

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

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

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** | Gaëtan 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

GEST-S484 (optional) **Innovation strategy** | Manuel HENSMANS (Coordinator)
⌚ 5 credits [lecture: 36h] 📅 second term 🗨 English

GEST-S492 (optional) **Energy policy, sustainability & management** | Adel EL Gammal (Coordinator), Julien BLONDEAU and Michel HUART
⌚ 5 credits [lecture: 36h, seminars: 24h] 📅 first term 🗨 English

GEST-S516 (optional) **Seminar of emerging technologies** | Marc BECQUET (Coordinator)
⌚ 5 credits [seminars: 24h] 📅 second term 🗨 English

ESG - Module 2

GEST-S493 (optional) **The CEO Perspective** | Pierre GURDJIAN (Coordinator)
⌚ 5 credits [lecture: 48h] 📅 second term 🗨 English

GEST-S494 (optional) **Managing errors in organisations (Chaire InBev Baillet Latour)** | Paul VERDIN (Coordinator)
⌚ 5 credits [lecture: 48h] 📅 second term 🗨 English

GEST-S498 (optional) **Negotiation Skills** | Claudia TOMA (Coordinator)
⌚ 5 credits [lecture: 24h, seminars: 12h] 📅 second term 🗨 English

60 étudiants maximum pour ce cours.

ESG - Module 3

GEST-S471 (optional) **Management and sustainable development : constraints and opportunities** | Eric MONAMI (Coordinator)
⌚ 5 credits [lecture: 36h, seminars: 36h] 📅 second term 🗨 English

GEST-S492 (optional) **Energy policy, sustainability & management** | Adel EL Gammal (Coordinator), Julien BLONDEAU and Michel HUART
⌚ 5 credits [lecture: 36h, seminars: 24h] 📅 first term 🗨 English

GEST-S496 (optional) **Research Seminar in Business History (Chaire Kurgan-van Hentenryk)** | Julien del Marmol (Coordinator) and Kenneth BERTRAMS
⌚ 5 credits [lecture: 24h] 📅 second term 🗨 English

TOM - Module 1

GEST-S420 (optional) **Advanced Analytics in the Era of Big Data** | Pierre DEVILLE (Coordinator)
⌚ 5 credits [lecture: 24h] 📅 second term 🗨 French

GEST-S430 (optional) **Business intelligence and data science** | Thierry VAN DE MERCKT (Coordinator)
⌚ 5 credits [lecture: 36h, tutorial classes: 12h] 📅 second term 🗨 English

TOM - Module 2

Choose 2 out of 3

Two courses chosen from the following

GEST-S423 (optional) **IP Management and Technology Transfer (Chaire Solvay)** | Bruno VAN POTTELSBERGHE (Coordinator) and Frédéric DE CONINCK
⌚ 5 credits [lecture: 24h, tutorial classes: 12h] 📅 second term 🗨 English

GEST-S450 (optional) **Project management** | FREDERIC HOFFMANN (Coordinator)
⌚ 5 credits [lecture: 24h] 📅 second term 🗨 English/French

MECA-H409 (optional) **Design methodology** | Alain DELCHAMBRE (Coordinator)
⌚ 5 credits [lecture: 24h, tutorial classes: 24h, personal assignments: 12h] 📅 first term 🗨 English

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] 📅 second term 🗨 English

GEST-S441
(optional)

[Global marketing](#) | Virginie BRUNEAU (Coordinator)

🕒 5 credits [lecture: 24h] 📅 second term 🗨 English

GEST-S442
(optional)

[Value-based pricing](#) | Sandra ROTHENBERGER (Coordinator)

🕒 5 credits [lecture: 24h] 📅 second term 🗨 English

MKTG - Module 2

GEST-S491
(optional)

[Omnichannel & customer relationship strategies](#) | Virginie BRUNEAU (Coordinator)

🕒 5 credits [lecture: 24h] 📅 second term 🗨 English

GEST-S508
(optional)

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

🕒 5 credits [lecture: 24h] 📅 second term 🗨 English

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Bloc 2 | M-INGEF | MA-INGE

Mandatory courses

MEMO-S505 **Master-Thesis/Mémoire**
 ⌚ 20 credits [mfe/tfe: 360h] 📅 first and second terms 🗨 English/French

International Internship or Exchange programme

HULB-S500 : Coordinatrice Tamara Schuller

STAG-S500 : Coordinatrice Pascaline Flon.

One course chosen from the following

HULB-S500 (optional) **Exchange programme**
 ⌚ 25 credits 📅 first and second terms 🗨 English

STAG-S500 (optional) **Internship in a Global Context**
 ⌚ 25 credits [work placement: 600h] 📅 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 [lecture: 24h, tutorial classes: 24h] 📅 first term 🗨 French

GEST-S488 (optional) **Organisational behaviour, leadership and ethics** | Laurence BOOGAERTS (Coordinator), Marek HUDON and Michel VERSTRAETEN
 ⌚ 5 credits [lecture: 24h, tutorial classes: 24h] 📅 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 [seminars: 12h] 📅 first term 🗨 English

GEST-S524 (optional) **Seminar of Business Strategy** | Bruno WATTENBERGH (Coordinator)
 ⌚ 5 credits [seminars: 12h] 📅 first term 🗨 English

GEST-S525 (optional) **Seminar of Business Strategy** | STEFAN DESCHEEMAEKER (Coordinator)
 ⌚ 5 credits [seminars: 12h] 📅 second term 🗨 English

GEST-S548 (optional) **Seminar of Business Strategy** | Olivier HAMOIR (Coordinator)
 ⌚ 5 credits [seminars: 12h] 📅 second term 🗨 English

- GEST-S549 (optional) **Seminar of Business Strategy** | Fabian SEUNIER (Coordinator)
⌚ 5 credits [seminars: 12h] 📅 first term 🗨 English
- GEST-S577 (optional) **Seminar of Business Strategy** | Hugues PIROTTE (Coordinator) and CHRISTOPHE EVERS
⌚ 5 credits [seminars: 12h] 📅 second term 🗨 French
- GEST-S578 (optional) 📅 unknown term

Field Project

One course chosen from the following

- GEST-S522 (optional) **Field project: Finance** | STEFAN DAB (Coordinator)
⌚ 5 credits [seminars: 12h] 📅 academic year 🗨 English
- GEST-S523 (optional) **Field project: Marketing** | Marianne CLAES (Coordinator)
⌚ 5 credits [seminars: 12h] 📅 academic year 🗨 English/French
- GEST-S527 (optional) **Field project: Organisation** | Denis HERBAUX (Coordinator)
⌚ 5 credits [seminars: 12h] 📅 academic year 🗨 English/French
- GEST-S528 (optional) **Field project: Healthcare** | Philippe VAN WILDER (Coordinator)
⌚ 5 credits [seminars: 12h] 📅 academic year 🗨 English/French
- GEST-S529 (optional) **Field project: Human Resources** | Lucy VAN HOVE (Coordinator)
⌚ 5 credits [seminars: 12h] 📅 academic year 🗨 English
- GEST-S530 (optional) **Field project: IT governance** | Georges ATAYA (Coordinator)
⌚ 5 credits [seminars: 12h] 📅 academic year 🗨 English/French
- GEST-S538 (optional) **Field project** | Hugues PIROTTE (Coordinator) and Olivier WITMEUR
⌚ 5 credits [seminars: 12h] 📅 first and second terms
- GEST-S562 (optional) **Field project: Finance**
⌚ 5 credits [seminars: 12h] 📅 academic year 🗨 English
- GEST-S563 (optional) **Field project: Non profit** | Nicolas JANSSEN (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 Pacifico