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) an 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).

### Mandatory Courses

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

### Competences

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

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
<table>
<thead>
<tr>
<th>Code</th>
<th>Optional</th>
<th>Title</th>
<th>Coordinator(s)</th>
<th>Credits [lecture, seminars]</th>
<th>Term</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEST-S499</td>
<td></td>
<td>Promotion &amp; Investissement Immobiliers: Principes fondamentaux</td>
<td>Gaëtan PIRET (Coordinator)</td>
<td>5 credits [lecture: 36h]</td>
<td>second term</td>
<td>French</td>
</tr>
<tr>
<td>GEST-S484</td>
<td></td>
<td>Innovation strategy</td>
<td>Manuel HENSMANS (Coordinator)</td>
<td>5 credits [lecture: 36h]</td>
<td>second term</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S492</td>
<td></td>
<td>Energy policy, sustainability &amp; management</td>
<td>Adel EL Gammal (Coordinator), Julien BLONDEAU and Michel HUART</td>
<td>5 credits [lecture: 36h]</td>
<td>first term</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S516</td>
<td></td>
<td>Seminar of emerging technologies</td>
<td>Marc BECQUET (Coordinator)</td>
<td>5 credits [seminars: 24h]</td>
<td>second term</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S493</td>
<td></td>
<td>The CEO Perspective</td>
<td>Pierre GURDJIAN (Coordinator)</td>
<td>5 credits [lecture: 48h]</td>
<td>second term</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S494</td>
<td></td>
<td>Managing errors in organisations (Chaîne InBev Baillet Latour)</td>
<td>Paul VERDIN (Coordinator)</td>
<td>5 credits [lecture: 48h]</td>
<td>second term</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S498</td>
<td></td>
<td>Negotiation Skills</td>
<td>Claudia TOMA (Coordinator) and Avi Goldstein</td>
<td>5 credits [lecture: 24h, seminars: 12h]</td>
<td>first term</td>
<td>English</td>
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50 étudiants maximum pour ce cours.

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<tr>
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<th>Optional</th>
<th>Title</th>
<th>Coordinator(s)</th>
<th>Credits [lecture, seminars]</th>
<th>Term</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEST-S491</td>
<td></td>
<td>Management and sustainable development : constraints and opportunities</td>
<td>Eric MONAMI (Coordinator)</td>
<td>5 credits [lecture: 36h, seminars: 36h]</td>
<td>second term</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S492</td>
<td></td>
<td>Energy policy, sustainability &amp; management</td>
<td>Adel EL Gammal (Coordinator), Julien BLONDEAU and Michel HUART</td>
<td>5 credits [lecture: 36h]</td>
<td>first term</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S496</td>
<td></td>
<td>Research Seminar in Business History (Chaire Kurgan-van Hentenryk)</td>
<td>Julien del Marmol (Coordinator) and Kenneth BERTRAMS</td>
<td>5 credits [lecture: 24h]</td>
<td>second term</td>
<td>English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Optional</th>
<th>Title</th>
<th>Coordinator(s)</th>
<th>Credits [lecture, seminars]</th>
<th>Term</th>
<th>Language</th>
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<tbody>
<tr>
<td>GEST-S420</td>
<td></td>
<td>Advanced Data Science and Machine Learning</td>
<td>Pierre DEVILLE (Coordinator)</td>
<td>5 credits [lecture: 36h, tutorial classes: 12h, project: 12h]</td>
<td>second term</td>
<td>French</td>
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<tr>
<td>STAT-S401</td>
<td></td>
<td>Analyse statistique multivariée</td>
<td>Catherine DEHON (Coordinator)</td>
<td>5 credits [lecture: 24h, tutorial classes: 12h]</td>
<td>second term</td>
<td>French</td>
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</table>

**TOM - Module 2**

Choose 2 out of 3

*Two courses chosen from the following*

<table>
<thead>
<tr>
<th>Code</th>
<th>Optional</th>
<th>Title</th>
<th>Coordinator(s)</th>
<th>Credits [lecture, seminars]</th>
<th>Term</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEST-S423</td>
<td></td>
<td>IP Management and Technology Transfer (Chaire Solvay)</td>
<td>Bruno VAN POTTELSBERGHE (Coordinator)</td>
<td>5 credits [lecture: 24h, tutorial classes: 12h]</td>
<td>second term</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S450</td>
<td></td>
<td>Project management</td>
<td>FREDERIC HOFFMANN (Coordinator)</td>
<td>5 credits [lecture: 24h]</td>
<td>second term</td>
<td>English/French</td>
</tr>
<tr>
<td>MECA-H409</td>
<td></td>
<td>Design methodology</td>
<td>Alain DELCHAMBRE (Coordinator)</td>
<td>5 credits [lecture: 24h, personal assignments: 12h]</td>
<td>first term</td>
<td>English</td>
</tr>
</tbody>
</table>

**MKTG - Module 1**

Choose 2 out of 3
Two courses chosen from the following

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Coordinator</th>
<th>Credits</th>
<th>Lecture Hours</th>
<th>Term</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEST-S440</td>
<td>Applied marketing analytics</td>
<td>Sandra ROTHENBERGER (Coordinator) and Philippe MAUCHARD</td>
<td>5</td>
<td>48h</td>
<td>second</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S441</td>
<td>Global marketing</td>
<td>Virginie BRUNEAU (Coordinator)</td>
<td>5</td>
<td>24h</td>
<td>second</td>
<td>English</td>
</tr>
<tr>
<td>GEST-S442</td>
<td>Value-based pricing</td>
<td>Sandra ROTHENBERGER (Coordinator)</td>
<td>5</td>
<td>24h</td>
<td>second</td>
<td>English</td>
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</table>

MKTG - Module 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Coordinator</th>
<th>Credits</th>
<th>Lecture Hours</th>
<th>Term</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEST-S491</td>
<td>Omnichannel &amp; customer relationship strategies</td>
<td>Virginie BRUNEAU (Coordinator)</td>
<td>5</td>
<td>24h</td>
<td>second</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>24h</td>
<td>second</td>
<td>English</td>
</tr>
</tbody>
</table>
Mandatory courses

MEMO-S505 Master-Thesis/Mémoire | Olivier WITMEUR (Coordinator)
Ø 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
Ø 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
Ø 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
Ø 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 and Marek HUDON
Ø 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)
Ø 5 credits [seminars: 12h]  | first term  | English

GEST-S524 (optional)
Seminar of Business Strategy | Karim CHOUIKRI (Coordinator)
Ø 5 credits [seminars: 12h]  | second term  | English

GEST-S525 (optional)
Seminar of Business Strategy | STEFAN DESCHEEEMAEKER (Coordinator)
Ø 5 credits [seminars: 12h]  | second term  | English
Seminar of Business Strategy
- 5 credits [seminars: 12h]  second term  English

Seminar of Business Strategy  Fabian SEUNIER (Coordinator)
- 5 credits [seminars: 12h]  first term  English

Seminar of Business Strategy  CHRISTOPHE EVERS (Coordinator) and Hugues PIROTTE
- 5 credits [seminars: 12h]  second term  French

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

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

Field project: Marketing
- 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 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