Master in Management Science
Focus Professional

Please find follow this link for more information on opportunities here below other possible options within this programme (international exchange programme, QTEM, credited internship).

Bloc 1 | M-GESTM | MA-GEST

Core courses

**DROI-S400**
*Law for managers* | Paul HERMANT (Coordinator)
5 credits [lecture: 24h] | second term | English

**ECON-S462**
*Managerial Economics* | Ruben Savelkoul (Coordinator) and Glenn MAGERMAN
5 credits [lecture: 24h, tutorial classes: 12h] | English

**GEST-S4001**
*Research Methods in Management* | Alba Jasini (Coordinator) and Pinar CELIK
5 credits [lecture: 24h, tutorial classes: 12h] | English

**GEST-S409**
*Advanced accounting* | Pierre-Hugues BONNEFOY CUDRAZ (Coordinator) and Jean-Paul LOOZEN
5 credits [lecture: 36h, tutorial classes: 24h] | English

**GEST-S410**
*Advanced corporate finance* | Kim OOSTERLINCK (Coordinator) and Benjamin LORENT
5 credits [lecture: 24h, tutorial classes: 12h] | English

**GEST-S448**
*Organizational behaviour and leadership* | Claudia TOMA (Coordinator) and Julie Terache
5 credits [lecture: 24h, tutorial classes: 24h] | English

**GEST-S488**
*Strategy and strategic analysis* | Manuel HENSMANS (Coordinator)
5 credits [lecture: 36h] | English

**GEST-S489**
*Advanced Marketing* | Sandra ROTHENBERGER (Coordinator)
5 credits [lecture: 36h] | English

**STAT-S406**
*Data management and business analytics* | Martine GEORGE (Coordinator)
5 credits [lecture: 36h, tutorial classes: 24h] | English

An alternative chosen from the three following

**Specialization - Module cross-border entrepreneurship and innovation**

2 mandatory courses

**Two courses chosen from the following**

**GEST-S421**
*Entrepreneurial ecosystems* | Judith BEHRENS (Coordinator)
5 credits [lecture: 24h, tutorial classes: 24h] | English

**GEST-S449**
*Social innovation* | Marek HUDON (Coordinator)
5 credits [lecture: 24h] | English

1 elective courses

**One course chosen from the following**
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Coordinator(s)</th>
<th>Credits</th>
<th>Lecture Time</th>
<th>Term</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEST-S424</td>
<td>Entrepreneurial finance</td>
<td>Olivier WITMEUR, Nathalie DE CEULAER</td>
<td>5</td>
<td>36h, 12h</td>
<td>2nd</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S484</td>
<td>Innovation strategy</td>
<td>Manuel HENSMANS</td>
<td>5</td>
<td>36h</td>
<td>2nd</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S565</td>
<td>Business Planning</td>
<td>Judith BEHRENS</td>
<td>5</td>
<td>12h, 12h</td>
<td>2nd</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S441</td>
<td>Global marketing</td>
<td>Virginie BRUNEAU</td>
<td>5</td>
<td>24h</td>
<td>2nd</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S472</td>
<td>International supply chains</td>
<td>Evelyne VANPOUCKE</td>
<td>5</td>
<td>24h</td>
<td>2nd</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S440</td>
<td>Applied marketing analytics</td>
<td>Sandra ROTHENBERGER, Philippe MAUCHARD</td>
<td>5</td>
<td>48h</td>
<td>2nd</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S471</td>
<td>Management and sustainable development : constraints and opportunities</td>
<td>Eric MONAMI</td>
<td>5</td>
<td>36h, 36h</td>
<td>2nd</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S483</td>
<td>Digital and IT Governance</td>
<td>Georges ATAYA</td>
<td>5</td>
<td>24h</td>
<td>2nd</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S491</td>
<td>Omnichannel &amp; customer relationship strategies</td>
<td>Virginie BRUNEAU</td>
<td>5</td>
<td>24h</td>
<td>2nd</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S494</td>
<td>Managing errors in organisations (Chaire InBev Baillet Latour)</td>
<td>Paul VERDIN</td>
<td>5</td>
<td>48h</td>
<td>2nd</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S508</td>
<td>Integrated communication - Communication intégrée : concepts et travaux pratiques</td>
<td>Philippe BILTIAU, HUGUES REY</td>
<td>5</td>
<td>24h</td>
<td>2nd</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S557</td>
<td>Regulation and Antitrust economics for businesses</td>
<td>Luis CORREIA DA SILVA</td>
<td>5</td>
<td>24h</td>
<td>2nd</td>
<td>English</td>
</tr>
</tbody>
</table>

