



International Relations

Business and Law department

HELM / ÉCONOMIQUE
MO / & JURIDIQUE

2026
2027



Fall semester courses given in English

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► **The Changing Consumer: Rethinking Retail and the Future of City Centres. 3 ECTS**

Compulsory Intensive module, given on 14-15-16 September.

► **Global Entrepreneurship Week; 3 ECTS. Organized and held by Artevelde University of Applied Sciences, in Ghent.**

10 spots available. • 16 to 20 November 2026.

[2025 Edition so successful and enriching experience. Incoming Erasmus students so happy!]



Cost accounting

ECTS	3
Prerequisites	Knowledge of general accounting (balance sheet & income statement)
Learning outcomes	Acquire basic accounting management knowledge Upon successful completion of the course, the student should be able to <ul style="list-style-type: none">● Calculate the cost prices in both a commercial and industrial company and determine export costing● Calculate the product delivery costs● Work out the labour costs and the raw material expenses● Work out the break-even point● Assess the profitability of an investment project
Content	<ul style="list-style-type: none">● Measure of the purchase cost, production costs and cost price● Variable costs and break-even point● Export costing● Full cost method● Direct costing system
Method	<ul style="list-style-type: none">● Lecturing with active participation of the students who are confronted to concrete management problems● Exercise sessions
Assessment	January written exam

Negotiation techniques

ECTS	3
Prerequisites	Good command of Business English
Learning outcomes	How to run a sales negotiation, from the first appointment with the customer to the negotiation itself and its follow-up
Content	<ul style="list-style-type: none">● Negotiate the sales or purchase of a product or service using the techniques learnt throughout the course● Practise active listening with a prospect or customer in order to understand their requirements● Ensure balanced speaking time for both parties to the negotiation● Understand and respond to the prospect's or customer's body language
Method	With the support of the lecturer, the students will use the cartoon-like situations outlined in the handbook to formulate advice aimed at a professional salesperson. After that, they will engage in a role play negotiation that will be commented and assessed by the group and the instructor.
Assessment	The course assessment is based on the January oral examination

Business Ethics

ECTS	3
Prerequisites	Good command of Business English
Learning outcomes	<p>This course aims at raising awareness among students regarding the question of ethics and its stakes in the business concrete practices, including marketing ones. This includes:</p> <ul style="list-style-type: none">● Providing students with an height of view and intellectual distance regarding the question of ethics and related concepts● Examining major ethical approaches and some of the current ethical standards, within the larger framework of some of the societal challenges.● Providing students with a methodology to approach business ethical topics <p>Upon successful completion of the course, the student should be able to:</p> <ul style="list-style-type: none">● Define ethics and distinguished it from related notions (deontology, morality, law)● Understand what values are and their importance in ethics and business ethics● Differentiate between various ethical currents studied in class● Present the main foundations of corporate ethics and initiate a reflection on the issues at stake within companies● Be aware of ethical concerns in a market economy and the questions this may raise in marketing● Solve cases by using the model for ethical decision making● Practice this subject in English
Content	<p>Students are invited to take a reflective journey on the ethical stakes of business, including of marketing.</p> <p>Non-exhaustive list of covered themes:</p> <ul style="list-style-type: none">● What is ethics and related concepts (laws, deontology, morality)?● What exactly are values?● What is business ethics?● Why study (business) ethics?● Main ethics approaches● Some ethical standards, including Corporate Social Responsibility● Ethics in marketing
Method	The pedagogy alternates situations and case studies involving individual or group students reflective work, theory explained by the teacher, ex changes with the students.
Assessment	Written report

Applied logistics

ECTS	3
Prerequisites	Knowledge of export trade Good command of Excel
Learning outcomes	Upon successful completion of the course, the student should be able to: <ul style="list-style-type: none">● Understand all the aspects of the Supply Chain, both theoretically and in practice● Use the EXCEL programme and an ERP (Enterprise Resource Planning) software package● Conceive the organisation of a distribution supply chain management● Set up a business plan● Calculate the cost of the different operations in the supply chain● Apply procedures in order to organise transport, packaging and customs● Work out and justify the best location of a distribution centre
Content	<ul style="list-style-type: none">● Theory about customer service in a non-European country● Product ranges branding● Draw up and compute<ul style="list-style-type: none">- the needs for raw materials- steps in logistics- operational plans- storage conditions- conditions of transport● Manage the customs procedures to import within the EU● Choose warehouse location● Organize the supply chain of a product● Compute a product selling price
Method	Group and individual exercises Lectures E-learning training Internet research
Assessment	Written report + oral presentation in front of the teachers

