

# BACHELOR INTERNATIONAL BUSINESS MANAGEMENT

## SHORTENED TRACKS



2024 — 2025

# *Welcome to the international community!*

The International Business Management programme gives you insight into the main aspects of international business and offers a sound understanding of the ins and outs of the global business world of today and tomorrow.

Of course we will provide you with the required theoretical background. But practice is just as important. Acquiring crucial business management skills, such as effective time management, networking and leadership is done by digging in. Expect to sharpen your knack for languages and develop a broad multicultural perspective.

At the end of your programme you are ready to shine in a cross-cultural context. With your flexible mindset, excellent English language skills and digital knowledge, employers will be more than happy to recruit an interesting profile like yours.

" I really appreciated the consistent international focus of the various courses. You learn how to do business with people from different cultures in an international context and you really get the chance to experience it yourself. "

IBO CORNU  
ALUMNUS BACHELOR  
INTERNATIONAL BUSINESS MANAGEMENT

# Shortened tracks, what's it all about

Already have a bachelor's degree and seeking to pursue a second one? Are you eager to broaden your career horizons by venturing into international environments, be it in your home country or abroad?

Good news! In this brochure you will find shortened study tracks that enable you to acquire an additional degree in International Business Management within a shortened timeframe. Explore how you can make your track even more appealing by adding top-ups, such as a study semester abroad, a foreign language course or a module on Leadership & Inclusion, Entrepreneurship or Global Challenges.

The shortened tracks shown on the next pages are designed for **graduates** from Business Management (Dutch), Organisation and Management (Dutch), International Organisation and Management (English) or International Communication Management (English) degrees at **Artevelde University of Applied Sciences**.

Obtained degree	Go to
Bachelor Business Management (Dutch)	p. 4
Bachelor Organisation and Management (Dutch)	p. 5
Bachelor International Organisation and Management	p. 6
Bachelor International Communication Management	p. 7

Did you obtain the mentioned degrees at **another institution**? Or did you obtain **another degree**?

Contact the Student Community Coach of the programme:  
[karel.cappelle@arteveldehs.be](mailto:karel.cappelle@arteveldehs.be).

Together you will see which exemptions you are eligible for, discuss the specifics of your shortened track and explore the opportunities.



# You have a degree in Business Management

*This shortened track is for graduates of Business Management. If you have already completed a semester abroad, your track will consist of only 51 study points. This means you can successfully complete it within a year. (Total study points: 51-73, duration: 1 to 1.5 years)*

SEMESTER 1	ECTS
<b>Module - Digital Strategy and Innovation</b> , including: Digital Transformation and Strategy   Value Proposition and Solution Design   Technology and Data	12
<b>Module - Sustainable Business and Quality</b> , including: Sustainable Business Design and Quality Management   Sustainable Production, Marketing and Finance   Desk Research	11
SEMESTER 2	ECTS
<b>Module - People and Change Management</b> , including: HR Processes   Change Management   International Communication   Inclusive Leadership	12
<b>Module - Global Marketing and Trade</b> , including: International Marketing and Trade   Finance and Sales   Procurement and Logistics   Field Research	12
Intercultural & Inclusive Skills	4
SEMESTER 3*	ECTS
Personal & Career Development 3IBM - Internship* 	22




Curricula are subject to change.

\*If you didn't spend a semester abroad during your previous programme, an internship abroad is mandatory.



# You have a degree in Organisation and Management

*This shortened track is for graduates of Organisation and Management who want to broaden their knowledge and skills for international business, with a focus on the economic and financial aspects. (Total study points: 96, duration: 2 years)*

SEMESTER 1	ECTS
Banking & Finance	4
Digital Business Technologies	4
Accounting	4
Logistics & Supply Chain Management	4
Financial Management	4
Global Entrepreneurship Challenge	3
Intercultural & Inclusive Skills	4
SEMESTER 2	ECTS
<b>Module - Digital Strategy and Innovation</b> , including: Digital Transformation and Strategy   Value Proposition and Solution Design   Technology and Data	12
<b>Module - Global Marketing and Trade</b> , including: International Marketing and Trade   Finance and Sales   Procurement and Logistics   Field Research	12
SEMESTER 3	ECTS
<b>Module - Sustainable Business and Quality</b> , including: Sustainable Business Design and Quality Management   Sustainable Production, Marketing and Finance   Desk Research	11
<b>Module - People and Change Management</b> , including: HR Processes   Change Management   International Communication   Inclusive Leadership	12
SEMESTER 4	ECTS
Personal & Career Development 3IBM - Internship 	22