or

**Specialization - Module Managing global businesses**

2 mandatory courses

Two courses chosen from the following

- GEST-S441 Global marketing | Virginie BRUNEAU (Coordinator)
- GEST-S472 International supply chains | Evelyne VANPOUCKE (Coordinator)

1 elective course

One course chosen from the following

- GEST-S440 Applied marketing analytics | Sandra ROTHENBERGER, Philippe MAUCHARD
- GEST-S471 Management and sustainable development : constraints and opportunities | Eric MONAMI (Coordinator)
- GEST-S483 Digital and IT Governance | Georges ATAYA (Coordinator)
- GEST-S491 Omnichannel & customer relationship strategies | Virginie BRUNEAU (Coordinator)
- GEST-S494 Managing errors in organisations (Chaire InBev Baillet Latour) | Paul VERDIN (Coordinator)
- GEST-S508 Integrated communication - Communication intégrée : concepts et travaux pratiques | Philippe BILTIAU (Coordinator) and HUGUES REY
- GEST-S557 Regulation and Antitrust economics for businesses | Luis CORREIA DA SILVA (Coordinator)

or

**Specialization - Module Managing people and organizations**

2 mandatory courses

Two courses chosen from the following

- GEST-S508 Integrated communication - Communication intégrée : concepts et travaux pratiques | Philippe BILTIAU (Coordinator) and HUGUES REY
- GEST-S557 Regulation and Antitrust economics for businesses | Luis CORREIA DA SILVA (Coordinator)
1 elective course

One course chosen from the following

- **GEST-S517 (optional)**  
  Managing diversity and multiculturality | Claudia TOMA (Coordinator) and Joelle Jablan  
  ☑ 5 credits [lecture: 24h]  ☑ second term  ☑ English

- **GEST-S547 (optional)**  
  International HR | Daniel MISEUR (Coordinator)  
  ☑ 5 credits [lecture: 24h]  ☑ second term  ☑ English

- **GEST-S476 (optional)**  
  Managing organizational innovation and change | Jean MATTIJS (Coordinator)  
  ☑ 5 credits [lecture: 24h]  ☑ second term  ☑ English

- **GEST-S507 (optional)**  
  Stakeholder management and governance | Vincent MABILLARD (Coordinator)  
  ☑ 5 credits [lecture: 24h]  ☑ second term  ☑ English
Bloc 2 | M-GESTM | MA-GEST

Cours obligatoires

MEMO-S505  Master-Thesis/Mémoire  Olivier WITMEUR (Coordinator)
- 20 credits [mfe/tfe: 360h]  first and second terms  English/French

Internship or Exchange programme

Chose one among the following possibilities

Contacts :
HULB-0000 : Coordinatrice : Tamara Schuller
STAG-S500 : Coordinatrice : Pascaline Flon

One course chosen from the following

HULB-0000 (optional)  Cours externe à l’Université
- 25 credits  academic year

STAG-S500 (optional)  Credited internship with a critical mindset  Jean-Nicolas Lambert (Coordinator), Xavier CLABOTS, Brigitte Marchand and Claudio Truzzi
- 25 credits [work placement: 600h]  first term  English/French

Leadership skills

Core leadership skill

One course chosen from the following

GEST-S551 (optional)  Project management  FREDERIC HOFFMANN (Coordinator)
- 5 credits [seminars: 24h]  first term  English

GEST-S564 (optional)  Project management  FREDERIC HOFFMANN (Coordinator)
- 5 credits [seminars: 24h]  second term  English

1 elective leadership skill

Attention : les cours de Français langue étrangère (LANG-B906/B907/B908/B909) sont accessible uniquement sur dossier et suite à la réalisation d’un test.