Global economic issues

ECTS	2
Prerequisites	Good command of Business English and sound economic reasoning abilities
Learning outcomes	The aim is to explore global issues. The course will help students connect what they have learnt to current issues of economic problems and policy. It will adopt a multidisciplinary approach to facilitate a more profound understanding of contemporary international relations. Upon successful completion of this course, students should have a thorough understanding of the international economic issues that have been covered.
Content	Course content may vary depending on upcoming major economic trends. Here are some possible topics: <ul style="list-style-type: none">● World trade overview● Trade liberalisation & the WTO● BRICs● Raw materials and oil/gas market developments● The potential of Africa
Method	The course will be conducted mainly via access to materials on the Internet, Power Point presentations and exercises posted on the school platform. The slides of the presentations and on-line exercises are posted on the platform. Students will be requested to share information on the world economy at the beginning of each lecture.
Assessment	January written exam

Sourcing

ECTS	2
Prerequisites	Minimum 2 years of studies in sales
Learning outcomes	<p>At the end of the course, the student should be able to:</p> <ul style="list-style-type: none">● Carry out the steps of a sourcing process● Conduct a value analysis and an analysis of the total cost● Evaluate potential suppliers on the basis of quantitative and qualitative criteria● Reply to bids and tenders, either as a buyer or as seller● Use Purchasing Management techniques● Meet the expectations of a company concerning Purchasing Management
Content	<ul style="list-style-type: none">● The Purchasing process: a key point in a company.● Purchase Marketing● The different steps involved in the purchasing process● How to create a useful dashboard in procurement
Method	<p>Theoretical input Practical studies Internet research</p>
Assessment	<p>20% for personal attendance 35% for theoretical questions at the written examination 45% for practical exercises at the written examination</p>

Cross-cultural & international business seminars

ECTS	2
Prerequisites	Minimum 2 years of studies in sales
Learning outcomes	At the end of the course, the student should be able to: <ul style="list-style-type: none">● Get a better insight in our current economic market and economic world● Understand current economic challenges● Broaden their horizon
Content	Current economic topics presentations and debates
Method	Seminars by guest lecturers
Assessment	1/3 for mandatory seminar attendance 2/3 for January written exam

Presentation skills for the workplace

ECTS	4
Prerequisites	Good command of Business English
Learning outcomes	<p>This course aims to provide the necessary presentation skills that a future professional would require when doing business.</p> <p>Upon successful completion of the course, the student should be able to:</p> <ul style="list-style-type: none">● Adapt their speech to the audience● Use proper body language● Comment and describe figures (graphs, stats, financial results, trends...)● Present a company, a brand, a product or service (SWOT, features, benefits...)
Content	<ul style="list-style-type: none">● Body language● Visuals and graphs● Company and product presentation● Language for presentations
Method	Lectures, watching and commenting video tutorials, varied speaking activities, group and individual exercises
Assessment	10% attendance 10% group oral presentation and debate in class 40% written exam in January 40% oral presentation in January

Marketing audit

ECTS	3
Prerequisites	Minimum 3 semesters of studies in marketing (SWOT, marketing mix, communication mix, service marketing basics, B2B, FMCG, facing...)
Learning outcomes	<p>This course is intended as an application and a summary of the different subjects taught in the Marketing curriculum. It aims at facilitating the transition from theory to practice: how to deal with a practical situation with good theoretical knowledge in every subject.</p> <p>The student will be able to analyse marketing cases by adopting a strict methodology adapted to various contexts, starting from the environmental analysis to the definition of action plans, using all the techniques learned in the different courses.</p>
Content	<ul style="list-style-type: none">● Theoretical presentation of the auditing approach using some diagnosis grids● Analysis of practical cases in teamwork (regularly evaluated in class)● Acquisition of a methodology
Method	Case studies and guests lecturers
Assessment	50% in-class work 50% exam

Services marketing

ECTS	2
Prerequisites	/
Learning outcomes	<ul style="list-style-type: none">● Develop an appreciation and understanding of the unique challenges inherent in marketing, managing, and delivering service excellence at a profit● Develop an understanding of the «state of the art» service management thinking● Promote a customer service-oriented mindset
Content	<ol style="list-style-type: none">1. Introduction to Services Marketing<ol style="list-style-type: none">1.1. Why study Services1.2. What are services1.3. Four Broad Categories of Services1.4. Marketing challenges1.5. The 7Ps of services marketing2. Core and Supplementary Elements<ol style="list-style-type: none">2.1. The Flower of Service2.2. Facilitating supplementary services2.3. Enhancing Supplementary services3. Use of Blueprinting to manage service processes4. Improving Service Quality<ol style="list-style-type: none">4.1. What is service quality4.2. Identifying and correcting service quality problems4.3. Measuring and improving service quality4.4. Customer Feedback5. Complaint handling and service recovery<ol style="list-style-type: none">5.1. Customer complaining behavior5.2. Customer responses to effective service recovery5.3. Principles of service recovery systems5.4. Service guarantees5.5. Discouraging abuse and opportunistic customer behavior
Method	Lectures, videos, readings and case studies. This course is all about understanding and application to the real world. Participants are expected to come to each class well prepared to be able to discuss the assigned cases in detail.
Assessment	Individual written exam 60% + group homework : 40%

