Business Management International  
Course catalogue 2019-2020

For whom?
Exchange students in the study field of business management, on bachelor level.

Programme

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

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.
**Understanding Global Cultures**

ECTS credits: 3  
Course unit code: 32INB4010  

Coordinator/Lecturer: TBD  
Period: Autumn  

Content:  
The study of global ethics about cultures in worldwide business platforms.  
Learning the process and structure of selected different cultures.  
Through deduction methodics learning to select a cultural adaption mix for worldwide customized business platforms.  
Combining cultures and human-resources management.  
Learning to manage different cultures in business platforms.  

Study materials:  
An in-depth English written course especially for PXL Business students, published early September 2014 by Peter Mestach  
Weekly extensive powerpoint presentation, summarizing and explaining the specified topics.  
Book: ‘Intercultural management’ by Susan C. Schneider (Pearson)  
Selective readings from Intercultural management by Geert Hofstede  

Recommended study materials:  
‘Intercultural management’ by Susan C. Schneider (Pearson)  

Teaching Organisation:  
Weekly theory hearing board colleges, based upon relevant actual business cases. (first five weeks)  
Interactive individual and group discussions to understand the theory cases. (first five weeks)  
A virtual business platform: debating, solving and practising all global cultures through an extensive worldwide practicum case. (three weeks)  
Coaching and feedback on the virtual business platform in order to prepare final examination (final week)  

Prerequisites:  
Minimal credit on 10/20.  

Final competences:  
The student is able to understand global cultures in various international constructions.  
The student is able to adapt the theory into practical cases, both individual and in group.  
The student is able to write summary reports and to take active part in oral discussions.  
The student is able to defend his or her practicum case at the end of the course.  

Evaluation:  
Permanent Evaluation (50 %) : on reaching targets with deadlines during the nine weeks course, communicated on Blackboard.  
Oral examination (50 %): defending the final practicum case in English.  
Re-examination is possible: Permanent Evaluation (50 %) will be transferred, written exam 50%.
**International Law : Special Topics**  
ECTS credits: 3  
Course unit code: 32INB4020  

Coordinator/Lecturer: Werner de Saeger  
Period: 1  

**Content:**  
This course provides students with a well-balanced overview of International Law, thereby combining theoretical aspects with practical examples. Specifically, the following topics will be covered:  
- Introduction to International Private Law  
- Introduction to International Public Law  
- Introduction to the World Trade Organization (WTO) and WTO Law  
- Introduction to International Contract Law  
- In-depth analysis of various types of international legal frameworks and laws  
- Several case studies in International Law  

**Study materials:**  
Powerpoint presentations, articles, book excerpts, and exercises provided digitally by the lecturer.  

**Recommended study materials:**  
Study materials (ppt, pdf, weblinks) will be available on [http://www.InternationalLawSpecialTopics.be](http://www.InternationalLawSpecialTopics.be) which is the class website.  

**Teaching organisation:**  
Interactive lectures and in-class exercises  

**Final competences:**  
Students will be able to:  
- grasp the complexity of various elements of International Law, thereby being able to identify major players, stakeholders, and institutions,  
- analyse the impact of international legal frameworks and laws, particularly in the business world, including the functioning of several international courts,  
- formulate a critical and well-developed perspective on both the intellectual and practical challenges related to the various legal environments governing global trade.  

**Evaluation:**  
Oral exam in English, in January and/or August
Doing Business with New Markets
ECTS credits: 6
Course unit code: 33INB4010

Coordinator / Lecturer: Christof Jans
Period: Autumn

Content
In this course, the student will be prepared for any international assignments. We will check what the specific cultural behavior and “good-practices” are abroad, in order for them to blend in to the environment.
We will also deep dive into the emerging markets like China en India, how they are evolving and how we Western-European countries can benefit of this growth.

Study materials
Powerpoints, case studies, movies
International marketing, Pervez N. Ghauri and Philip Cateora

Recommended study materials
powerpoints

Teaching organization
Class room group discussions, colleges

Final competences
The student needs to be aware after following this course the most important deviations to his/her natural environment when going abroad.
Besides that, the student will have insight in the emerging markets with their characteristics.

Evaluation
40% exam
60% individual case study
Re-examination is possible, 100% written exam
Applied Marketing Research SME's
ECTS credits: 3
Course unit code: 32BDM1060

Coordinator / Lecturer: Christof Jans
Period: Autumn

Content
In Applied Marketing Research, we will follow some basic market research techniques which are commonly used in Small and Medium-sized Enterprises. Amongst a whole lot of applications, usually executed by market research institutions, we will examine:
- Feasibility when entering a new market/location
- Price research
- Product research
- Communication research
- Customer relationship management
Via practical cases, the students can check what research techniques they can use in a smaller business and setup an extended research plan.

Study materials
Powerpoint slides and case studies

Recommended study materials
Several business cases and the powerpoints made available via blackboard. There are no text books on this subject

Teaching organisation
Classroom colleges with extra practicum for the preparation of the paper

Final competences
Students need to be able to define a problem, check the appropriate tool and execute it.

