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 Title</th>
<th>Coordinator(s)</th>
<th>Credits</th>
<th>Lecture Hours</th>
<th>Tutorial Hours</th>
<th>Project Hours</th>
<th>Term</th>
<th>Language</th>
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<tbody>
<tr>
<td>GEST-S403</td>
<td>Advanced Marketing (Chaire InBev-Baillet Latour)</td>
<td>Sandra ROTHENBERGER (Coordinator)</td>
<td>5</td>
<td>36h</td>
<td></td>
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<td>first term</td>
<td>English</td>
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<tr>
<td>GEST-S406</td>
<td>Advanced Strategy</td>
<td>Timo Ehrig (Coordinator) and François FAELLI</td>
<td>5</td>
<td>36h</td>
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<tr>
<td>GEST-S407</td>
<td>Operations management</td>
<td>Evelyne VANPOUCKE (Coordinator)</td>
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<td>36h, tutorial classes: 12h, project: 12h</td>
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<td>English</td>
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<tr>
<td>GEST-S408</td>
<td>Advanced Finance</td>
<td>Hugues PIROTTE (Coordinator)</td>
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<td>36h, tutorial classes: 24h</td>
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<td>English</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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<td>36h, tutorial classes: 24h</td>
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<td>first term</td>
<td>English</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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<tr>
<td>GEST-S414</td>
<td>Banking and asset management</td>
<td>Griselda DEELSTRA (Coordinator) and Mathias SCHMIT</td>
<td>5</td>
<td>36h</td>
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<tr>
<td>GEST-S482</td>
<td>The digital firm</td>
<td>Nicolas VAN ZEEBROECK (Coordinator) and Vincent LION</td>
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<td>first term</td>
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</table>

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
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Coordinator(S)</th>
<th>Credits</th>
<th>Lecture Time</th>
<th>Language</th>
<th>Terms</th>
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<tbody>
<tr>
<td>GEST-S499</td>
<td>Promotion &amp; Investissement Immobiliers: Principes fondamentaux</td>
<td>Gaëtan PIRET (Coordinator)</td>
<td>5</td>
<td>36h</td>
<td>French</td>
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<td><strong>ESG - Module 1</strong></td>
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<td>GEST-S484</td>
<td>Innovation strategy</td>
<td>Manuel HENSMANS (Coordinator)</td>
<td>5</td>
<td>36h</td>
<td>English</td>
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<tr>
<td>GEST-S492</td>
<td>Energy policy, sustainability &amp; management</td>
<td>Adel EL Gammal (Coordinator), Julien BLONDEAU and Michel HUART</td>
<td>5</td>
<td>36h seminars: 24h</td>
<td>English</td>
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<tr>
<td>GEST-S516</td>
<td>Seminar of emerging technologies</td>
<td>Marc BECQUET (Coordinator)</td>
<td>5</td>
<td>24h</td>
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<td>GEST-S493</td>
<td>The CEO Perspective</td>
<td>Pierre GURDJIAN (Coordinator)</td>
<td>5</td>
<td>48h</td>
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<td>GEST-S494</td>
<td>Managing errors in organisations (Chaire InBev Baillet Latour)</td>
<td>Paul VERDIN (Coordinator)</td>
<td>5</td>
<td>48h</td>
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<tr>
<td>GEST-S498</td>
<td>Negotiation Skills</td>
<td>Claudia TOMA (Coordinator) and Avi Goldstein</td>
<td>5</td>
<td>24h lectures, 12h</td>
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<td><strong>Module 3</strong></td>
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<tr>
<td>GEST-S471</td>
<td>Management and sustainable development: constraints and opportunities</td>
<td>Eric MONAMI (Coordinator)</td>
<td>5</td>
<td>36h seminars: 36h</td>
<td>English</td>
<td>second</td>
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<tr>
<td>GEST-S492</td>
<td>Energy policy, sustainability &amp; management</td>
<td>Adel EL Gammal (Coordinator), Julien BLONDEAU and Michel HUART</td>
<td>5</td>
<td>36h seminars: 24h</td>
<td>English</td>
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<tr>
<td>GEST-S496</td>
<td>Research Seminar in Business History (Chaire Kurgan-van Hentenryk)</td>
<td>Julien del Marmol (Coordinator) and Kenneth BERTRAMS</td>
<td>5</td>
<td>24h</td>
<td>English</td>
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<td><strong>TOM - Module 1</strong></td>
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<tr>
<td>GEST-S420</td>
<td>Advanced Data Science and Machine Learning</td>
<td>Pierre DEVILLE (Coordinator)</td>
<td>5</td>
<td>36h tutorial classes: 12h, project: 12h</td>
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<tr>
<td>STAT-S401</td>
<td>Analyse statistique multivariée</td>
<td>Catherine DEHON (Coordinator)</td>
<td>5</td>
<td>24h tutorial classes: 12h</td>
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<td>Choose 2 out of 3 Two courses chosen from the following</td>
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<tr>
<td>GEST-S423</td>
<td>IP Management and Technology Transfer (Chaire Solvay)</td>
<td>Bruno VAN POTTELSBERGHE (Coordinator)</td>
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<td>24h tutorial classes: 12h</td>
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<tr>
<td>GEST-S450</td>
<td>Project management</td>
<td>FREDERIC HOFFMANN (Coordinator)</td>
<td>5</td>
<td>24h</td>
<td>English/French</td>
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<tr>
<td>MECA-H409</td>
<td>Design methodology</td>
<td>Alain DELCHAMBRE (Coordinator)</td>
<td>5</td>
<td>24h, personal assignments: 12h</td>
<td>English</td>
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| Choose 2 out of 3
Two courses chosen from the following

