A modern approach, Jeffrey M. Wooldridge, 5th edition, South-Western CENGAGE learning, 9781111531041 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA - Business Engineering 		

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1622 Research Methodology Semester 2	6 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students 	
Content	
<ul style="list-style-type: none"> ▪ Reading and application assignments ▪ Research project 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Lecture with group discussions and a group project. 	
Assessment method	
Written, closed book examination (50%)	
Report on the research design project (50%)	
Compulsory textbooks	
<ul style="list-style-type: none"> ▪ Research Methods for Business: A Skill-Building Approach, Uma Sekaran & Roger Bougie, 6th Edition, Wiley, 9781119942252 	
Compulsory course material	
<ul style="list-style-type: none"> ▪ Uma Sekaran & Roger Bougie, 6th edition, Research Methods for Business. A Skill-Building Approach. Wiley. ▪ Extensive use is made of Blackboard: <ul style="list-style-type: none"> - Hand-outs of lectures and response sessions in electronic format on Blackboard. - In part II, each project team will get assigned group pages in Blackboard for exchanging files with the lecturer and for obtaining feedback. 	
Recommended reading	
<ul style="list-style-type: none"> ▪ Business Research Methods, Boris Blumberg; Donald R. Cooper, 3, McGraw-Hill, 9780077129972 ▪ Doing Research in Business and Management: an essential guide to planning your project, Mark N.K. Saunders; Philip Lewis, Pearson, 9780273726418 ▪ Research methods for Business students, Mark N. K. Saunders; Philip Lewis, 6, Pearson, 9780273750758 ▪ Business Research Methods, William G. Zikmund; Barry J. Babin; Jon C. Carr; Mitch Griffin, 8, Cengage Learning, 9781439080672 ▪ Business Research Projects, A. D. Jankowicz, 4, Cengage Learning, 9781844800827 ▪ Doing Research in Business and Management: An Introduction to Process and Method, Dan Remenyi; Brian Williams; Arthur Money; Ethne Swartz, 1, Sage, 9780761959502 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ BA3 - Business Economics / Business Engineering 	

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1696 Strategic Innovation		6 ECTS
Semester 2		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students 		
Content		
<ul style="list-style-type: none"> ▪ Innovation management; strategic innovation; knowledge management; ambidexterity; corporate entrepreneurship; external technology sourcing 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures and work sessions with group work and a creative workshop 		
Assessment method		
<ul style="list-style-type: none"> ▪ Oral examination based on an open book written preparation (100%) 		
Compulsory syllabus		
<ul style="list-style-type: none"> ▪ Reader 		
Compulsory course material		
<ul style="list-style-type: none"> ▪ Reader 		
Recommended reading		
<ul style="list-style-type: none"> ▪ Competing on the Edge: Strategy as Structured Chaos, Shona L. Brown; Kathleen M. Eisenhardt,1,Harvard Business Review Press,9780875847542 ▪ Open Innovation: The New Imperative for Creating And Profiting from Technology, Henry William Chesbrough,1,Harvard Business Review Press,9781422102831 ▪ Open Business Models: How to Thrive in the New Innovation Landscape, Henry W. Chesbrough,1,Harvard Business Review Press,9781422104279 ▪ Open Services Innovation: Rethinking Your Business to Grow and Compete in a New Era, Henry Chesbrough,Wiley,9780470905746 ▪ The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business, Clayton M. Christensen, Harvard Business School Press,9780062060242 ▪ The Innovator's Solution: Creating and Sustaining Successful Growth, Clayton M. Christensen; Michael E. Raynor,1,Harvard Business Review Press,9781422196571 ▪ Seeing What's Next: Using Theories of Innovation to Predict Industry Change, Clayton M. Christensen; Erik A. Roth; Scott D. Anthony,1,Harvard Business Review Press,9781591391852 ▪ Leading the Revolution, Gary Hamel,Plume,9780452283244 ▪ Competing for the Future, Gary Hamel; C. K. Prahalad, Harvard Business Review Press,9780875847160 ▪ Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant, W. Chan Kim; Renee Mauborgne, Your Coach Digital,9781596590687 ▪ The Profit Zone: How Strategic Business Design Will Lead You to Tomorrow's Profits, Adrian J. Slywotzky; David J. Morrison; Bob Andelman, Crown Business,9780812933048 ▪ Value Migration: How to Think Several Moves Ahead of the Competition, Adrian J. Slywotzky,1,Harvard Business Review Press,9780875846323 ▪ Beyond the Core: Expand Your Market Without Abandoning Your Roots, Chris Zook,1,Harvard Business Review Press,9781578519514 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA - Business Economics / Transportation Sciences 		

