

COURSE OFFER 2021-2022

for exchange students

HAUTE ÉCOLE
EPHEC
UNIVERSITY COLLEGE

by EPHEC's **Center for
International Relations**



OUR COURSE OFFER

Our pedagogical approach blends a thorough understanding of theoretical principles with **innovation**, in a **hands-on practical education**, thanks to small classes. Collaboration, practice, professionalism and entrepreneurship are the essence.

Hard skills and soft skills, with a focus on the **4 C's** (Creativity, Collaboration, Communication and Critical thinking) are developed by our practical learning environment in order to ensure a **life-long employability**.

9 different attractive programmes (see description further on) are offered for **exchange students**. Each of these programmes are worth **30 ECTS**.

It is possible to combine each of them with the course **French as a Foreign Language** (5 ECTS). To follow this course, it is necessary to have an A1 or A2 level as defined by the CEFR (Common European Framework of Reference for languages).

Visit <https://www.ephec.be/course-offer> for more details.

INTERNSHIPS

As EPHEC has strong **relationships** with leading companies (profit & non-profit) and work-integrated learning is part of every degree offered, we offer exchange students the opportunity to do a **company work placement** in Brussels during their mobility period.

The sector of activity and the company is to be determined by the students with the help of the **Center for International Relations** on the basis of their professional project as well as of field of study.

Success Stories

Marta, University of Sevilla (Spain)

B&S Europe provides assistance services to companies, public organizations and institutions, particularly within the scope of programmes and projects financed by international or bilateral bodies.

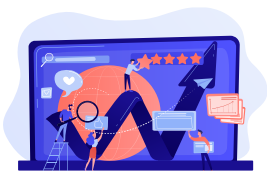
Marta was Junior Project Manager, travelled a lot during her internship and was hired for a few years in the company after finalizing her mobility period at EPHEC!

Sonia, College of Management (Slovakia)

The Brewers of Europe brings together national brewers' associations from 29 European countries and provides a voice for their interests to the European Institutions.

Sonia worked on the "European beer trends" statistic report. Nowadays, she is still in touch with members of the staff who became friends during her experience!

FALL SEMESTER (SEPTEMBER - JANUARY)



DIGITAL CUSTOMER EXPERIENCE



MARKETING COMMUNICATIONS



INTERNATIONAL BUSINESS MANAGEMENT



INNOVATIVE AND SUSTAINABLE ENTREPRENEURSHIP



GLOBAL SUPPLY CHAIN MANAGEMENT



EUROPEAN PUBLIC AFFAIRS AND BUSINESS LOBBYING

SPRING SEMESTER (FEBRUARY - JUNE)



WORKING WORLD WIDE



EUROPEAN AFFAIRS, BUSINESS AND ECONOMICS



GLOBAL SUSTAINABLE MANAGEMENT

DIGITAL CUSTOMER EXPERIENCE (FALL)



Businesses need to **innovate** and rethink their marketing strategies. The pressure to deliver content-rich and personalized **customer experience** is greater than ever.

Nowadays, **customer relationship management** and innovation are at the heart of businesses' concerns. Strategies are constructed around high-quality services and **long-lasting partnerships**.

With the help of specific tools, examples and cases, you will understand how businesses build up their **strategies** towards business clients. After taking a deep dive into business value chains, you will understand how companies sustainably manage their **supply chains**, but also how they succeed in delivering the best value for the **final user**.

For the final users, businesses are about to rethink the **customer journey** by developing more valuable, personalized and meaningful **digital touchpoints** across this journey. An **integrative approach**, using concepts and cases will help you to understand how businesses need to **disrupt** in order to seduce, convert leads, but also keep loyal customers while guiding them to the road of advocacy.

Through the use of well-defined frameworks, you will also be able to **develop digital platforms** linked to specific business models. Thanks to the tools that will be developed in this package, you will be able to evaluate specific **digital actions** in line with a business' goal.

DELIVERING ENHANCED CUSTOMER EXPERIENCE	5 ECTS
DIGITAL PLATFORM PROJECT	5 ECTS
BUILDING BUSINESS STRATEGIES AROUND SUSTAINABLE AND EFFECTIVE VALUE CHAIN	5 ECTS
RETHINKING THE CUSTOMER JOURNEY	5 ECTS
BUSINESS ENGLISH	5 ECTS
<i>ELECTIVE</i> : SUPPLY CHAIN MANAGEMENT or DIGITAL MARKETING	5 ECTS



(FALL) MARKETING COMMUNICATIONS

Would you like to learn more about the world of **communication**?

Would you like to think **out of the box**?

Would you like to develop a campaign using different **online and offline tools**?

Would you like to learn to measure the **effectiveness** of a campaign?

Would you like to understand the importance of **deeplearning** and **artificial intelligence** in this field?

Then join our programme in Integrated Marketing Communications!

