Master in Business engineering
Focus Professional

The programme integrates key differentiating courses reinforcing the links between the two disciplines of business development and engineering, to shape the business engineers of tomorrow.

The programme consists in:

1. A strong core of compulsory courses in the main disciplines of management (45 ECTS).
2. An international experience through either (i) an international exchange in the very rich list of other universities, or (ii) and international traineeship (25 ECTS).
3. Two applied seminars, representing practical experience: a field project and a strategy seminar (10 ECTS).
4. Two elective course pairs to be freely chosen among a rich catalog of course pairs, each one focusing on a particular metier (20 ECTS).
5. A final master’s thesis, integrating a development course (20 ECTS).

**Bloc 1 | M-INGEF | MA-INGE**

**Mandatory Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Coordinator(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEST-S403</td>
<td>Advanced Marketing (Chaire InBev-Baillet Latour)</td>
<td>Sandra ROTHENBERGER (Coordinator)</td>
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<tr>
<td></td>
<td></td>
<td>5 credits [lecture: 36h]</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>English</td>
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<tr>
<td>GEST-S406</td>
<td>Advanced Strategy</td>
<td>François FAELLI (Coordinator)</td>
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<td></td>
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<td>5 credits [lecture: 36h]</td>
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<tr>
<td></td>
<td></td>
<td>English</td>
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<tr>
<td>GEST-S407</td>
<td>Operations management</td>
<td>Evelyne VANPOUCKE (Coordinator)</td>
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<tr>
<td></td>
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<td>5 credits [lecture: 24h, tutorial classes: 12h]</td>
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<td></td>
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<tr>
<td>GEST-S408</td>
<td>Corporate valuation and financing</td>
<td>Hugues PIROTTE (Coordinator)</td>
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<td>5 credits [lecture: 36h, tutorial classes: 24h]</td>
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<td>English</td>
</tr>
<tr>
<td>GEST-S409</td>
<td>Advanced accounting</td>
<td>Pierre-Hugues BONNEFOY CUDRAZ (Coordinator) and Jean-Paul LOOZEN</td>
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<td>5 credits [lecture: 36h, tutorial classes: 24h]</td>
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<tr>
<td>GEST-S414</td>
<td>Banking and asset management</td>
<td>Mathias SCHMIT (Coordinator) and Griselda DEELSTRA</td>
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<td>5 credits [lecture: 36h, tutorial classes: 24h]</td>
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<td>first term</td>
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<tr>
<td>GEST-S482</td>
<td>The digital firm</td>
<td>Nicolas VAN ZEEBROECK (Coordinator) and Vincent LION</td>
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<tr>
<td>GEST-S566</td>
<td>Advanced entrepreneurship</td>
<td>Olivier WITMEUR (Coordinator), Benjamin BEECKMANS and Bruno WATTENBERGH</td>
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<td>5 credits [lecture: 24h]</td>
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<td>English</td>
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**Competences**

Take 20 credits by choosing freely 2 pairs of courses, among the following competences*

*When a proposed pair contains 3 courses, please choose only 2

1. Finance, Accounting and Control (FAC)
2. Entrepreneurship, Strategy and Governance (ESG)
3. Technology and Operations Management (TOM)
4. Marketing (MKTG)

A total of 20 credits chosen from the following
FAC - Module 1

Choose 2 out of 3

Two courses chosen from the following

GEST-S400 (optional)  Market and Corporate Accounting | BRUNO COLMANT (Coordinator)
- 5 credits [lecture: 36h]  second term  English

GEST-S446 (optional)  Comptabilité des coûts | OLIVIER CHRISTOPHE (Coordinator) and Katty IMBERECHTS
- 5 credits [lecture: 24h, tutorial classes: 24h]  second term  French

GEST-S485 (optional)  Advanced management control | Fouad ELOUCH (Coordinator)
- 5 credits [lecture: 24h]  second term  English

FAC - Module 2

Choose 2 out of 3

Two courses chosen from the following

GEST-S466 (optional)  La criminalité financière dans le monde de l'entreprise | Pierre-Hugues BONNEFOY CUDRAZ (Coordinator)
- 5 credits [lecture: 24h]  second term  French

GEST-S486 (optional)  Enterprise-wide and sustainability-wise risk management | Pierre Poncelet (Coordinator)
- 5 credits [lecture: 24h]  second term  English

GEST-S501 (optional)  Audit | Romuald BILEM (Coordinator)
- 5 credits [lecture: 24h]  second term  French

FAC - Module 3

Two courses chosen from the following

GEST-S428 (optional)  Corporate governance and Stewardship (Chaire Léo Goldschmidt) | Marco BECHT (Coordinator)
- 5 credits [lecture: 24h]  second term  English

