



**Faculty of Translation Studies
-- HOGESCHOOL GENT --**

Management and Communicatie
[Academic Year 2007 - 2008]
(valid starting from 2007 - 2008)

No.	Course	Sem.	A	B	C	D	E
1	Strategic Management Using Financial Information	J	15.0	15.0		75	3
2	Introduction to Strategy and Marketing	J	30.0			75	3
3	Brand communication	J	30.0			75	3
4	Human resource management	J	15.0	15.0		75	3
5	Labour Law	J	15.0	15.0		75	3
6	People skills	J	15.0	15.0		75	3
7	Management competences and cross-cultural management (workshps)	J		30.0		75	3
8	Oral Business Communication	J	30.0			75	3
9	Written Business Communication	J	15.0	15.0		75	3
10	Media Knowledge and Skills	J	15.0	15.0		75	3
11	IT- and E-communication	J	15.0	15.0		75	3
12	Statistics and Market Research	J	15.0	15.0		75	3
13	Selection module 1 : select 2					200	8
	- Introduction to Language and Culture: German	2		48.0	15.0	100	4
	- Introduction to Language and Culture: English	2		48.0	15.0	100	4
	- Introduction to Language and Culture: French	2		48.0	15.0	100	4

Faculty of Translation Studies
-- HOGESCHOOL GENT --

Management and Communicatie
[Academic Year 2007 - 2008]
(valid starting from 2007 - 2008)

No.	Course	Sem.	A	B	C	D	E
14	- Other Language and Culture subject (to be approved)			48.0		100	4
	Selection module 2 : select 1					90	3
	- Business Ethics	1	2.0	24.0		90	3
	- Company and Government	1	26.0	6.0		90	3
	- Economic Doctrine	1	13.0	13.0		90	3
	- General Management	1	26.0	13.0		90	3
	- Financial Institutions & Management	1	6.0	20.0	48.0	90	3
	- Business to Business Marketing	1	26.0	6.0		90	3
	- Economics of European Integration	1	26.0			90	3
	- Creating a European Common Market	1		26.0		90	3
	- European Enterprise Policy	1	26.0			90	3
	- Principles of Knowledge Management	1	26.0		55.0	90	3
	- Analytical Tools in Business Management	1	26.0			90	3
	- Subject chosen from a University College Ghent or any other (op aanvraag)					90	3
15	Business development project	J			325.0	325	13
	Code: VYMANA - 00 - 01 version : 07					1515	60