# You have a degree in International Organisation and Management

*This shortened track is for graduates of International Organisation and Management who want to broaden their knowledge and skills for international business, with a focus on the economic and financial aspects. (Total study points: 69, duration: 1.5 years)*

SEMESTER 1	ECTS
Banking & Finance	4
Digital Business Technologies	4
Accounting	4
Logistics & Supply Chain Management	4
Financial Management	4
Global Entrepreneurship Challenge	3
SEMESTER 2	ECTS
<b>Module - Digital Strategy and Innovation</b> , including: Digital Transformation and Strategy   Value Proposition and Solution Design   Technology and Data	12
<b>Module - Global Marketing and Trade</b> , including: International Marketing and Trade   Finance and Sales   Procurement and Logistics   Field Research	12
SEMESTER 3	ECTS
Personal & Career Development 3IBM - Internship	22



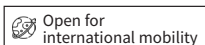
Curricula are subject to change.



# You have a degree in International Communication Management

*This shortened track is for graduates of International Communication Management who want to broaden their knowledge and skills for international business, with a focus on the economic and financial aspects.  
(Total study points: 81, duration: 1,5 years)*

SEMESTER 1	ECTS
Management & Leadership in Business	4
Banking & Finance	4
Accounting	4
Law	4
Data skills	4
Logistics & Supply Chain Management	4
Economics	4
Financial Management	4
SEMESTER 2	ECTS
Global Entrepreneurship Challenge	3
<b>Module - Global Marketing and Trade</b> , including: International Marketing and Trade   Finance and Sales   Procurement and Logistics   Field Research	12
<b>Module - People and Change Management</b> , including: HR Processes   Change Management   International Communication   Inclusive Leadership	12
SEMESTER 3	ECTS
Personal & Career Development 3IBM - Internship 	22



Curricula are subject to change.

# Personalize your track with top-ups

## Study abroad (+ 30 ECTS)

Haven't studied abroad yet? Grab the chance and choose from our offer of more than 100 partner schools worldwide! Your track will be extended by one semester (= 30 ECTS), but it is definitely worth it. You do not pay any additional tuition fees for the experience. Note: registration required, subject to conditions.

## Electives of your choice (+ 5 ECTS)

CHOOSE AN ELECTIVE FROM:	ECTS
Digital business technologies	5
Digital marketing	5
(E)sports management	5
International markets & finance	5

## Personal & Career Development (+ 3 ECTS)

Enhance your employability skills with this year-long course designed to propel your professional development. You will be paired with a dedicated personal study coach who will guide and support you throughout the year. They will provide individualized coaching to maximize your growth and achieve your aspirations. Some activities part of this course are: study trip abroad (think San Francisco, Denmark, Spain, etc.), International Days.

## Foreign language (+ 5 or 10 ECTS) -subject to conditions

In a competitive job market, the ability to communicate in multiple languages can set you apart from the crowd. Elevate your professional profile by mastering an additional foreign language, such as French, German, Chinese, or Spanish.

Each level course is worth 5 ECTS, allowing you to tailor your language proficiency to your specific needs and goals.



## *IBM@home programme (+ 30 ECTS)*

It is also possible to add modules and/or an elective from the IBM@home programme to your track. In each module, you take a deep dive into business topics such as entrepreneurship and leadership & inclusion. 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 in an international setting!

<b>CHOOSE 25 ECTS FROM:</b>	ECTS
Global Challenges	12
Entrepreneurship	13
Leadership & Inclusion	13
<b>AND/OR CHOOSE AN ELECTIVE FROM:</b>	ECTS
Digital business technologies	5
Digital marketing	5
(E)sports management	5
International markets & finance	5

# FAQ

## **When do classes start?**

Classes start on Monday, 23 September 2024 if you wish to start in semester 1. If you prefer starting in February instead, your first classes will be held mid February.

