

Brochure **Spring** 2020-2021

Dear prospective students

Due to the pandemic we have had to make some changes to our programme. As you can see below, our programme holds less courses than usual. It is very likely that more courses will be added in the course of the next few weeks but at this time we are not able to guarantee or tell you which courses those will be.

It is likely that these courses will be added to the brochure:

- E-commerce
- Event Marketing
- Digital Business Management
- Social Entrepreneurship and Social Economy
- Real Estate Valuation

I advise you to take a look at the brochure and to make a preliminary learning agreement. Upon your arrival in Kortrijk you will still be able to make changes to your agreement if necessary.

Thank you for your attention.

Kind regards
Emma Braeckman

PHASE	COURSE	ECTS	TEACHER
1	Marketing Management 1 V2S168	4	BENNY VAN CALSTER
<p>Contents: The course "marketing management 1" is a combination of 2 key subjects: 'distribution & channel marketing' as well as 'entrepreneurship'. Below you will find a brief summary of the key objectives for both elements.</p> <p>CHANNEL MARKETING: The objective is to gain a clear and analytical understanding of the complex structure of distribution channels and related distribution marketing initiatives (e.g. trade channel & their marketing, retail & wholesale, etc.). The student should be able to make marketing decisions when analysing, commenting and determining the distribution policy/strategy of a company.</p> <p>This part of your curriculum focuses on 'distribution marketing & channel management'. It consists of trading in all its aspects both from the manufacturer's point of view as well as from the point of view of the retailer/reseller and wholesaler. We'll cover all aspects to market your products, services or solutions in the best possible way via the different 'routes to market' (channels - or rather the 'P of 'place' in the marketing mix).</p> <p>The following topics will be discussed:</p> <ul style="list-style-type: none"> • The role of distribution in the marketing mix & the notion of 'value delivery network' in an economic context • The different approach for B2B, B2C and B2T • The intermediaries and their roles and responsibilities • The channel complexity • The tasks to perform: designing a distribution channel, selecting distribution & retail marketing partners, ideal coverage of your distribution channel, how to monitor them?, etc. • types of channel (wholesaler, retailer, reseller, etc.) • Desintermediation trends • Channel Marketing strategies & pricing impact <p>ENTREPRENEURSHIP: This module will introduce the student to the concept of "entrepreneurship". The intention is to give the student insights in the life of a self-employed entrepreneur (from small start-up to larger family owned SME). He/she needs to understand the difference of being an entrepreneur vs. being an employee/manager in a firm. What does it take to become independent and self-employed? What are the risks and opportunities? What are the key drivers to start-up a company or to possibly buy a company or to become active in the family business? Risks and opportunities?</p> <p>During both parts of the course following <i>skills and competences</i> will be developed:</p> <ul style="list-style-type: none"> • LO1: The bachelor BM has insight in context-specific business and organizational processes and their relation to each other, and can apply this insight in a spacious, globalised and changing context. 			

- LO3: The bachelor BM shows enterprise, works independently and accurately and acts solution-oriented and innovative to optimize contextual business and organization processes
- LO10: The bachelor BM takes responsibility for his/her own professional development and follows up on (international) trends and integrates these new insights

The student should build following skills and capabilities in order to succeed in this module:

- Understand concepts around entrepreneurship (start up, scale up, risks of entrepreneurship...)
- Self-evaluation/feel if this would be something for him/her in a later stage of his/her career...
- Understand the life and work situation of a self-employed entrepreneur
- 'reality check' on possible opportunities regarding student's future professional career (what's effort? What does it take to build a start-up or buy a company?)
- 'real life' contacts with entrepreneurs and company leadership, incl. professional association like VOKA
- A critical report/reflection of a testimonial of an industry leader, a startup or a family business (all self-employed people)
- Reflect on his/her own future of entrepreneur and describe a possible own 'start up idea or company idea'

Entry requirements:

Know the basics of marketing

Teaching method:

Cases can be done individually or in teams (working professionally together in a team is key and could be evaluated via a peer-evaluation mechanism). Mandatory presence is required for cases and group discussions...

In exceptional circumstances, part of the classes on campus can be replaced by (a)synchronous online learning.

