



VRIJE
UNIVERSITEIT
BRUSSEL



SOLVAY
BUSINESS
SCHOOL

BUSI NESS ECO NOMICS

www.vub.be/business-economics

**180
+
120
ECTS**

2020-2021



Vrije Universiteit Brussel

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Realisation

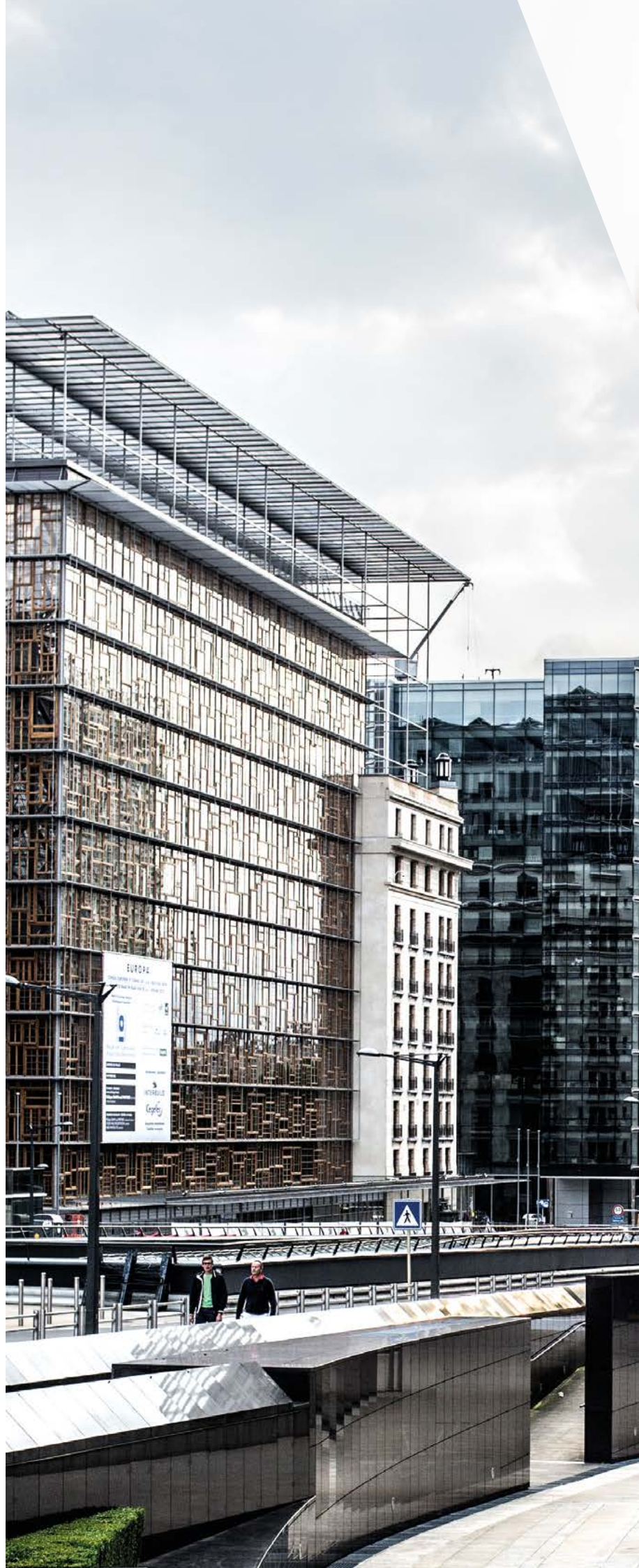
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Concept

www.shortcut.be

Lay-out

Gekko





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WHY BUSINESS ECONOMICS?

Do you wonder why a brand-new car you purchased is worth less the moment you drive it off the seller's lot? Or why one firm markets its products more successfully than another firm? Are you intrigued by why some countries have been performing well even in times of crisis? Do you want to know how best to motivate your employees? Then you should consider studying Business Economics.

You will learn how firms shape our lives

Companies play a major part in society. They produce most of the goods and services we consume. Videogames, smartphones, fruits and vegetables, cars: everything you can imagine is produced by a firm, transported, sold and – preferably – recycled. In our Business Economics programme you will learn how businesses operate, by exploring the world of finance & accounting, marketing, management, human resources, and operations.

You want to help boost the economy

Society is constantly changing. Your future firm or organization needs to adapt to the ever-changing environment. To make this happen you will have to make decisions. Good ones. In Business Economics we will guide you from theory to practice to make better decisions. We develop your analytical skills to enable you to tackle complex problems head on.

