



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

Management and Communicatie  
[Academic Year 2009 - 2010]

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

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|-----|---|------|------|------|-------|-------------|-----------|
| 14  | Selection module 2 : select 1   |      |      |      |       | <b>90</b>   | <b>3</b>  |
|     | - 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 | <b>325</b>  | <b>13</b> |
|     | Code: VYMANA - 00 - 01 version : 07   |      |      |      |       | <b>1515</b> | <b>60</b> |