Assessment:

ENTREPRENEURSHIP -> This course is built on active involvement and participation by the student. Hence, mandatory presence in the course is required... The final score counts for 30% of total points will be composed of :

25% of points via active presence & participation in class (incl. presentations) + individual assignment(s)

75% of points via questions on this subject matter in written exam

MARKETING MANAGEMENT -> the final score counts for 70% of this course will be defined by 2 key elements: written exam and personal/team assignments

80% of points - written exam

15% of point - assignment(s)

In exceptional circumstances the form of the evaluation provided can be replaced by an oral, online examination.

In case of insufficient grade, the retake exam takes place several days after the original date.

1	INTERNATIONAL LAW & EUROPEAN LAW V2S411	3	MIEKE VERHEYDE
	<p>Contents: The overall purpose of the course is to make students understand some contemporary international issues through the study of the legal framework which governs them.</p>		

	<p>First the student will be introduced into the sources (especially treaties) and the subjects (especially states) of international law. Further, the origin and role of several international and regional organisations, such as the United Nations and the Council of Europe will be looked at. Then, students will learn how states can resolve their conflicts. Further, the course will focus on challenging issues in contemporary international politics, including the recent examples of the use of force, the refugee crisis, international criminal law, international economic law and the promotion and protection of human rights.</p> <p>In a last part, special emphasis will be put on European law. The European institutions will be introduced. It will also become clear how the EU-rules are created and how they relate to national law.</p> <p>Teaching method: In exceptional circumstances, part of the classes on campus can be replaced by (a)synchronous online learning.</p> <p>Assessment: Oral exam.</p> <p>Guesswork will not lead to negative marking.</p> <p>In exceptional circumstances, the originally planned assessment type or method can be replaced by an online (oral) examination or an assignment</p>		
1	COMPARATIVE ECONOMICS V2S415	3	STEPHAN WEEMAES
	<p>Contents: In this course, we get acquainted with the fundamentals of economics. On the one hand, micro-economic topics such as the market mechanism, consumer and producer behavior, price formation under different market forms, market imperfections and the role of the government are considered. On the other hand, we also look at macro-economic topics, including GDP, economic growth, aggregate demand, budgetary and monetary policy, unemployment and inflation, international economics and the exchange market.</p> <p>Assessment: There will be an exam in the exam period consisting of a written and an oral part. In case multiple choice is used, guesswork will lead to negative marking. In exceptional circumstances, the originally planned assessment type or method can be replaced by an online (oral) examination or an assignment.</p> <p>This course unit does not allow partial mark transfers. Same as the first examination period.</p>		
1	DATA RESEARCH AND APPLICATION TO BUSINESS DECISIONS V2S417	4	ELKE VANDORPE
	<p>Contents: This course deals with elements of descriptive statistics. It briefly discusses data collection (population, sample, level of measurement) and data ordering (frequency table, index). When presenting data, the circle, bar and line diagram, histogram and box plot are discussed. When analysing data, we limit ourselves to the numerical summary of a variable (mean, median, mode, range, quartile deviation, standard deviation, skewness) and time series analysis (components and trend line).</p>		

	<p>Teaching method: Teaching is alternated with supervised exercises. In exceptional circumstances, part of the classes on campus can be replaced by (a)synchronous online learning</p> <p>Assessment: The compulsory test is scheduled for March 25, 2021. Time, room and course material to be studied will be communicated during classes and in the course on Toledo. The test counts for 4 points (20% of total). The test consists of multiple-choice questions for which there is no guesswork correction. The test is a closed book exam. If, for serious reasons, you do not participate in the test, please contact your student counsellor before the start of the test. The ombudsperson judges the validity of the reason. In the event of a possible second examination opportunity, the test will be taken into account if it is to the student's advantage. Written examination (with computer) in June: the course material is all that was seen during the lessons. The examination consists of multiple-choice questions (50% of the points) without guesswork correction and open questions (50% of the points). This is a closed book exam. For examples of open questions, please refer to the course after each chapter (solutions can be found at the end of the course). Examples for the multiple choice questions can be found on Toledo. Process evaluation: Once a week you should go through part of the theory before the lesson. Each lesson is given a number of exercises that will be worked on during the lesson. After the lesson these still have to be finished (at home). The completed exercises must be presented in the next lesson. In some weeks there will be a test on Toledo. In exceptional circumstances, the originally planned assessment type or method can be replaced by an online (oral) examination or an assignment.</p> <p>This course unit does not allow partial mark transfers. The examination is similar to the first examination opportunity. The compulsory test of March will be taken into account again if it is to the student's advantage.</p>		
1	<p>GLOBAL SUSTAINABILITY AND ENGAGEMENT (GLOBAL ISSUES)</p>	5	LIES VERSTRAETE
	<p>YOU CAN ONLY TAKE THIS COURSE ONE TIME, IF YOU'VE PASSED THE COURSE IN SEM1 YOU CANNOT TAKE IT AGAIN IN SEM2</p> <p>Contents: The beginning of the 21st century is marked by profound societal changes as well as rapid social change. The complexity of the world has increased exponentially, and political, economic and sociocultural developments can at present only be analysed and understood in a global context.</p> <p>In this course, we focus on the 21st century competences (sustainability, international and intercultural competences, creativity and innovation, dealing with diversity etc.), with the UN Sustainable Development Goals as framework of reference. By following this course, you will gain awareness and insights into the field of global issues and world citizenship. A selection of current global issues will be presented: climate change, environmental justice, poverty and inequality, conflict and peace, migration etc.</p> <p>In this subject, you can choose between two different tracks: a theoretical track with a concluding research paper or a track with an action-oriented / civic engagement component.</p> <p>Teaching method: Guest lectures and discussion</p>		

