

SPRING SEMESTER PACKAGES

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Packages ABS 10 to ABS 13 consist of two modules and one elective

ABS 10

PEOPLE AND SUSTAINABILITY IN BUSINESS	29 ECTS
Global Challenges	12 ECTS
People and Change Management	12 ECTS
Elective (Priority Dutch 1)	5 ECTS

ABS 11

GLOBAL ENTREPRENEURSHIP	30 ECTS
Entrepreneurship Lab	13 ECTS
Global Marketing and Trade	12 ECTS
Digital Strategy and Innovation	12 ECTS
Elective (Priority Dutch 1)	5 ECTS

ABS 12

SUSTAINABLE BUSINESS	28 ECTS
Sustainable Business and Quality	11 ECTS
Global Challenges	12 ECTS
Elective (Priority Dutch 1)	5 ECTS

ABS 13

GLOBAL MARKETING AND STRATEGY	29 ECTS
Global Marketing and Trade	12 ECTS
Digital Strategy and Innovation	12 ECTS
Elective (Priority Dutch 1)	5 ECTS



You can only **choose one package**. A mix of different packages is not possible. Within each package you are free to choose an elective (until full capacity), with a priority for Dutch 1.

We work with a **modular system**, a more integrated approach of courses as part of a future-proof and motivating learning environment:

- Built around **authentic (mirroring real life) and integrated learning**
- Assessments are spread over time; continuous and faster feedback is given
- **Flexibility** – choose one or two modules with or without one elective
- **Co-creation** amongst lecturers/coaches, students, working field
- **VUCA-proof** which allows us to anticipate to change (*)

In addition to the learning outcomes, the curriculum will be specifically geared towards:

- Diversity, equity and inclusion
- Ethical entrepreneurial mindset
- Digital skills
- Sustainability

(*) VUCA is an acronym to describe or to reflect on the volatility, uncertainty, complexity and ambiguity of the world today.

The semester is divided into **'sprints', a period of 8 weeks**. After 8 weeks of class, real business challenges, guest lectures, company visits, assessment and more, you have completed the module and move on to the next. With this approach, you tackle real challenges from the field and dedicate your focus to one subject at a time. A great way to develop the skills to successfully work.

It is very important that you are on campus from the start till the end (February 12 till the end of June, 2023).

No online possibilities will be offered in case of absence. During the Easter Holidays (April 1- April 14, 2024) there are no classes.

Global Challenges

(Package ABS 10 and Package ABS 12)

Are you eager to gain insight into the global challenges that we are facing as a society today? Are you interested in complex sustainability questions and local-global connections? Global Challenges offers you a unique opportunity to dive deeper into a specific global challenge while improving your research and critical thinking skills.

You will embark on an exciting 8-week journey in which you will explore in depth the causes and consequences of a particular global challenge, map the different local and global stakeholders involved, engage with them, get inspired by existing solutions and good practices, and formulate concrete action points.

Content: sustainability, current global issues, applied research skills

People and Change Management

(Package ABS 10)

In this module, you will gain an overview of what it means to be an effective people manager and how to navigate organizational change. In doing so, you will also learn about human resources management, communication strategies and the customer journey. Develop the skills needed to guide and motivate employees successfully, create a positive work culture, and increase overall productivity and performance.

Content: international business communication (sales techniques, negotiations, ...), hr for business, people management, change management



Global Marketing and Trade

(Package ABS 11 and Package ABS 13)

This module will provide you with a comprehensive understanding of the strategies, techniques and tools needed to effectively market and sell products or services in international markets. You will gain knowledge and skills to identify and evaluate opportunities, to develop and implement effective global marketing and trade strategies, and to make informed financial decisions.

Content: international marketing & field research, creativity & innovation, finance & sales management, global trade (procurement-logistics), international law

Entrepreneurship Lab

(Package ABS 11)

Looking for an entrepreneurial experience? Do you want to deepen your business knowledge and spark your entrepreneurial skills in a setting that is not at all a traditional classroom? Are you ready for a different approach and new ways to solve problems and create value?

Our entrepreneurship lab is definitely something for you! In this lab you are challenged to solve a wicked problem using the human-centred design thinking method combined with business modelling. Teaching is replaced by coaching leaving a lot of room for your own initiative (e.g. organising an event) and proactive participation in the lab.

Stop being a student, go out into the field, meet your customers and stakeholders. You will have 7 very busy weeks full of status meetings, team feedback meetings, peer teachings, reaching out to experts, interviewing target audiences, challenging the coaches and peers etc. Being able to work self-directed in a multicultural group and dealing with and acting upon feedback from others is key.

This experience allows you to work in international business teams with collective and collaborative learning and a high level of self-regulation, discover your entrepreneurial skills and take ownership of your personal development. If this triggers you, and you want to find out more, come and join us in our lab!

