

Banaba International Management VIVES - campus Kortrijk

	Cluster	OPO	OLA	Sem
Cluster 1: Business Essentials	22			
Topic A: Financial Management	4			
o Financial Management		4		
§ Accounting			2	1
§ Private & Business Financing			1	1
§ Financial Analysis			1	1
Topic B: Global Marketing	7			
o International Marketing		4		
§ International Marketing (start with Basics)			2	jaar
§ Marketing Planning & Market Research			2	jaar
o International Business & E-commerce		3		
§ E-commerce			1	1
§ International Business Development			2	2
Topic C: Human Resources	4			
o Human Resources		4		
§ International HR Management			2	jaar/2
§ HR - topics			2	jaar
Topic D: Logistics & Operations	7			
o Import Export			3	1
o Operations		4		
§ Supply Chain Management			2	2
§ Management information systems (ERP)			1	2
§ Total Quality Management			1	2
Cluster 2: Entrepreneurship	10			
o Design Thinking and Innovation:	3	3		
§ Design Thinking			2	1
§ Creativity and Innovation			1	1?
o Business Modelling	4	4		
§ Starting a business project			2	jaar
§ Business Design			1	1
§ Strategic Management			1	1
o Community & Legal	3	3		
§ Corporate Social Responsibility			1	2
§ European Legal Issues			2	1
Cluster 3: Personal & Management Skills	14			
o Language EN/DU/SP/FR	4	4	4	jaar
o Commercial Skills	3	3		
§ Sales & Negotation skills			2	jaar
§ Crosscultural Management			1	2
o Management Skills	3	3	3	1
o Data Management	4	4		
§ Advanced Office			2	1
§ Business Intelligence			2	2
Cluster 4: Business In Practice	14			
o Field experience	9	9		
§ Networking + Business Game			2	2
§ Internship			7	2
o Business Project	5	5	5	2
Totaal studieptn	60			