Evaluation
40% of the grade will be checked via a final exam upon which the tools will be checked and applied.
60% of the points can be collected by making a paper for setting up a research plan for an existing company, and help the owner to setup this research.
Re-examination is possible, 100% written exam.
**Digital Marketing Essentials**  
ECTS credits: 3  
Course unit code: 33MAR3250

Coordinator / Lecturer: Christof Jans  
Period: Autumn

This course unit can only be followed in combination with the course unit Digital Masters Academy.

**Content**  
In digital marketing you will learn how to set up a digital marketing plan embedded in the total marketing plan of a company. We will check following digital marketing channels like websites, social media, e-mail marketing, Search Engine Marketing. On top of that, the student will also understand how to monitor all marketing practices and set targets.

**Study materials**  
Powerpoint and movies  
Google Analytics  
Digital transformation by Dado van Peteghem and Jo Caudron

**Recommended study materials**  
Digital transformation by Dado van Peteghem and Jo Caudron  
The conversation manager/company by Steven van Belleghem  
Digitaal marketing plan in 100 days by Bert van Wassenhove

**Teaching organization**  
Interactive lectures

**Final competences**  
The student is able to define marketing goals and convert them in digital marketing channels. He/she is able to distinguish different marketing channels in different aspects and seeks the optimal solution for a predefined marketing goals. The student is also able to monitor the return of digital marketing effort.

**Evaluation**  
50% written exam  
50% assignments (digital marketing plan)  
Re-examination is possible, 100% written exam.
Digital Masters Academy
ECTS credits: 3
Course unit code: 33MAR3290

Coordinator / Lecturer: Christof Jans
Period: Autumn

This course unit can only be followed in combination with the course unit Digital Marketing Essentials.

Content
In digital marketing you will learn how to set up a digital marketing plan embedded in the total marketing plan of a company. We will check following digital marketing channels like websites, social media, e mail marketing, Search Engine Marketing. On top of that, the student will also understand how to monitor all marketing practices and set targets.

Study materials
Powerpoint and movies
Google Analytics
Digital transformation by Dado van Peteghem and Jo Caudron

Recommended study materials
Digital transformation by Dado van Peteghem and Jo Caudron
The conversation manager/company by Steven van Belleghem
Digitaal marketing plan in 100 days by Bert van Wassenhove

Teaching organization
Interactive lectures

Final competences
The student is able to define marketing goals and convert them in digital marketing channels. He/she is able to distinguish different marketing channels in different aspects and seeks the optimal solution for a predefined marketing goals. The student is also able to monitor the return of digital marketing effort.

Evaluation
50% written exam
50% assignments (digital marketing plan)
Re-examination is possible, 100% written exam.
Services Marketing
ECTS credits: 3
Course unit code: 33MAR4020

Coordinator/Lecturer: Veronique Vanderhoydonks
Period: Autumn

Content:
In this course you will learn how to develop effective service marketing strategies that seamlessly build on topics learned in basic marketing courses. The course is split in four parts covering the different topics. Part 1 explains the nature of services, how to understand services, how consumer behavior relates to services and how to position services. It lays the building blocks for studying services and for learning how one can become an effective service marketeer. The second part covers the development of the service concept and its value proposition. It revisits the 4 P’s of the traditional marketing mix and expands them to account for the specific characteristics of services that make them different from goods marketing. The third part of the course focuses on managing the interface between customers and the service organization. The fourth and final part addresses some key issues in implementing and managing effective services marketing, such as complaint handling and service recovery.

Study materials:
Powerpoint presentation + case studies

Recommended study materials:
Services marketing by Lovelock & Wirtz (Pearson)

Teaching organization
Interactive lectures

Final competences
The student is able to provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services. The student can formulate a strategy that addresses these challenges and develops an understanding of the “state of the art” service management thinking.

Evaluation
100% evaluation based upon an oral exam
Re-examination is possible (100% written examen)
Customer Relationship Management
ECTS credits: 3
Course unit code: 32LOG3230

Coordinator/Lecturer: Christof Jans
Period: Autumn

Content:
Need for CRM and applications
Data analysis of customer transactions
Reporting and data mining
Communicative skills and dealing with (difficult) customers; feedback, non-verbal communication,…
CRM systems
Data-analyses van klantentransacties
Rapportages en data mining
Contactcenter management

Study materials:
Powerpoint slides

Recommended study materials:
CRM The Foundation of Contemporary Marketing Strategy by Roger Joseph Baran

Teaching organization
Interactive lectures

Final competences
The student can communicate in an effective way
The student can give constructive feedback
The student can judge decision processes
The student can create a sustainable relationship with a customer within a logistical organization
The student can maintain customer contacts

Evaluation
100% oral exam
Re-examination is possible, 100% written exam
European Studies
ECTS credits: 3
Course unit code: 33BTI3020

Coordinator: TBD
Period: Autumn

Content:
Europe, unity and diversity,
The European Union, its origin and perspectives,
The history of the EU, the different treaties and enlargements,
The Schengen-agreement,
The Institutions and the decision-making of the EU,
The euro.