	Assessment: Permanent evaluation: papers, presentations and research or project		
1	INTRODUCTION TO PHILOSOPHY V2S424	3	JOS VAN SPEYBROUCK
	<p>Contents: The course consists of two main parts: 1. <i>Introduction to Philosophy</i>: We start with the beginning of philosophy in the ancient Greek world: three founding fathers: Socrates, Plato and Aristotle (topic: the virtues); two schools: Epicurean school (topic: tetrapharmakos) and the Stoa (topic: stoic rules of thumb) and so we proceed to modern teachings and philosophers (e.g. Adam Smith and economic thought). 2. <i>Critical Thinking (logic)</i>: Statement and argument analysis; when can we speak of a good argument (valid, sound, cogent, strong and weak)? The distinction between deductive and inductive reasoning; syllogisms, formal (confirming the consequent) and informal (strawman, red herring, ...) logical fallacies. And finally: some biases (confirmation bias, sunken cost, ...).</p> <p>Teaching method: The method used for this course is 'Blended learning'. It's a non- formal education program that combines online digital media with traditional classroom methods. It requires the physical presence of both teacher and student on regular moments as scheduled. But it consists also of elements under the control of the student.</p> <p>Multi-channel approach: Multi-channel learning is a deliberate use of multi-sensory channels to teach concepts and enable practice and application. We use written text as well as videos (YouTube) and self- correcting exercises on Toledo.</p> <p>In exceptional circumstances (e.g. COVID 19- risk assessment), part of the classes on campus can be replaced by (a)synchronous online learning</p> <p>Assessment: The exam will consist of a mix of questions: closed questions, open questions and multiple choice questions (no guesswork correction will be applied).</p> <p>In exceptional circumstances, the originally planned assessment type or method can be replaced by an online (oral) examination or an assignment.</p> <p>This course unit does not allow partial mark transfers.</p> <p>The modalities and material to be studied are the same as in the first exam period.</p>		
2	INTERNAL ORGANISATION & TOTAL QUALITY MANAGEMENT V2S383	3	MAARTEN MANHAEVE
	More info coming soon.		
2	STRATEGIC MANAGEMENT AND INNOVATION PROCESSES V2S430	4	HEIKKI
	<p>Contents: Strategic management is the theory and practice of making decisions that shape the future of the firm. In this course students will get to familiarize themselves with some of the core issues that lay close to the challenges top managers are faced with. In five sessions we explore the following questions: What is strategy? Which strategy fits your business best? What is the impact of the</p>		