One course chosen from the following

BIME-S5506 (optional)  Healthcare Innovation skills  Hilde STEVENS (Coordinator)
- 5 credits [lecture: 24h]  second term  English

This course is only accessible in combination with « BIME-G5505 Interfaculty and interdisciplinary program in Healthcare Innovation » - the skill can not be taken alone.
### Business Communication | Pinar CELIK (Coordinator)
- 5 credits [lecture: 12h, tutorial classes: 12h]
- second term
- English
- 60 étudiants maximum pour ce cours

### Coaching skills | Timothy DENCH (Coordinator) and Koen Claeys
- 5 credits [lecture: 24h]
- second term
- English
- Maximum 60 inscrits pour ce cours.

### Negotiation Skills | Claudia TOMA (Coordinator) and Avi Goldstein
- 5 credits [lecture: 24h, seminars: 12h]
- first term
- English
- 50 étudiants maximum pour ce cours.

### Strategic Management Control for Sustainability and Innovation | Philip VERGAUWEN (Coordinator)
- 5 credits [lecture: 24h]
- second term
- English

### Language courses:

**Français langue étrangère - Niveau moyen 1** | Nathalie DELCHAMBRE (Coordinator), Sabina GOLA, Eric Galiano and Nouël PARANTHOEN
- 5 credits [lecture: 60h]
- first term
- French

**Français langue étrangère - Niveau moyen 2** | MURIELLE UYTERELST (Coordinator), Esther Falla, Sabina GOLA, Eric Galiano and Lidia Irène Morales Benito
- 5 credits [lecture: 60h]
- first term
- French

**Français langue étrangère Niveau avancé 1** | Nathalie DELCHAMBRE (Coordinator) and Sabina GOLA
- 5 credits [lecture: 60h]
- first term
- French

**Français langue étrangère Niveau avancé 2** | MURIELLE UYTERELST (Coordinator), Esther Falla, Sabina GOLA, Eric Galiano and Lidia Irène Morales Benito
- 5 credits [lecture: 60h]
- first term
- French

**Arabe dialectal** | Xavier LUFFIN (Coordinator) and Manhal MAKHOUL
- 5 credits [language practice: 24h]
- second term
- Arabic

---

**An alternative chosen from the two following**

### Practical experience

For those who are doing an exchange program: select a field project (allocation based on a selection process)

**Select a field project**

(Allocation based on a selection process)
One course chosen from the following

BIME-G5505 (optional)
Interfaculty and interdisciplinary program in Healthcare Innovation | Hilde STEVENS (Coordinator)
- 5 credits [lecture: 40h, tutorial classes: 20h]
- second term
- English

GEST-S5530 (optional)
Field project: IT governance | Georges ATAYA (Coordinator)
- 5 credits [seminars: 12h]
- academic year
- English/French

GEST-S5546 (optional)
Field project: HRM
- 5 credits [seminars: 12h]
- second term
- French

GEST-S5550 (optional)
Field project | Jean MATTIJS (Coordinator), Georges ATAYA, Jorn Mannaerts, Jean-Jacques VIALA, MICHEL VLASSELAER and Olivier WITMEUR
- 5 credits [seminars: 12h]
- first and second terms
- English

GEST-S5552 (optional)
Field project : Public management | Jean MATTIJS (Coordinator) and Jean-Jacques VIALA
- 5 credits [seminars: 12h]
- academic year
- English