Study materials:
Powerpoint presentations on electronic study platform Blackboard

Recommended study materials:
EU-websites
McCormick, John (2014), Understanding The European Union, 6th edition (Palgrave Macmillan)

Teaching organization
Interactive lectures

Final competences
The student is able to administer economic, administrative and legal information autonomously and systematically and is able to make this information accessible to those who need it.

The student is able to autonomously conduct the necessary research for a specific topic in order to produce the relevant data and critically analyse, select and process the data to usable information.

The student is able to correspond, report, inform, hold meetings and make presentations in Dutch, French, English or German, taking into account the multidisciplinary, intercultural and (inter)national context of the stakeholders and using the appropriate ICT tools.

Evaluation
75% written exam
25% assignments (paper/reports)
Re-examination: 100% written exam.
English Seminar: language and culture
ECTS credits: 3
Course unit code: 33ERA9000

Coordinator/Lecturer: TBD
Period: Autumn

Content:
in this course we will study cultural, political, social and economic issues of English speaking countries (UK and Commonwealth, USA, Australia, New Zealand). Language level: B1 (CEFR)

Study materials:
documents on Blackboard

Teaching organization
seminar

Final competences
The student is able to administer economic, administrative and legal information autonomously and systematically and is able to make this information accessible to those who need it.

The student is able to autonomously conduct the necessary research for a specific topic in order to produce the relevant data and critically analyse, select and process the data to usable information.

The student is able to correspond, report, inform, hold meetings and make presentations in Dutch, French, English or German, taking into account the multidisciplinary, intercultural and (inter)national context of the stakeholders and using the appropriate ICT tools.

Evaluation
oral examination (part of the grade will be on participation and a presentation)
re-examination is possible: 100% written exam
European law  
ECTS credits: 4  
Course unit code: 33RPR3240

Coordinator/Lecturer: Werner de Saeger  
Period: Autumn

Content  
This course provides students with a well-balanced overview of European Law, thereby combining theoretical aspects with practical examples. Specifically, the following topics will be covered:  
- History of the European Union  
- European Institutions  
- Sources of EU Law  
- The relationship between EU and National Law  
- Enforcement of EU Law  
- Free movement of goods, persons, and services  
- EU Legal Procedure  
- Human Rights

Study materials  
Robert Schütze, An Introduction to European Law, Cambridge University Press, 2015  
Powerpoint presentations and exercises provided digitally by the lecturer

Recommended study materials:  
Study materials (ppt, pdf, weblinks) will be available both on the PXL intranet as well as on www.EuropeanLaw.be which is the class website.

Teaching organisation  
Interactive lectures and in-class exercises

Final competences  
Students will be able to:  
- understand the historico-political development of the European Union,  
- grasp the complexity of European politics and law, thereby being able to identify major players, stakeholders, and institutions,  
- analyse the legislative process, including the functioning of the EU courts,  
- clarify the major issues at stake, amongst others (but not limited to) the free movement of goods, services, and persons, as well as various human rights topics,  
- formulate a critical and well-developed perspective on both the intellectual and practical challenges related to the European Union in general and European Law in particular.

Evaluation  
Oral exam in English.  
Oral re-examination in English.
**Risk Management & Control**

ECTS credits: 3  
Course unit code: 32BDM1180

Coordinator/Lecturer: TBD  
Period: Autumn

**Content**

The aim of the course is to provide the student with insights on the basic principles of risk management and internal control. This includes:

- an understanding of the concepts risk management and internal control with an emphasis on SME’s  
- an introduction to the different types of risks and risk analysis methods  
- an introduction to the implementation of internal control in the basic business processes  
- an introduction to the use of flowcharts  
- an application of these techniques in solving case studies

**Study materials**

The study materials will be available on blackboard

**Teaching organisation**

A combination of theoretical and practical education

**Final competences**

Being able to assess risk and the level of internal control for an SME.

**Evaluation**

Oral exam in English  
Re-examination is possible: 100% written exam in English
Eventmanagement
ECTS credits: 3
Course unit code: 33SPM4020

Coordinator/Lecturer: Nii van den Eynde
Period: Autumn

Content

1. The three essentials of modern event management
2. Understanding and applying the stages of value creation and value addition (strategy and concept)
3. Understanding and applying the event marketing stage. Bringing value to the customer
4. Basic rules and concepts of traditional marketing
5. PR within modern marketing
6. The place of event marketing & PR within the event marketing process

Study materials

Documents in Blackboard
Recommended study materials: Decuyper, Peter (2017), *We Love Events*, Lannoo

Teaching organisation

Interactive lectures

Final competences

Being able to apply expertise in different (international) domains/markets and thus creating added value

Evaluation

Continuous assessment
Re-examination: individual assignment