	<p>environment on setting strategy? How can firm resources influence strategy formation? And, what is the impact of change on strategy? The answers to these questions will give students a sufficient understanding and appreciation of the field of strategic management.</p> <p>The course focuses on the strategic management of technology- based innovation in the firm. The purpose is to provide students with concepts, frameworks, and experiences that are useful for taking part in the management of innovation processes in the firm. Specific topics include: assessing the innovative capabilities of the firm, managing the Corporate R&D function, managing the interfaces between functional groups in the development function in the firm, understanding and managing technical entrepreneurs, building technology-based distinctive competencies and competitive advantages, technological leadership versus followership in competitive strategy, institutionalizing innovation, attracting and keeping corporate entrepreneurs.</p> <p>Entry requirements: Students are expected to have had introductory courses in business management and possibly strategy. Basic understanding of the concept of strategy is preferable as well as preliminary participation in organizations where the student was able to observe the practical application of policy set by top and/or middle-management.</p> <p>Teaching method: The course will be taught in several sessions each consisting of a mix of lectures, group presentations, and class participation. The content of each session is spread over theory, practical guidelines, and case studies</p> <p>Assessment: Coming soon.</p>		
2	BUSINESS ETHICS AND RESEARCH METHODS V2S441	4	JOSE ANTONIO CLEMENTE ALMENDROS
	<p>Contents: Business Ethics, the Changing Environment, and Stakeholder Management Ethical Principles and Decision- Making Guidelines Stakeholder and Issues Management Approaches The Corporation and External Stakeholders: Corporate Governance Corporate Responsibilities, Consumer Stakeholders, and the Environment The Corporation and Internal Stakeholders: Values- Based Moral Leadership, Culture, Strategy, and Self- Regulation Business Ethics and Stakeholder Management in the Global Environment</p> <p>Teaching method: Lectures, cases, discussion group Theoretical background, numerical examples, and practical applications</p> <p>Assessment: Participation during the course End-of-Course test: final test (multiple choice questions) on all the topics explained during the course Assignment: Preparation of a Company's Ethical Code</p>		

2	IMPORT EXPORT V2S426	3	LIEVE VANDERSCHUEREN
	<p>Contents: The course builds on the course 'International Trade and Payment Techniques' (1st programme phase). The course covers both the assets and areas of concern for a Belgian SME seeking to export. The difference between the sales and purchase agreement and the transport agreement will be discussed. The risks in international trade are recognized and possible hedges and solutions are suggested. The incoterms are deepened in a practical way by solving exercises and case studies. The various documents involved in international trade (commercial documents, transport documents, documents of origin, additional certificates and customs documents) are discussed theoretically and explained from a practical point of view. The VAT legislation on intra-Community trade and international transactions in both goods and services is explained and applied in exercises and practical case studies. The use of a bank guarantee in international trade is discussed, as is the importance of taking out goods insurance.</p> <p>Teaching method: Lectures for explanation of theory, complemented with exercises and case studies. In exceptional circumstances, part of the classes on campus can be replaced by (a)synchronous online learning.</p> <p>Assessment: Quotation 100 % on written examination. Vives calculator can be used on the exam. The multiple choice part is corrected on the basis of correction-for-guessing. In exceptional circumstances, the originally planned assessment type or method can be replaced by an online (oral) examination or an assignment.</p>		
3	RISK MANAGEMENT V2S442	3	
	<p>Contents: coming soon Teaching method: Assessment:</p>		
3	DOING BUSINESS OUTSIDE EUROPE V2S444	3	
	<p>Contents:</p> <p>Possible courses in this module: Doing Business In Africa Doing Business in China Doing Business in Emerging Markets Doing Business in Pacific Asia Doing Business Islamic Banking Introduction to Belgium (Doing Business in Europe's neighbourhood) (Doing Business in India)</p> <p>Each course is worth 1ECTS. You should select at least three of these to get credits for this module.</p> <p>The possibilities are likely to change in the course of the next few months due to the uncertain situation concerning the pandemic.</p> <p>Teaching method: / Assessment: /</p>		