<table>
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<th>Course Code</th>
<th>Course Title</th>
<th>Coordinator(s)</th>
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<tbody>
<tr>
<td>GEST-S440</td>
<td>Applied marketing analytics</td>
<td>Sandra ROTHENBERGER (Coordinator) and Philippe MAUCHARD</td>
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<tr>
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<tr>
<td>GEST-S441</td>
<td>Global marketing</td>
<td>Virginie BRUNEAU (Coordinator)</td>
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<tr>
<td>GEST-S442</td>
<td>Value-based pricing</td>
<td>Sandra ROTHENBERGER (Coordinator)</td>
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<td>5 credits [lecture: 24h]</td>
<td>second term</td>
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MKTG - Module 2

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<th>Coordinator(s)</th>
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<tbody>
<tr>
<td>GEST-S491</td>
<td>Omnichannel &amp; customer relationship strategies</td>
<td>Virginie BRUNEAU (Coordinator)</td>
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<td>second term</td>
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<tr>
<td>GEST-S508</td>
<td>Integrated communication - Communication intégrée : concepts et travaux pratiques</td>
<td>Philippe BILTIAU (Coordinator) and HUGUES REY</td>
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<td>5 credits [lecture: 24h]</td>
<td>second term</td>
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</tr>
</tbody>
</table>
Master in Business engineering
Focus Professional

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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
### Seminar of Business Strategy
- **GEST-S548** (optional)
  - 5 credits [seminars: 12h]
  - Second term
  - English

- **GEST-S549** (optional)
  - 5 credits [seminars: 12h]
  - First term
  - English

- **GEST-S577** (optional)
  - 5 credits [seminars: 12h]
  - Second term
  - French

- **GEST-S578** (optional)
  - 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]
  - English/French

- **GEST-S527** (optional)
  - Field project: Organisation | Denis HERBAUX (Coordinator)
  - 5 credits [seminars: 12h]
  - English/French

- **GEST-S528** (optional)
  - Field project: Healthcare | Philippe VAN WILDER (Coordinator)
  - 5 credits [seminars: 12h]
  - English/French

- **GEST-S529** (optional)
  - Field project: Human Resources | Lucy VAN HOVE (Coordinator)
  - 5 credits [seminars: 12h]
  - English

- **GEST-S530** (optional)
  - Field project: IT governance | Georges ATAYA (Coordinator)
  - 5 credits [seminars: 12h]
  - 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]
  - English

- **GEST-S563** (optional)
  - Field project: Non profit | Nicolas JANSSEN (Coordinator)
  - 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