The programme will cover four areas:

1. the **agency world** with the communication development process,
2. the **creative process** with creative thinking and ads analysis,
3. the whole area of **integrated marketing communications** (planning, brand activation, direct marketing, measurement of the effectiveness of a campaign, sponsorship and events),
4. **new technologies** with artificial intelligence and deep learning.

Ethical issues will also be tackled.

INTEGRATED MARKETING COMMUNICATIONS	20 ECTS
• INTEGRATED MARKETING COMMUNICATIONS	-
• BUSINESS ENGLISH	-
• BUSINESS DUTCH or GERMAN or SPANISH	-
CROSS CULTURAL BUSINESS MANAGEMENT	5 ECTS
BUSINESS CASE STUDIES ANALYSIS	5 ECTS
A minimum level of A2 in German or Spanish or B2 level in Dutch is required.	!

INTERNATIONAL BUSINESS

MANAGEMENT (FALL)



The International Business Management programme equips students with the relevant **perspectives** and **skills** to work effectively across functions and cultures. It will reinforce their ability to both lead and follow in today's **constantly changing**, high-pressure and volatile **business world**.

The various courses will enable students to not only understand the strategic, commercial, financial and intercultural essential **concepts** but also to **apply** them to an international business consulting project.

In this context, students will be required to make **strategic business decisions** as managers of a company. These decisions and their consequences will be analysed, debriefed and commented on in order to be the best possible **manager**.

STRATEGIC MANAGEMENT	5 ECTS
SALES AND NEGOCIATION TECHNIQUES	5 ECTS
CROSS CULTURAL BUSINESS MANAGEMENT	5 ECTS
INTERNATIONAL CASE STUDIES ANALYSIS	5 ECTS
COST MANAGEMENT	5 ECTS
INTERNATIONAL BUSINESS CONSULTING PROJECT	5 ECTS



(FALL) INNOVATIVE AND SUSTAINABLE ENTREPRENEURSHIP

Are you interested in setting up your **own business** and becoming the 21st century entrepreneur?

Do you want to manage a business project that has a net **positive societal impact**?

Do you want to gain deeper insights in the **Global Sustainable Goals**?

Are you interested in **mold-breaking ideas** and do you want to further stimulate your **creative mind**?

Do you want to be future-proof by understanding the **megatrends** that are reshaping our world and influence our investment decisions?

Then join now this exciting programme which will also allow you to develop the critical **soft skills** that will strengthen your **entrepreneurial spirit**!

DESIGN THINKING AND CREATIVE THINKING	5 ECTS
TRENDWATCHING	5 ECTS
ENTREPRENEURIAL PROJECT	5 ECTS
COST MANAGEMENT	5 ECTS
CORPORATE SOCIAL RESPONSIBILITY AND BUSINESS ETHICS	5 ECTS
SOFT SKILLS DEVELOPMENT	5 ECTS

GLOBAL SUPPLY CHAIN MANAGEMENT (FALL)



Would you like to understand how **logistics** and **supply chain** work through the practice of an **integrated consultancy project** for a Belgian SME?

Would you like to understand how to reduce costs and increase **productivity** by using Lean, 6-sigma, Operational Excellence methods?

Would you like to understand the **circular economy** and **Industry 4.0**?

Would you like to learn how to apply understanding of business related **KPI's** to improve the supply chain?

Then join the programme in global supply chain management!

After understanding the fundamentals of the supply chain, you will carry out, within the framework of a consultancy project, a **diagnosis** and **analysis** of the supply chain processes, recommendations and a realistic implementation proposal of some of these recommendations. Your objective will be to **optimise** the performance of the supply chain with a view to international development.

GLOBAL SUPPLY CHAIN MANAGEMENT	15 ECTS
• GLOBAL SUPPLY CHAIN STRATEGY AND FINANCE	-
• GLOBAL SUPPLY CHAIN PROCESSES	-
• GLOBAL CORPORATE COMMUNICATION	-
INTERNATIONAL BUSINESS & ECONOMICS	5 ECTS
• INTERNATIONAL BUSINESS AND ECONOMICS	-
• INTERNATIONAL MARKETS	-
CROSS CULTURAL BUSINESS MANAGEMENT	5 ECTS
BUSINESS CASE STUDIES ANALYSIS	5 ECTS



(FALL) EUROPEAN PUBLIC AFFAIRS & BUSINESS LOBBYING

The EU public affairs teaching programme aims to prepare students as much as possible for a career in a **public organisation** with **European** or **cross-border** missions, in the **public affairs division** of a private corporation or in a business consultancy firm.

One key objective is to provide students with an **approach** to current European Union **issues**. The programme gives the opportunity to accurately comprehend the **EU policy framework** that companies must deal with when operating on the European market and to study how **businesses** get involved in shaping EU policy.