International marketing

ECTS	3
Prerequisites	Basics of marketing and consumer behaviour
Learning outcomes	<p>At the end of this course, students should:</p> <ul style="list-style-type: none">● Grasp the nuance of cultural diversity● Recognise international marketing challenges● Assess globalisation opportunities● Segment target markets● Setting up relevant market entry strategies● Adapt the marketing mix to different international contexts
Content	<ul style="list-style-type: none">● Cultural Diversity● Cultural Influences on Consumer Behavior and Implications for Marketing<ul style="list-style-type: none">- Decision wheter to internationalize- Market selection- Entry Strategy● Marketing Mix: Adaptation vs. Standardization
Method	Courses will combine lectures, self-learning and group work
Assessment	Written report: 55% Oral presentation: 35% Peer Review: 10%

Project management

ECTS	3
Prerequisites	/
Learning outcomes	At the end of this course, students should be able to: <ul style="list-style-type: none">● Use project management tools and software● Calculate risk margins
Content	Part 1: Key concepts of project management Part 2: Project charter, organising and planning, risk analysis grid
Method	Applied theory, practical exercises, 1 computer session, 1 conference, group work sessions
Assessment	30% Group work: using the tools on a project 70% Written exam: planning tools exercise and theory

Digital marketing

ECTS	3
Prerequisites	Basics of marketing and consumer behaviour
Learning outcomes	<p>At the end of this course, students should:</p> <ul style="list-style-type: none">● Develop a comprehensive digital marketing optimization strategy in support of a marketing strategy● Articulate the value of integrated marketing campaigns through natural and paid search, social networks, emails and other digital media● Recognize the key performance indicators related to any digital marketing strategy as well as the results of a campaign● Supervise and mentor digital marketing experts and give them all the necessary recommendations in order to have an attractive website that generates traffic● Create a small website on WordPress
Content	<ul style="list-style-type: none">● Digital marketing● Persona● Customer journey● Earned, owned and paid media● SEO, SEA● Hands-on social media● KPIs● AI● WordPress
Method	Guest lecturers, theory, and practical exercises
Assessment	Written assignment

Foreign languages:

English, Dutch, Spanish, German

ECTS	4
Prerequisites	Intermediate level
Learning outcomes	At the end of the course, the students should be able to: <ul style="list-style-type: none">● Take part into conversations with different aims (negotiation, meeting, telephoning...)● Respond effectively to situations (complaints, job interviews...)● Discuss topics about the specialty (international trade, marketing...)
Content	Business topics Commercial correspondence
Method	Audio tracks, videos Practical exercises Conversation, roleplay situations
Assessment	Oral and written exams

Belgian heritage and culture

ECTS	2
Prerequisites	/
Learning outcomes	Discover the Belgian culture (Wallonia & Flanders) and its heritage
Content	<ul style="list-style-type: none">● Kick-off seminar (September)● 1 workshop about cultural identity (during Welcome Days)● 6 activities scheduled across the autumn semester (4 cities + 2 company visits)
Method	Visits and activities <i>Please note that you will have to pay maximum 15€ per visit (for the journey and the visit and a tasting session). Maybe less depending on the number of participants</i>
Assessment	Mid-December debriefing session

European and international law

ECTS	2
Prerequisites	/
Learning outcomes	<p>At the end of the course, the students should be able to :</p> <ul style="list-style-type: none">● Understand the basics of international law (difference between private and public law, primacy of international law, different types of acts, etc.)● Detect the structure of a legal act of international law● Determine the type of situation to which the instrument applies● Research a legal instrument of international law● Summarise a rule of law in logical and comprehensible terms● Construct a line of reasoning● Respond appropriately to a practical question
Content	<p>International Business law:</p> <ul style="list-style-type: none">● Introduction to basic concepts● Conflict of laws: Regulation Rome I● Convention on international sales of goods● Analysis of standard international sales contracts
Method	Lectures alternating with problem-based learning (PBL) sessions and exercises alone and in teams
Assessment	Written exam





JOIN OUR **GLOBAL ENTREPRENEURSHIP WEEK** 16-20 NOV GHENT - BELGIUM

WHAT TO EXPECT

- Collaborate in diverse teams
- Tackle a wicked problem with innovative solutions
- Engage in interactive workshops & expert sessions
- Network with peers and professionals from around the world
- Celebrate your journey at our closing reception with drinks



THEMES

ENTREPRENEURSHIP | INNOVATION |
SUSTAINABILITY | GLOBAL CITIZENSHIP

This is not just a project week.
It's a celebration of ideas, action,
and global thinking.

PRACTICAL INFO

Date: November 16-20, 2026

Location: Artevelde University of Applied Sciences, Ghent, Belgium

Cost: €85 (includes lunch, snacks, full programme & final reception – does not include accommodation and dinners)

SPOTS ARE LIMITED - DON'T MISS OUT!

Diverse teams build better solutions. We welcome students from all disciplines, cultures, and walks of life.



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