

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

GEST-S428 (optional)

**Corporate governance and Stewardship (Chaire Léo Goldschmidt)** | Marco BECHT (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 second term 🗨 English

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** | Carolina Laureti (Coordinator)  
⌚ 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

## FAC - Module 6

GEST-S4007 (optional)

**Impact Investing** | Céline VAESSEN (Coordinator) and BRUNO FARBER  
⌚ 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
- 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) and Avi Goldstein  
 5 credits [lecture: 24h, seminars: 12h] first term English  
 50 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)** | Kenneth BERTRAMS (Coordinator) and Julien del Marmol  
 5 credits [lecture: 24h] second term English
- TOM - Module 1**
- GEST-S420 (optional) **Advanced Data Science and Machine Learning** | Pierre DEVILLE (Coordinator)  
 5 credits [lecture: 36h, tutorial classes: 12h, project: 12h] second term French
- STAT-S401 (optional) **Analyse statistique multivariée** | Catherine DEHON (Coordinator)  
 5 credits [lecture: 24h, tutorial classes: 12h] second term French

**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

# Master in Business engineering

## Focus Professional

### Bloc 2 | M-INGEF | MA-INGE

## Mandatory courses

MEMO-S505 **Master-Thesis/Mémoire** | Olivier WITMEUR (Coordinator)  
 ⌚ 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) **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

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

*One course chosen from the following*

GEST-S4005 (optional) **Comportement organisationnel, leadership et éthique des affaires** | Michel VERSTRAETEN (Coordinator), Marek HUDON and Coline Serres  
 ⌚ 5 credits [lecture: 24h, tutorial classes: 24h] 📅 first term 🗨 French

GEST-S488 (optional) **Comportement organisationnel, leadership et éthique des affaires** | Michel VERSTRAETEN (Coordinator), Laurence BOOGAERTS, Marek HUDON and Olivier Malay  
 ⌚ 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** | Karim CHOUIKRI (Coordinator)  
 ⌚ 5 credits [seminars: 12h] 📅 second term 🗨 French

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

- GEST-S548 (optional) **Seminar of Business Strategy**  
⌚ 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** | CHRISTOPHE EVERS (Coordinator) and Hugues PIROTTE  
⌚ 5 credits [seminars: 12h] 📅 second term 🗨 French
- GEST-S578 (optional) **Seminar of Business Strategy** | OLIVIER GILLEROT (Coordinator) and Nicolas Bloch  
⌚ 5 credits [seminars: 12h] 📅 second term 🗨 English

## 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**  
⌚ 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 - 8 crédits - M. Michele Cincera et M. Antonio Pacifico