Content: user and secondary research, brainstorming, business modelling, assumption, design thinking, start-up funding, business planning, go-to-market planning



Digital Strategy & Innovation

(Package ABS 11 and Package ABS 13)

Technology is rapidly changing how companies and organisations operate, how they engage with customers, and how they compete. It is crucial to understand how to leverage technology in a way that drives business growth. Studying Digital Strategy & Innovation will give you the knowledge and skills necessary to understand the role of technology in business, and the ability to create and implement effective digital strategies. You will learn to understand the impact of digital technologies on society, economy and culture and how to navigate through digital trends and disruptions.

Content: digital business transformation & strategy, business model innovation, trends & (new) technologies, product development, data management and protection

Elective **(Package ABS 1 to Package ABS 5)**

Next to units described above, you can choose one elective (subject to availability and schedule):

- Dutch 1 (Dutch + Local Culture)
- Digital Business Technologies
- International Markets & Finance
- Digital Marketing
- (E-)Sports Management

The electives are regular courses with a different approach to assessment and teaching, and with a different academic calendar (exams end of May-June).

Sustainable Business & Quality **(Package ABS 12)**

Gain knowledge and skills needed to understand the social and environmental impact of business and the ability to create and implement sustainable business practices. You will learn about the integration of social, economic and environmental concerns in the decision-making process of an organisation to assure a long-term health of the organisation and its stakeholders. Next to this, quality is also an important aspect of sustainable business as it can help an organisation to build a reputation for reliability and excellences, and to differentiate itself from its competitors.

Content: business ethics & sustainability, enterprise resource planning & quality management, desk research



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Packages ABS 14 to ABS 16 consist of a mix of different courses

You can only choose one package. A mix of courses from other packages is not possible. Within each package you are free to choose the number of courses (minimum 18 ECTS, maximum 33 ECTS).

You will be enrolled in courses of different majors at Artevelde UAS (International Business Management, Business Management Marketing or Supply Chain Management, Organisation & Management).

You will develop a depth of knowledge about the different facets of business and combine this with a practical understanding of business in an international context. You will gain practical skills and cultivate ideas in an intercultural environment.

A variety of teaching methods are used in these packages, but experience-based learning and practicing the application of your skills and knowledge are the focal points. We use real-life case studies, group projects, lab-style coaching, integrated learning and online applications.

ABS 14: Business and Languages (35 ECTS)

With your interest in languages, you are eager to make intercultural contacts in the business world. In addition, you tackle problems quickly and efficiently and search creatively for solutions. Thanks to connecting communication, you build good relationships with stakeholders, improve the functioning of your organisation and switch smoothly between different languages and cultures.

Economics	4 ECTS
Visual Design	3 ECTS
Law	5 ECTS
Introduction to Project Management	5 ECTS
Intercultural Sensivity	3 ECTS
Strategic HR for Business	5 ECTS
Foreign Language choose from (max. 2 languages):	5 ECTS
<ul style="list-style-type: none"> Spanish (level 2) German (level 2) Chinese (level 2) French 	
French for beginners 2	
French 2	
<ul style="list-style-type: none"> Dutch 	
Level 1	
Level 2	

ABS 15: Supply Chain Management (30 ECTS)

The world is changing rapidly and customers want more choice and faster deliveries. This often clashes with today's long and slower supply chains which are often not so resistant to shocks (covid and strict lockdowns, blocked ship in Suez Canal, geopolitical tensions, ...). In this module you will dive into the world of Supply Chain Management. You will learn to understand how to improve the efficiency and effectiveness of a company's supply chain, leading to cost savings and increased competitiveness in the marketplace. The course ERP & Supply Chain Analytics, a very practical course, will show you that there is a lot of data available: the art is in collecting, structuring, visualising and understanding what is going on in order to make quick decisions. You will also learn how to use Power BI, a powerful business intelligence tool. The International Trade course is at the crossroads of supply chain management and international marketing. You will work on a student consultancy case to start international venture of a real-life company and you will use the acquired theory to build a business case for a company to internationalize (or not) and how to put this into practice.

Supply Chain Management	7 ECTS
International Trade	6 ECTS
ERP and Supply Chain Analytics	6 ECTS
Supply Chain Optimization	7 ECTS
English for Logistics 2	4 ECTS

ABS 16: Business Basics (28 ECTS)

Not yet familiar with business courses in an international context?

Studying business basics will provide you with a strong foundation in key business concepts and principles, such as marketing, finance and economics. Additionally, you will develop crucial communication skills.

All courses are first-year courses of our Bachelor in International Business Management.

Logistics and Supply Chain Management	3 ECTS
Banking and Finance	5 ECTS
Intercultural Communication Skills	6 ECTS
Law	5 ECTS
Economics	4 ECTS
Foreign Language to choose from:	
<ul style="list-style-type: none"> Dutch 1 French 1 Spanish 1 Chinese 1 	5 ECTS

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Package ABS 16 consists of one module

During a full semester you will work on a real-life case that covers important social challenges in the fields of sustainability and social inclusion. Together with your diverse team, you will design your own high-impact to these challenges.

Discover more about 3ID LABS [here](#). You need to be nominated by your home institution before you can apply.

