

# ARTEVELDE BUSINESS SCHOOL

Programmes 2024 - 2025



**Artevelde Business School (ABS)** is a **full-time semester programme** for dedicated exchange students from partner universities in the business field. Students need to have digital skills and experience with project management and teamwork, and they must be eager to learn and interact with other students and coaches.

An advanced level of English (**TOEFL - minimum 79, CEFR - minimum B2 or IELTS - minimum 6.5**) is indispensable for all packages. It is crucial that you master the English language on a spoken and written level to be able to work successfully with your peers.

Artevelde Business School **excels in practical education** with applied exercises, lots of real-life assignments, group work, presentations, etc. Students will not have time to sit still and will need to network with classmates to stand out.

**Exchange students join our local students in mixed classrooms.** Our aim is to prepare students to live and work in a diverse environment, free from prejudices sometimes preventing cooperation.

## CONTACT INFO

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## ERASMUS CODE

B-GENT39



We offer **4 packages in the Spring Semester.**

- ABS6: International Business Management = maximum 2 modules + maximum 1 elective
- ABS7: Marketing = mix of courses
- ABS8: Business Basics = courses in modular system
- ABS9: 3IDLabs = one module of 30 ECTS

**Important information:**

- You can only choose one package: a mix of courses and/or modules in the different packages is not possible.
- You need to take up a minimum of 18 ECTS and a maximum of 33 ECTS. Check the total number of ECTS of each ABS package as not all packages are 30 ECTS. One semester at Artevelde UAS has a workload of 30 ECTS (1 ECTS = workload of about 25 hours, all included).
- Accepted students will receive a link to fill in their top 3 of packages that have their preference. If package ABS1 is one of the choices, you will have to fill in a top-4 of modules and a top-3 of electives.
- In order to make a good choice relevant to your study field and interest it is very important that you carefully read about the content of each package. Below you will find more information. If you click on the title of each module or course you will be directed to a document with information on the content, the learning outcomes, the assessment method and the course material.
- Minor changes to the packages are possible. We will inform students and coordinators if this occurs.



# SPRING SEMESTER PACKAGES



## PACKAGE ABS6: INTERNATIONAL BUSINESS MANAGEMENT

This package is organized in a **modular system**, a more integrated approach of courses in a future-proof and motivating learning environment:

- built around **authentic 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

| MODULES:<br>TWO PER SEMESTER - STUDENTS MAKE A TOP 4 |         | ELECTIVES:<br>ONE PER SEMESTER - STUDENTS MAKE A TOP 3 |        |
|--|---------|--|--------|
| Digital Strategy & Innovation                        | 12 ECTS | Dutch 1  | 5 ECTS |
| Sustainable Business & Quality                       | 11 ECTS | Digital Business Technologies                          | 5 ECTS |
| People & Change Management                           | 12 ECTS | International Markets & Finance                        | 5 ECTS |
| Global Marketing & Trade                             | 12 ECTS | Digital Marketing                                      | 5 ECTS |
| Global Challenges                                    | 12 ECTS |  |        |
| Entrepreneurship                                     | 13 ECTS |  |        |

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

## **How do we work in package ABS6?**

The semester for all modules 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.

it is very important that you are on campus to follow all classes from the start till the end (February 10 till June 27, 2025).

Please mind that we also have our obligatory welcome days one week prior to the official start of classes. No online possibilities will be offered in case of absence. During the Easter holidays (April 7 – April 21) there are no classes.

## **How many modules can you choose?**

A full semester consists of **two modules and one elective**. Each module is 11 to 13 ECTS (8 weeks) while an elective is 5 or 6 ECTS (12 weeks + exam). You can choose one or two modules in one semester together with one elective.

After acceptance of nomination, you will be asked to make a top-4 choice of modules and a top-3 choice of electives. We will assign you to the modules upon availability.

## **What is the content of each module?**

To know more about the general content and learning outcomes of each module or elective, just click on the title. You will then be referred to a document with information on the content, the learning outcomes, the assessment method and the course material. This document contains information from academic year 2023-2024 and will be updated early June 2024.

### **Digital Strategy & Innovation – 12 ECTS** **(second-year module)**

In an era where technology revolutionizes business landscapes, the Digital Strategy & Innovation module equips you with vital 21st-century skills.

This comprehensive course delves into the role of strategy & innovation in business, emphasizing the 'human factor' in digital projects and the impact of digital technologies on society, economy, and culture.

By applying the latest digital business thinking, this module not only provides theoretical knowledge but also hands-on experience, preparing you to tackle challenges and lead effectively in a global context.

**Content:** *Digital Transformation and Strategy, Business Model Innovation, Emerging Technologies & Trends, Data-Driven Decision Making & Data Protection, Value Proposition & Solution Design*

### **Sustainable Business & Quality – 11 ECTS** **(second-year module)**

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*

**People & Change Management – 12 ECTS**  
**(second- year module)**

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 employee journey. Develop the skills needed to guide and motivate employees successfully, create a positive work culture, ignite, plan, implement and drive change, while increasing overall productivity and performance.