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2127 Strategic Management Semester 1	3 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students 	
Content	
<ul style="list-style-type: none"> ▪ Facets of strategic management and strategic behaviour ▪ Diverse schools of thought on strategy formation 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ A combination of work forms will be used: lectures, case studies, testimonials, self-study 	
Assessment method	
<ul style="list-style-type: none"> ▪ Closed book exam with open essay-type questions (100%) 	
Compulsory syllabus	
<ul style="list-style-type: none"> ▪ Reader Strategy formation 	
Recommended reading	
<ul style="list-style-type: none"> ▪ Strategy Safari: The complete guide through the wilds of strategic management, Henry Mintzberg; Bruce Ahlstrand; Joseph B. Lampel,2,Pearson Education,9780273719588 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ Bachelor level course 	

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2127 Strategic Management Semester 2	3 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students 	
Content	
<ul style="list-style-type: none"> ▪ Facets of strategic management and strategic behaviour ▪ Diverse schools of thought on strategy formation 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ A combination of work forms will be used: lectures, case studies, testimonials, self-study 	
Assessment method	
<ul style="list-style-type: none"> ▪ Closed book exam with open essay-type questions (100%) 	
Compulsory syllabus	
<ul style="list-style-type: none"> ▪ Reader Strategy formation 	
Recommended reading	
<ul style="list-style-type: none"> ▪ Strategy Safari: The complete guide through the wilds of strategic management, Henry Mintzberg; Bruce Ahlstrand; Joseph B. Lampel,2,Pearson Education,9780273719588 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ Bachelor level course 	

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2878 Strategic Marketing Semester 1		3 ECTS
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Marketing 		
Content		
<ul style="list-style-type: none"> ▪ Value proposition ▪ Customer relationship management ▪ Customer value ▪ Customer lifetime value 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Responsive lectures and work sessions with group work and reports 		
Assessment method		
<ul style="list-style-type: none"> ▪ Written report and peer evaluation (30%) ▪ Written examination (70%) 		
Compulsory syllabus		
<ul style="list-style-type: none"> ▪ The compulsory course material consists of a selection of scholarly articles and case studies. These will be published on Blackboard. 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ BA3 - Business Economics ▪ MA - Business Economics / Business Engineering / Management: International Marketing Strategy 		

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2861 Supply Chain Logistics	
Semester 1	
	6 ECTS
Prerequisites	
<ul style="list-style-type: none"> ▪ Open to Bachelor students ▪ Statistics or Business statistics 	
Content	
<ul style="list-style-type: none"> ▪ Goals of production and operations management ▪ Production and operations strategy ▪ competitive dimensions ▪ Strategic capacity planning and capacity management in production and service organizations ▪ Demand forecasting ▪ Aggregated production planning ▪ Production and inventory systems for dependent (MRP) and independent demand ▪ Quality management, continuous improvement and statistical quality control ▪ Managing good flows from raw materials to end user ▪ Project management and planning 	
Teaching method and organisation	
<ul style="list-style-type: none"> ▪ Lectures, interactive practice sessions and Q&A sessions. Additionally, a company visit may be organized. 	
Assessment method	
<ul style="list-style-type: none"> ▪ Written exam, consisting of a closed book part (45%) and an open book part (45%) ▪ Group assignment (10%) 	
Compulsory text books	
<ul style="list-style-type: none"> ▪ Operations and Supply Chain Management: Global Edition, Jacobs and Chase,14,McGraw-Hill Educations (UK) Ltd.,9780077151621 	
Recommended reading	
<ul style="list-style-type: none"> ▪ Operations Management: Quality and competitiveness in a global environment, Russell and Taylor,7,Wiley & Sons,2011 ▪ Foundations of Operations Management, Krajewski and Ritzman,Printice-Hall,2003 ▪ Global logistics & supply chain management, Mangan, Lalwani, Butcher and Javadpour,2,Wiley & Sons,2012 ▪ Introduction to operations and supply chain management, Bozarth and Handfield, 3, Pearson - Prentice Hall,2012 	
This course is offered in the following levels of education and/or programmes:	
<ul style="list-style-type: none"> ▪ BA3 - Business Engineering / Industrial Sciences: Packaging Technology / Business and Information Systems Engineering / Transportation Sciences ▪ MA - Transportation Sciences 	

