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 | Timo Ehrig (Coordinator) and François FAELLI  
5 credits [lecture: 36h]  
second term  
English

**GEST-S407**  
Operations management | Evelyne VANPOUCKE (Coordinator)  
5 credits [lecture: 36h, tutorial classes: 12h, project: 12h]  
first term  
English

**GEST-S408**  
Advanced Finance | 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 | Griselda DEELSTRA (Coordinator) and Mathias SCHMIT  
5 credits [lecture: 36h, tutorial classes: 24h]  
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

- 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 BEQUET (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)  
**Negociation 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 Hentenyk)** | 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, 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
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  
**Seminar of Business Strategy**  
5 credits [seminars: 12h]  
second term  
English

GEST-S549  
**Seminar of Business Strategy**  
5 credits [seminars: 12h]  
first term  
English

GEST-S577  
**Seminar of Business Strategy**  
5 credits [seminars: 12h]  
second term  
French

GEST-S578  
**Seminar of Business Strategy**  
5 credits [seminars: 12h]  
second term  
English

**Field Project**

One course chosen from the following

GEST-S522  
**Field project: Finance**  
5 credits [seminars: 12h]  
academic year  
English

GEST-S523  
**Field project: Marketing**  
5 credits [seminars: 12h]  
English/French

GEST-S527  
**Field project: Organisation**  
5 credits [seminars: 12h]  
English/French

GEST-S528  
**Field project: Healthcare**  
5 credits [seminars: 12h]  
English/French

GEST-S529  
**Field project: Human Resources**  
5 credits [seminars: 12h]  
English

GEST-S530  
**Field project: IT governance**  
5 credits [seminars: 12h]  
English/French

GEST-S538  
**Field project**  
5 credits [seminars: 12h]  
first and second terms

GEST-S562  
**Field project: Finance**  
5 credits [seminars: 12h]  
English

GEST-S563  
**Field project: Non profit**  
5 credits [seminars: 12h]  
English/French

**QTEM student specific course**

GEST-S510 - Global Business analytics Challenge - 8 crédits - M. Michele Cincera et M. Antonio Pacifico