GEST-S499 (optional)  Promotion & Investissement Immobiliers: Principes fondamentaux | Gaétan PIRET (Coordinator)
- 5 credits [lecture: 36h]  second term  French

GEST-S506 (optional)  Capital markets & investment banking | CHRISTIAN DE HAAIJ (Coordinator)
- 5 credits [lecture: 48h]  second term  English

FAC - Module 4

Choose 2 out of 3

Two courses chosen from the following

GEST-S497 (optional)  Modélisation mathématique en finance | Ariane SZAFARZ (Coordinator) and Carolina Laureti
- 5 credits [lecture: 24h]  second term  French

GEST-S503 (optional)  Financial econometrics | Olivier SCAILLET (Coordinator)
- 5 credits [lecture: 24h, tutorial classes: 12h]  second term  English

GEST-S531 (optional)  Financial history | Kim OOSTERLINCK (Coordinator)
- 5 credits [lecture: 24h]  second term  English

FAC - Module 5

GEST-S569 (optional)  Derivatives, Financial risk management & Governance | Hugues PIROTTE (Coordinator) and Frédéric VAN DER SCHUEREN
- 10 credits [lecture: 54h, tutorial classes: 24h]  second term  English
### ESG - Module 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Coordinator(s)</th>
<th>Credits</th>
<th>Term</th>
<th>Language</th>
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<tbody>
<tr>
<td>GEST-S484</td>
<td>Innovation strategy</td>
<td>Manuel HENSMANS (Coordinator)</td>
<td>5</td>
<td>2</td>
<td>English</td>
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<tr>
<td>GEST-S492</td>
<td>Energy policy, sustainability &amp; management</td>
<td>Adel EL Gammal (Coordinator), Julien BLONDEAU and Michel HUART</td>
<td>5</td>
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<td>English</td>
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<tr>
<td>GEST-S516</td>
<td>Seminar of emerging technologies</td>
<td>Marc BECQUET (Coordinator)</td>
<td>5</td>
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### ESG - Module 2

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<tr>
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<th>Credits</th>
<th>Term</th>
<th>Language</th>
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<tbody>
<tr>
<td>GEST-S493</td>
<td>The CEO Perspective</td>
<td>Pierre GURDJIAN (Coordinator)</td>
<td>5</td>
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<tr>
<td>GEST-S494</td>
<td>Managing errors in organisations</td>
<td>Paul VERDIN (Coordinator)</td>
<td>5</td>
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<tr>
<td>GEST-S498</td>
<td>Negotiation Skills</td>
<td>Claudia TOMA (Coordinator)</td>
<td>5</td>
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### ESG - Module 3

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<th>Term</th>
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<tbody>
<tr>
<td>GEST-S471</td>
<td>Management and sustainable development : constraints and opportunities</td>
<td>Eric MONAMI (Coordinator)</td>
<td>5</td>
<td>2</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S492</td>
<td>Energy policy, sustainability &amp; management</td>
<td>Adel EL Gammal (Coordinator), Julien BLONDEAU and Michel HUART</td>
<td>5</td>
<td>1</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S496</td>
<td>Research Seminar in Business History</td>
<td>Julien del Marmol (Coordinator) and Kenneth BERTRAMS</td>
<td>5</td>
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<td>English</td>
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</table>

### TOM - Module 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Coordinator(s)</th>
<th>Credits</th>
<th>Term</th>
<th>Language</th>
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</thead>
<tbody>
<tr>
<td>GEST-S420</td>
<td>Advanced Analytics in the Era of Big Data</td>
<td>Pierre DEVILLE (Coordinator)</td>
<td>5</td>
<td>2</td>
<td>French</td>
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<tr>
<td>GEST-S430</td>
<td>Business intelligence and data science</td>
<td>Thierry VAN DE MERCKT (Coordinator)</td>
<td>5</td>
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### TOM - Module 2

Choose 2 out of 3

*Two courses chosen from the following*

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Coordinator(s)</th>
<th>Credits</th>
<th>Term</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEST-S423</td>
<td>IP Management and Technology Transfer (Chaire Solvay)</td>
<td>Bruno VAN POTTELSBERGHE (Coordinator) and Frédéric DE CONINCK</td>
<td>5</td>
<td>2</td>
<td>English</td>
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<tr>
<td>GEST-S450</td>
<td>Project management</td>
<td>FREDERIC HOFFMANN (Coordinator)</td>
<td>5</td>
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<td>English/French</td>
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<tr>
<td>MEGA-H409</td>
<td>Design methodology</td>
<td>Alain DELCHAMBRE (Coordinator)</td>
<td>5</td>
<td>1</td>
<td>English</td>
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</table>

