

## EXCHANGE COURSES IN BUSINESS AND OFFICE MANAGEMENT

### FOR WHOM?

Exchange students in the study field of business and office management, on bachelor level.

### LANGUAGE OF INSTRUCTION

All courses are taught in English. Individual coaching and study material is in English.

### BUSINESS AND OFFICE MANAGEMENT PROGRAMME

COURSE UNIT	AUTUMN ECTS CREDITS	SPRING ECTS CREDITS
Understanding Global Cultures	3	
International Law: Special Topics	3	
International Marketing Topics		6
Doing Business with New Markets	6	
Applied Marketing Research SME's	3	
Digital Marketing	5	
Services Marketing	3	
CRM	3	
European Studies	3	
English Seminar: language and culture	3	
Internal Control	3	
Investments	5	
European Law	4	

### EXTRA COURSES

The course units in the above list can be combined with the following course units from the programme of communication management (PXL-Media & Tourism).

COURSE UNIT	AUTUMN ECTS CREDITS
Direct marketing communication	4
Marketing	4
Public Relations	5
European Integration – Belgium in Europe	4

### LEARNING AGREEMENT

Courses of PXL-Business cannot be combined with courses from other study programmes. However, language courses can be added to the learning agreement (see Language Courses@PXL).



The course catalogue is available on [www.pxl.be/international](http://www.pxl.be/international)