**Content:** *change management theory and models, international business communication (sales techniques, negotiations, persuasion), HR for business, including onboarding, training, and people management, as well as networking, and building your personal branding.*



**Global Marketing & Trade – 12 ECTS**  
**(second- year module)**

This module provides you with a comprehensive understanding of strategies, tactics and tools enabling an effective international market expansion. You will gain knowledge and skills to identify and evaluate opportunities, to develop and implement consistent go to market plans, and to make informed financial decisions.

The learning experience will be developed around a real business case that you will bring alive in active team collaboration, alongside and building upon a theoretical framework.

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



**Global Challenges - 12 ECTS**  
**(third- year module)**

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*



## **Entrepreneurship – 13 ECTS (third-year module)**

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 module is definitely something for you! In this module you are challenged to solve a wicked problem using the human-centered design thinking method combined with business modelling. Teaching is replaced by coaching leaving a lot of room for your own initiative 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 (30 to 40 hours/week) full of status meetings, team feedback meetings, peer teachings, team coaching, reaching out to experts, interviewing target audiences, challenging the coaches and peers, etc. Being able to work self-directed in a multicultural group, being open to reflect on yourself, 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 & self-reflection.

By working on a real case (**with a business challenge set up beforehand by the coaches**), you will discover entrepreneurial skills and learn to take ownership of your personal development. If this triggers you and you want to know more & work hard, join us.

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

**Next to the modules described above, you can choose one elective (subject to availability and schedule).**

Click on the title to learn more about the general content and the learning outcomes.

- [Dutch 1 \(Dutch 1 + Local Culture\)](#): You have the choice between Dutch 1 for 5 ECTS or 6 ECTS. When choosing 6 ECTS you will have an extra task.
- [Digital Business Technologies](#)
- [International Markets & Finance](#)
- [Digital Marketing](#)

The electives are regular courses with a different approach to assessment and teaching. While we work in a modular system for all modules, the electives are courses given throughout the whole semester.

## PACKAGE ABS7: MARKETING

Marketing helps organisations understand their customers and develop strategies to reach them, while events allow organisations to connect with customers, showcase their products or services, and build relationships.

Together, marketing & events help organisations increase sales, build brand awareness, and create a positive image in the minds of customers and the public.

### MARKETING 31 ECTS IN TOTAL

[Strategic Marketing](#) 4 ECTS

[Business Marketing](#) 4 ECTS

[Creativity & Innovation](#) 3 ECTS

[Digital Marketing](#) 4 ECTS

[Introduction to Graphic Design](#) 3 ECTS

[International Marketing](#) 3 ECTS

[Visual Communication](#) 3 ECTS

[ERP & Quality Control](#) 4 ECTS

[Project Management Essentials](#) 3 ECTS



## PACKAGE ABS8: BUSINESS BASICS

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 and all courses are organised in ‘**sprints**’, a **period of 8 weeks**. After 8 weeks of class, you have completed the first set of courses, and then you move on to the next set of courses.

The first three courses of package 1 and package 2 in the table below are organised in the first sprint, the next three courses in the second sprint. Dutch is a semester-based course.

You have a free choice of courses within package 1 or package 2. You cannot mix courses from package 1 and package 2. If you take up Dutch 1, you have the choice between Dutch 1 (5 ECTS) and Dutch 1 extra (6 ECTS). The 6 ECTS-course comes with an extra task. Students who need to take up 30 ECTS have to choose Dutch 1 extra (6 ECTS).

More info on the content will be published early June 2024 as the courses below are part of our new curriculum. If you want more information, just contact us (contact details on fact sheet).

| PACKAGE 1<br>CHOOSE MIN. 18 ECTS     |        | PACKAGE 2<br>CHOOSE MIN. 18 ECTS    |        |
|--------------------------------------|--------|-------------------------------------|--------|
| Management & Leadership in Business  | 4 ECTS | Law                                 | 4 ECTS |
| Banking & Finance                    | 4 ECTS | Data Skills                         | 4 ECTS |
| Digital Business Technologies        | 4 ECTS | Logistics & Supply Chain Management | 4 ECTS |
| Marketing Management                 | 4 ECTS | Intercultural & Inclusive Skills    | 4 ECTS |
| International Business Communication | 4 ECTS | Economics                           | 4 ECTS |
| Accounting                           | 4 ECTS | Financial Management                | 4 ECTS |
| Dutch 1                              | 5 ECTS | Dutch 1                             | 5 ECTS |
| Dutch 1 extra                        | 6 ECTS | Dutch 1 extra                       | 6 ECTS |



## ***PACKAGE ABS9: 3ID LABS***

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.