GEST-S5553 (optional)
Field project : NGO and sustainable development | Christine DROOGMANS (Coordinator)
- 5 credits [seminars: 12h]
- academic year
- English

GEST-S5554 (optional)
Field project : International strategy | MICHEL VLASSELAER (Coordinator)
- 5 credits [seminars: 12h]
- first and second terms
- English

GEST-S5555 (optional)
Field project : management, strategy and entrepreneurship | Jean-Nicolas Lambert (Coordinator)
- 5 credits [seminars: 12h]
- academic year
- English

GEST-S5556 (optional)
Field project : start up /scale up businesses | Olivier WITMEUR (Coordinator)
- 5 credits [seminars: 12h]
- academic year
- English

or

Optional Courses
For those doing an internship or an exchange: select a course (5 ECTS) within the elective of all specialization track (Q2) (see below), a field project (Q1 and Q2 if there is a free spot) or another course among the university (necessity of the agreement of the director)

Elective course from Bloc 1

One course chosen from the following

GEST-S5424 (optional)
Entrepreneurial finance | Olivier WITMEUR (Coordinator) and Nathalie DE CEULAER
- 5 credits [lecture: 36h, tutorial classes: 12h]
- second term
- English

GEST-S5440 (optional)
Applied marketing analytics | Sandra ROTHENBERGER (Coordinator) and Philippe MAUCHARD
- 5 credits [lecture: 48h]
- second term
- English

GEST-S5471 (optional)
Management and sustainable development : constraints and opportunities | Eric MONAMI (Coordinator)
- 5 credits [lecture: 36h, seminars: 36h]
- second term
- English

GEST-S5476 (optional)
Managing organizational innovation and change | Jean MATTIJS (Coordinator)
- 5 credits [lecture: 24h]
- second term
- English

GEST-S5483 (optional)
Digital and IT Governance | Georges ATAYA (Coordinator)
- 5 credits [lecture: 24h]
- second term
- English

GEST-S5484 (optional)
Innovation strategy | Manuel HENSMANS (Coordinator)
- 5 credits [lecture: 36h]
- second term
- English

GEST-S5491 (optional)
Omnichannel & customer relationship strategies | Virginie BRUNEAU (Coordinator)
- 5 credits [lecture: 24h]
- second term
- English
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Coordinator(s)</th>
<th>Credits</th>
<th>Lecture Hours</th>
<th>Term</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEST-S494</td>
<td>Managing errors in organisations (Chaire InBev Baillet Latour)</td>
<td>Paul VERDIN (Coordinator)</td>
<td>5</td>
<td>48</td>
<td>2nd term</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S507</td>
<td>Stakeholder management and governance</td>
<td>Vincent MABILLARD (Coordinator)</td>
<td>5</td>
<td>24</td>
<td>2nd term</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S508</td>
<td>Integrated communication - Communication intégrée : concepts et travaux pratiques</td>
<td>Philippe BILTIAU (Coordinator) and HUGUES REY</td>
<td>5</td>
<td>24</td>
<td>2nd term</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S565</td>
<td>Business Planning</td>
<td>Judith BEHRENS (Coordinator)</td>
<td>5</td>
<td>24</td>
<td>2nd term</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S567</td>
<td>Regulation and Antitrust economics for businesses</td>
<td>Luis CORREIA DA SILVA (Coordinator)</td>
<td>5</td>
<td>24</td>
<td>2nd term</td>
<td>English</td>
</tr>
<tr>
<td>TEMP-0000</td>
<td>Cours extérieurs au programme</td>
<td></td>
<td>5</td>
<td></td>
<td>Academic year</td>
<td>French</td>
</tr>
</tbody>
</table>

**QTEM student specific course**

GEST-S510 - Global Business analytics Challenge - 8 crédits - M. Michele Cincera et M. Antonio Pacifico