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1721 Supply Chain Management		6 ECTS
Semester 2		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students ▪ Marketing and supply chain logistics or ▪ Introduction to logistics and supply chain logistics ▪ Students should be able to solve simple derivatives and integrals with respect to a single variable. Students should also be familiar with the standard normal distribution function, i.e., being able to translate z-scores to probabilities and vice versa. 		
Content		
<p>Supply chain coordination:</p> <ul style="list-style-type: none"> ▪ Internal and external coordination of logistics decisions in a supply chain ▪ Quantitative models for the coordination of inventory ▪ Production and procurement decisions between multiple locations, firms, products and markets ▪ Relation between these decisions and the time value of money ▪ Methods for sharing the gains of a cooperation <p>Purchasing:</p> <ul style="list-style-type: none"> ▪ Importance of the purchasing function in the company. The purchasing process in different steps ▪ Application of the portfolio-approach ▪ Impact of this approach on the importance and application of e-purchasing ▪ Relationships with other functions in supply chain perspective, particularly with research and development, logistics and budgeting ▪ Early supplier involvement, co-design and co-makership ▪ JIT-management and consequences for suppliers ▪ Application of the total cost approach ▪ Long term relationships with suppliers ▪ Different sourcing strategies ▪ Supplier audit and evaluation 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures, group work, homework, papers 		
Assessment method		
<ul style="list-style-type: none"> ▪ Paper (11%) ▪ Written, closed book examination (67%) ▪ Oral examination (22%) 		
Compulsory course material		
<ul style="list-style-type: none"> ▪ Course material will be made available on Blackboard 		
Recommended reading		
<ul style="list-style-type: none"> ▪ Purchasing and Supply Chain Management: Analysis, Strategy, Planning and Practice, Arjan J. van Weele,5,Cengage Learning,9781408018965 ▪ Designing & Managing the Supply Chain: concepts, strategies & case studies, David Simchi-Levi, Philip Kaminsky, Edith Simch-Levi,McGraw-Hill,0070285942 ▪ The Management of Business Logistics: a supply chain perspective, John J Coyle, Edward J Bardi, C John Langley Jr.,7,Thomson Learning,0324007515 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA - Business and Information Systems Engineering / Business Engineering / Packaging Engineering Technology / Transportation Sciences 		

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0383 Survival Data Analysis Semester 1		5 ECTS
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Master students 		
Content		
<ul style="list-style-type: none"> ▪ Survival distributions ▪ Censoring (non informative versus informative censoring) ▪ Competing risks ▪ Likelihood methods 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures and homework 		
Assessment method		
<ul style="list-style-type: none"> ▪ Written examination (100%) 		
Compulsory course material		
<ul style="list-style-type: none"> ▪ Handout by the instructor. 		
Recommended reading		
<ul style="list-style-type: none"> ▪ A list of recommended reading is provided in the handout ▪ Klein, J.P. and Moeschberger, M.L. (1997). Survival analysis, techniques for censored and truncated data, Springer, New York 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ MA – Biostatistics / Business and Information Systems Engineering / Statistics 		

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2055 Sustainable Entrepreneurship		3 ECTS
Semester 2		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Bachelor students 		
Content		
<ul style="list-style-type: none"> ▪ Concepts, theories and practices of sustainable value creation ▪ Pitfalls and challenges of building sustainable enterprises (including business schools and management education) ▪ Ethics ▪ Corporate citizenship ▪ Transformative leadership and strategy ▪ Human resources development ▪ Shifts in organization design and culture ▪ Innovation, and multi-actor/stakeholder collaboration ▪ Change philosophy ▪ Appreciative Inquiry 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures, case studies (including audio-visual material), guest lectures, group work on a real-life case of sustainable value creation, student presentations and discussions 		
Assessment method		
<ul style="list-style-type: none"> ▪ Written, closed book examination (80%) ▪ Group assignment (20%) 		
Compulsory syllabus		
<ul style="list-style-type: none"> ▪ Syllabus 		
Compulsory course material		
<ul style="list-style-type: none"> ▪ Case studies (including audio-visual material) & guest lecture. 		
Recommended reading		
<ul style="list-style-type: none"> ▪ The Appreciative Inquiry Handbook: For Leaders of Change, David L Cooperrider; Diana Whitney; Jacqueline M Stavros,2,Berrett-Koehler Publishers,9781576754931 ▪ Embedded Sustainability: The Next Big Competitive Advantage, Chris Laszlo; Nadya Zhexembayeva, Stanford University Press,9780804775540 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ BA3 - Business Economics 		

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3513 Sustainable Tourism Management		6 ECTS
Semester 2		
Prerequisites		
<ul style="list-style-type: none"> ▪ Open to Bachelor students ▪ Open to Master students 		
Content		
<ul style="list-style-type: none"> ▪ Regional, national and international tourism ▪ Structure of markets for tourism ▪ Regional impact of tourism ▪ Mobility issues related to tourism ▪ External costs and benefits of tourism (transportation, food consumption, waste management, ...) ▪ Ecotourism 		
Teaching method and organisation		
<ul style="list-style-type: none"> ▪ Lectures and group work 		
Assessment		
<ul style="list-style-type: none"> ▪ Group assignment with presentation (50%) ▪ Written, open book exam (50%) 		
This course is offered in the following levels of education and/or programmes:		
<ul style="list-style-type: none"> ▪ BA3 - Business Economics / Transportation Sciences ▪ MA - Business Economics / Transportation Sciences 		

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III MORE INFORMATION

1. Online study guide

More information on course offerings at UHasselt can be found in the online study guide: <http://www.uhasselt.be/studyguide>. You can search by programme or by course unit.

2. Information for exchange students

Online information for exchange students at UHasselt can be found on the English website: <http://www.uhasselt.be/en>

3. Contact information

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