More broadly, this programme should instil in students an appreciation of what **business-to-public** institution relations stand for.

In the end, students participating in this programme can:

- **Understand** the role of European institutions and decision-making.
- Better **analyse** and **anticipate** EU political, economic, and legal developments for EU-based firms, organisations, and institutions.
- **Build** a lobbying/advocacy strategy and **argue** defence strategies at EU and more broadly public levels.

EUROPEAN PUBLIC AFFAIRS & BUSINESS LOBBYING	15 ECTS
• EU INSTITUTIONAL DECISION MAKING PROCESS BUSINESS	-
• DOING BUSINESS IN THE EU & INNOVATION	-
• BUSINESS ENGLISH	-
EUROPEAN BUSINESS LAW	5 ECTS
EUROPEAN PUBLIC FINANCE	5 ECTS
CROSS CULTURAL BUSINESS MANAGEMENT	5 ECTS

WORKING WORLD

WIDE (SPRING)



The world is rapidly and profoundly changing. **Uncertainty** has become the norm, and challenges have emerged on a **global scale**.

Businesses have the ability and the duty to answer these challenges. This conviction is deeply rooted in **EPHEC Business College's DNA**. It resonates in our mission: to **bring together** people, cultures and ideas to develop responsible leaders who transform **business and society**.

The Working World Wide programme is a continuation of this mission. It will allow you to immerse yourself in a truly global experience alongside **international** classmates.

Expert teachers in various international fields will help you to get prepared for **tomorrow's international challenges**. Throughout the programme, you'll learn the theory required and you'll have opportunities to put your learning into practice through the **implementation** of an **international project**.

SALES AND NEGOTIATION TECHNIQUES IN A DIVERSE ENVIRONMENT	5 ECTS
BUSINESS ENGLISH SKILLS	5 ECTS
CORPORATE SOCIAL RESPONSIBILITY AND BUSINESS ETHICS	5 ECTS
INTERNATIONAL STRATEGY EXECUTION	5 ECTS
INTERNATIONAL PROJECT WEEK	5 ECTS
STRATEGIC MANAGEMENT	5 ECTS



(SPRING) EUROPEAN AFFAIRS, BUSINESS AND ECONOMICS

Would you like to know more about the **EU**?

Would you like to understand its economy but also the various **institutions**?

Would you like to get inside the **lobbies** existing in Brussels?

Would you also like to improve your soft skills and master **cross-cultural communication**?

Then join the programme in European Affairs, Business and Economics!

You will not only know all the facts and figures about the **EU Institutions**, you will also be feeling them.

You will be introduced to the **EU Lobby World** issues and will be provided professional **practical skills** to build a **lobby campaign**, to apply adequate **business etiquette**, to use suitable verbal and non-verbal communication in a multicultural environment.

Next to that, you'll get acquainted with the power and the use of emotions in organizations, **group dynamics** and in every **decision-making** process.

During an international project week, you'll be able to **network** and practice your soft skills in an international environment.

EUROPEAN INSTITUTIONS	5 ECTS
NETWORKING AND LOBBYING IN BRUSSELS	5 ECTS
CROSS CULTURAL BUSINESS MANAGEMENT	5 ECTS
INTERNATIONAL PROJECT WEEK	5 ECTS
SOFT SKILLS DEVELOPMENT	5 ECTS
<i>ELECTIVE</i> : INTERNATIONAL MARKETING or EUROPEAN BUSINESS AND ECONOMICS	5 ECTS

GLOBAL SUSTAINABLE MANAGEMENT (SPRING)



Would you like to learn more about **Global Sustainable Development**?

Would you like to understand the different legal, commercial, logistic and financial **aspects** of sustainable development?

Then this **interdisciplinary** programme in Global Sustainable Development is made for you!

This programme welcomes students from **Business, Finance and Law** degrees.

Thanks to a **theoretical input** students will be able to formulate recommendations to a **European company** that strives to become more sustainable. Students will thus be able to experience a '**real project**', with clients, constraints and risks, a specific budget and a diverse team.

Leadership skills and change management will develop the students' awareness of their own behavioural patterns and enhance their **agility** within their teams to adapt to changes and **unexpected situations**.

At the end, students will have developed knowledge of sustainable business practices.

FOUNDATIONS AND REGULATIONS OF SUSTAINABLE DEVELOPMENT	5 ECTS
SUSTAINABLE TRADE	5 ECTS
FINANCE AND TAXATION	5 ECTS
EUROPEAN PROJECT AND MANAGEMENT SKILLS	15 ECTS
• EUROPEAN PROJECT	-
• MANAGEMENT SKILLS (LEADERSHIP AND CHANGE MANAGEMENT)	-

Some figures at **EPHEC**



18.175
graduates



4
campuses



650
partner
companies



5000
students

*The practical path
to success*



175
international
partners



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