Bachelor in het bedrijfsmanagement

## Keuzetraject Digital Business Management

VIVES handelswetenschappen en bedrijfskunde - campus Kortrijk

Programmafase 1

## Opleidingsonderdelen

Stp

Business Management

| Boekhouden 1 | 4 |
| :--- | :--- |
| Economie | 3 |
| Internationale handels- en betalingstechnieken | 3 |
| Burgerlijk recht | 3 |
| Ondernemingsrecht | 3 |
| Digital Content \& Marketing | 3 |
| Business Office Skills | 4 |
| Web Design | 4 |
| Marketing | 3 |
| Digital Marketing | 4 |
| Information Management | 4 |
| Data-onderzoek | 4 |
| Databanken en SQL | 5 |
| MS Excel Advanced | 4 |
| Communication | 3 |
| Frans |  |
| Engels |  |
| Personal Development |  |
| Communicatievaardigheden en talentontwikkeling |  |
| Communicatievaardigheden (2 stp) |  |
| Talentontwikkeling (1 stp) |  |
| Praktijktraining en projecten | 3 |
| Religie, zingeving en levensbeschouwing |  |

Programmafase 2
Opleidingsonderdelen
Stp

| Business |  |
| :--- | :--- |
| Digital Transformation | 3 |
| Business Process Modelling | 3 |
| Supply Chain Management | 3 |
| E-Payment \& E-security | 3 |
| Financieel Management en ondernemen | 3 |
| Digital Content \& Marketing | 3 |
| Advanced Digital Marketing | 3 |
| Marketingstrategie | 4 |
| Digital Content Creation | 4 |
| E-commerce \& Webmarketing | 4 |
| Information Management | 3 |
| Analyse en IT-projectmanagement | 5 |
| Business Intelligence | 4 |
| Enterprise Content Management | 4 |
| ERP | 4 |
| Communication | 3 |
| Frans: bedrijfscommunicatie | 60 |
| Engels: bedrijfscommunicatie |  |
| Personal Development | Practice Enterprise 1 |

## Programmafase 3

Opleidingsonderdelen
Stp

| Business Management |  |  |
| :---: | :---: | :---: |
| Informaticarecht | 3 | + |
| Business Process Improvement | 4 | $\rightarrow$ |
| Change Management | 3 | $t$ |
| People Management | 3 | $\rightarrow$ |
| Information Management |  |  |
| IT-integratie | 3 | 7 |
| CRM \& Marketing Automation | 3 | $\rightarrow$ |
| Digital Trends | 3 | ' |
| Communication |  |  |
| Engels: professionele communicatie | 3 | $\checkmark$ |
| Personal Development |  |  |
| Practice Enterprise 2 | 4 | 7 |
| Practice Enterprise 3 | 8 | + |
| Bachelorproef | 8 | $\rightarrow$ |
| Stage | 15 | 7 |

+ Mogelijkheid tot deelname aan Erasmusprogramma
De opleidingsonderdelen onder het mobility window (MW) worden vervangen door het programma van de buitenlandse hogeschool/universiteit