3	COST AND MANAGEMENT ACCOUNTING V2S446	4	JOSE ANTONIO CLEMENTE ALMENDROS
	<p>Contents: Introduction to management and cost accounting Cost accumulation for inventory valuation and profit measurement Information for decision-making. Information for planning, control and performance measurement. Strategic cost management.</p> <p>Teaching method: Lectures, cases, discussion group Theoretical background, numerical examples, and practical applications</p> <p>Assessment: A written final exam is required for this course: multiple choice questions plus numerical exercises. Participation during the course.</p>		
3	CREATIVITY AND INNOVATION V2S505	3	ANN VANDENBROUCKE
	<p>Contents: coming soon Teaching method: Assessment:</p>		
ERASMUS ONLY	Native language assistant French	3	DOMINIQUE LANNOO
	<p>ONLY FOR NATIVE FRENCH SPEAKERS</p> <p>Contents : Les étudiants participent à au moins 20 cours de français pour converser avec les étudiants flamands. Les activités sont multiples: jeux de rôles, débats, interviews, conversations téléphoniques, ... Les étudiants font également quelques tâches par écrit, liées aux cours de conversation en guise de préparation. Vu qu'ils assistent aux cours de différents professeurs, il est nécessaire de bien planifier les cours.</p> <p>Teaching method: Apprentissage coopératif</p> <p>Assessment: D'une part les étudiants seront évalués sur base de leur participation aux cours; ils sont censés aider et encourager les étudiants flamands à parler le français. D'autre part, ils seront évalués sur base des tâches écrites. La présence aux 20 heures planifiés est impérative.</p>		
ERASMUS ONLY	Native language assistant English	3	
	<p>ONLY FOR NATIVE ENGLISH SPEAKERS</p> <p>Contents: Students participate in 20 hours of English classes during which they engage in conversations with the Flemish students. They will be involved in various kinds of activities such as role play, discussions, interviews, phone conversations, etc. The students can also have some written assignments, related to the speaking exercises. As the students will be assisting in different classes with several colleagues, careful planning of and communication about these sessions is essential. Good communicate on and initiative by the students with the colleagues is therefore necessary.</p> <p>Teaching method: Cooperative learning</p>		

	<p>Assessment: The grade the students receive will be based mainly on their active participation in class and possible preparation when required. They are expected to help the Flemish students and encourage them to speak English. Apart from the class activity, also the communication with the lecturers preceding the classes can be taken into account.</p>		
ERASMUS ONLY	Native language assistant German	3	STIJN LARMUSEAU
	<p>ONLY FOR NATIVE GERMAN SPEAKERS</p> <p>Contents: Die Studenten nehmen an mindestens 15 Terminen teil und reden mit den belgischen Studenten im Unterricht. Es gibt verschiedene Aktivitäten: Rollenspiele, Debatten, Interviews, Simulationen von Telefongesprächen, usw. Die Studenten sollen auch einige schriftliche Aufgaben machen, die mit den Sprechübungen zu tun haben. Weil die Studenten an mehreren Terminen bei verschiedenen Dozenten teilnehmen (zu unterschiedlichen Uhrzeiten), ist es notwendig, die Termine gut zu planen.</p> <p>Teaching method: Partnerschaftliches Lernen</p> <p>Assessment: Einerseits wird die aktive Teilnahme am Seminar bewertet. Die deutschen Studenten sollen den belgischen Studenten helfen und sie motivieren, Deutsch zu sprechen. Andererseits werden auch die schriftlichen Aufgaben bewertet.</p>		

At CVO Miras	Language Courses: French, German, Spanish, Italian	3	Teachers from CVO MIRAS Responsible person: Hermine Schouteten
	<p>Contents: Languages can be taken at all levels, from elementary level up to specialised level (for General English – the offer is limited). The evening schools offers French, German, Spanish, Italian. To improve your language level</p> <p>You have to do a level test before you start to attend the course. According to the result of the test, they will put you in a level.</p> <p>Teaching method Written and continuous assessment about oral skills</p>		

At CVO Miras	Business English 2	3	Teachers from CVO MIRAS Responsible person: Hermine Schouteten
<p>Contents</p> <ul style="list-style-type: none"> - Types of businesses, structures, expressions. - Business calls, polite phrases, idiom. - Writing e-mails + etiquette. - Presenting a company, visual information, describing processes. - Job applications. - Money and banking matters. - Business text comprehension. - Managing conversations. - Taking part in meetings. <p>Course objectives</p> <p>Increasing knowledge of key business concepts worldwide. Writing and reading business correspondence. Expanding vocabulary related to general business situations. Developing confidence to deal with people and issues in the business world. Grammar revision exercises.</p> <p>Entry requirements</p> <p>level test at MIRAS Language Institute</p> <p>Teaching method</p> <p>Interactive lectures, discussion, teamwork</p> <p>Assessment</p> <p>Active participation during the course, evaluation over the semester + final exam week of Jan 11, 2021</p> <p>Course materials</p> <p>Slides, handouts + personal notes</p>			