### MKTG - Module 1

Choose 2 out of 3

*Two courses chosen from the following*
GEST-S440 (optional)

**Applied marketing analytics** | Sandra ROTHENBERGER (Coordinator) and Philippe MAUCHARD

- 5 credits [lecture: 48h]
- 2nd term
- English

GEST-S441 (optional)

**Global marketing** | Virginie BRUNEAU (Coordinator)

- 5 credits [lecture: 24h]
- 2nd term
- English

GEST-S442 (optional)

**Value-based pricing** | Sandra ROTHENBERGER (Coordinator)

- 5 credits [lecture: 24h]
- 2nd term
- English

**MKTG - Module 2**

GEST-S491 (optional)

**Omnichannel & customer relationship strategies** | Virginie BRUNEAU (Coordinator)

- 5 credits [lecture: 24h]
- 2nd term
- English

GEST-S508 (optional)

**Integrated communication - Communication intégrée : concepts et travaux pratiques** | Philippe BILTIAU (Coordinator) and HUGUES REY

- 5 credits [lecture: 24h]
- 2nd term
- English
**Mandatory courses**

**MEMO-S505**  
**Master-Thesis/Mémoire**  
- 20 credits  
- first and second terms  
- English/French

**International Internship or Exchange programme**

- **HULB-S500** (optional): Coordinatrice Tamara Schuller
- **STAG-S500** (optional): Coordinatrice Pascaline Flon.

**One course chosen from the following**

- **HULB-S500**  
  - **Exchange programme**  
  - 25 credits  
  - first and second terms  
  - English
- **STAG-S500**  
  - **Internship in a Global Context**  
  - 25 credits  
  - first term  
  - English/French

**Courses depending on the timing of your Exchange/Internship**

**One course chosen from the following**

- **GEST-S4005** (optional)  
  - **Organisational behaviour, leadership and ethics**  
  - Michel VERSTRAETEN (Coordinator) and Marek HUDON  
  - 5 credits  
  - first term  
  - French
- **GEST-S488** (optional)  
  - **Organisational behaviour, leadership and ethics**  
  - Laurence BOOGAERTS (Coordinator), Marek HUDON and Michel VERSTRAETEN  
  - 5 credits  
  - second term  
  - French

**Seminar and Field project**

**Seminar**

You will be assigned to one of the following seminars

**One course chosen from the following**

- **GEST-S500** (optional)  
  - **Seminar of Business Strategy**  
  - STEFAN DAB (Coordinator)  
  - 5 credits  
  - first term  
  - English
- **GEST-S524** (optional)  
  - **Seminar of Business Strategy**  
  - Bruno WATTENBERGH (Coordinator)  
  - 5 credits  
  - first term  
  - English
- **GEST-S525** (optional)  
  - **Seminar of Business Strategy**  
  - STEFAN DESCHEEMAEKER (Coordinator)  
  - 5 credits  
  - second term  
  - English
- **GEST-S548** (optional)  
  - **Seminar of Business Strategy**  
  - Olivier HAMOIR (Coordinator)  
  - 5 credits  
  - second term  
  - English
Field Project

One course chosen from the following

- **Field project: Finance** | STEFAN DAB (Coordinator)
  - 5 credits [seminars: 12h]  
  - academic year  
  - English

- **Field project: Marketing** | Marianne CLAES (Coordinator)
  - 5 credits [seminars: 12h]  
  - academic year  
  - English/French

- **Field project: Organisation** | Denis HERBAUX (Coordinator)
  - 5 credits [seminars: 12h]  
  - academic year  
  - English/French

- **Field project: Healthcare** | Philippe VAN WILDER (Coordinator)
  - 5 credits [seminars: 12h]  
  - academic year  
  - English/French

- **Field project: Human Resources** | Lucy VAN HOVE (Coordinator)
  - 5 credits [seminars: 12h]  
  - academic year  
  - English

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

- **Field project** | Hugues PIROTTE (Coordinator) and Olivier WITMEUR
  - 5 credits [seminars: 12h]  
  - first and second terms

- **Field project: Finance**
  - 5 credits [seminars: 12h]  
  - academic year  
  - English

- **Field project: Non profit** | Nicolas JANSEN (Coordinator)
  - 5 credits [seminars: 12h]  
  - academic year  
  - English/French

QTEM student specific course

GEST-S510 - Global Business analytics Challenge - 6 crédits - M. Michele Cincera et M. Antonio Pacífico