## **How and until when can I enrol?**

You enrol online via the website. Enrolment is possible until October 31 for a semester 1 start. If you have another degree than mentioned in this brochure or you obtained the degree at another university, we kindly ask you to send an e-mail, with attached your degree and exemptions request to the Student Community Coach: [karel.cappelle@arteveldehs.be](mailto:karel.cappelle@arteveldehs.be)

## **Do I need to provide a certificate of language proficiency?**

Yes, it is necessary for students to demonstrate a B2 level of English proficiency (CEFR).

If you have graduated from the Business Management programme (Dutch), International Organisation & Management programme or Organisation & Management programme (Dutch), regardless of the institution where you obtained the degree, you are exempted from the language certificate requirement.

More detailed information on the language requirement and our free on-campus language screenings can be found on our website

## **What about exemptions?**

You can apply for additional exemptions for specific course units within the shortened study track.

## **How much does a shortened track cost?**

You pay a fixed fee of €288 supplemented by a price per study point (€13.80). The price for a full academic year of 60 credits will then cost €1116.

## **Can I spread the shortened track course over more semesters?**

Yes that is possible. Please contact the Student Community Coach to discuss the possibilities.

## **Do I need to write a bachelor project as part of a shortened track?**

If you are eligible for a shortened track as described in this brochure, you do not need to write a bachelor project. If you obtained a different degree, please contact the Student Community Coach.

## **What is a module and how is this organised?**

In each module, you take a deep dive into business topics such as global marketing & trade and digital strategy. 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 in an international setting!

## **Will all shortened track students be in one class group?**

No. Depending on your course unit or module, you will join the existing class groups. No separate groups of shortened track students are created.

## **Is it mandatory to go abroad?**

Yes, given the nature of this programme, we expect students to do their internship abroad. You can also add an extra semester of study abroad.

If personal circumstances make it impossible for you to go abroad, you can do your internship in an international environment in Belgium instead. If you find yourself in this situation, you can request an exception after consulting with your Student Community Coach.

## **Will I have a BanaBa degree or full Bachelor's degree at the end?**

At the end of your shortened track you receive a full Bachelor's degree.



*Where will you study?*

# Campus Kantienberg and Campus Stropkaai

Kantienberg is our most modern and largest campus. As the home base of eleven bachelor and three associate degree programmes, it accommodates more than 6000 students. It is situated in a lively neighbourhood full of cool pubs and restaurants, leading cultural centres, large parks and lots of other leisure opportunities.

## **ON CAMPUS ...**

- 50 class rooms
- 50 practice rooms
- 5 auditoriums
- an up-to-date multimedia library
- student canteen de Kantiene
- bicycle storage

## **FROM CAMPUS TO ...**

- Ghent-Sint-Pieters railway station: 1800 m
- Kinopolis movie theatre: 250 m
- Vooruit Arts Centre: 900 m
- De Zuid (W. Wilsonplein): 1100 m
- Citadelpark: 1000 m

You will also attend courses at campus Stropkaai. With 15 classrooms, 14 quiet rooms where you can study or work on assignments and a hip break room with great views over the city.

### **Easy access**

*Your campus is easily accessible by train, tram, bus and bike.*

### **Right in the heart of Ghent**

*With more than 70,000 students, Ghent is the most important student city in Flanders*

**Notes**

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# Come to an information session

## Open days

Visit us at Campus Kantienberg in Ghent. Ask lecturers and students all you want to know and browse through course materials.

*Sat. 9 March 2024*

*Sat. 20 April 2024*

*Sat. 29 June 2024*

*Wed. 4 September 2024*

## Info session: Start in February

*Thu. 19 December 2024*

*Thu. 29 January 2025*

*Tue 11 February 2025*

[www.artevelde-uas.be/discover-us/open-days](http://www.artevelde-uas.be/discover-us/open-days)

## CONTACT

**Student Community Coach  
International Business Management**

[karel.cappelle@arteveldes.be](mailto:karel.cappelle@arteveldes.be)

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## ENROLMENT IS AS FOLLOWS

### 1 Enrol online

Go to the website and choose "Enrolment".  
Select the programme and the shortened  
track you want to follow.

[www.arteveldehogeschool.be/en/enrolment](http://www.arteveldehogeschool.be/en/enrolment)

### 2 Finalize your enrolment

To finalize your enrolment you have to  
digitally sign your study track in the final  
step.

### 3 After your enrolment

Congrats and welcome! Soon you will  
receive an e-mail with your login and  
password so you can prepare your start.