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).

Bloc 1 | M-INGE | MA-INGE

Mandatory Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</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>GEST-S406</td>
<td>Advanced Strategy</td>
<td>Timo Ehrig (Coordinator) and François FAELLI</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>GEST-S408</td>
<td>Advanced Finance</td>
<td>Hugues PIROTTE (Coordinator)</td>
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<tr>
<td>GEST-S409</td>
<td>Advanced accounting</td>
<td>Pierre-Hugues BONNEFOY CUDRAZ (Coordinator) and Jean-Paul LOOZEN</td>
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<tr>
<td>GEST-S414</td>
<td>Banking and asset management</td>
<td>Griselda DEELSTRA (Coordinator) and Mathias SCHMIT</td>
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<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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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
MKTG - Module 1

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  French

GEST-S450 (optional)
Project management | FREDERIC HOFFMANN (Coordinator)
5 credits [lecture: 24h]  second term  French

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

MKTG - 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  French

GEST-S450 (optional)
Project management | FREDERIC HOFFMANN (Coordinator)
5 credits [lecture: 24h]  second term  French

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