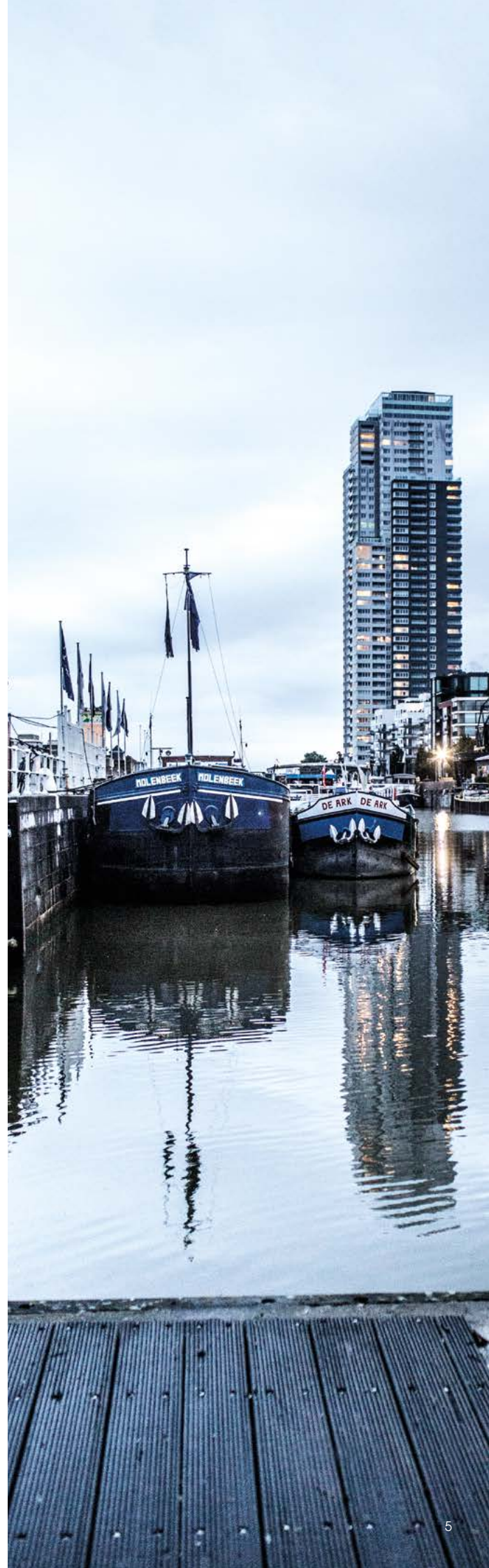
You must be a jack of all trades

To make good decisions you need context. To keep an eye on the bigger picture you must have a thorough understanding of the economic, social, and legal environment. This knowledge is essential for firms to function, but also for government or not-for-profit organizations. Whatever sector you work for, a degree in Business Economics will make your market value grow.



Prepare yourself

If you are not sure whether your knowledge of mathematics, statistics or the English language is up to the mark or not, we gladly offer the opportunity to test this in advance. Although these tests are not mandatory, we strongly advise that you take them. They will give you a good idea of where you stand and will certainly improve the odds of your academic success. But don't worry, help is at hand if the results are not what you expected. For more information on our advisory tests and possible remediation go to www.vub.be/business-economics



A GUARANTEED RETURN ON INVESTMENT

Student, banker, president or spy: millions of people all over the world face trade-offs when they make decisions. Their choices add up to what makes the economy. No wonder the science of economics is so diverse and evolves so rapidly. To keep your head straight when faced with such complexity requires you to be a jack-of-all-trades. If you are such a versatile diamond in the rough, Vrije Universiteit Brussels is the right place for you.

From a business perspective Vrije Universiteit Brussels is more of a small or medium-sized enterprise than a conglomerate. Its scale brings obvious advantages. A personal approach for instance, so there is always someone to turn to when you have questions on your courses or your field of study. And what about our green main campus, where you will eat, drink, work out, and party? It is a campus that, just like the Business Economics programme, excels in diversity.

Accounting, mathematics and statistics? Make it count.


A business economist must be able to do the numbers. But that is only one reason why you need skills in accounting, math and statistics. During your career you will need analytical and empirical skills: to assess risks, to calculate the future value of assets, or to identify trends in time – or to conclude that there isn't a trend. You will learn to think and act as an economist. You will study what determines the trade balance of countries, learn how the money supply influences inflation, or how governments regulate monopolies, and why all this matters for business. You will study the importance of trust between buyers and sellers in second hand markets, or whether a company that is the only supplier in a market is eager to innovate. You will study economics starting from basic principles. In year one you are introduced to

economic concepts, theories and models. In years two and three depth is added, with intermediate-level and advanced courses on macroeconomics, microeconomics, public finance, and international monetary economics.

People first, numbers second

Don't worry that you will be overwhelmed by theory. Other courses put the concepts to the test. Marketing, management, corporate finance, business law, and strategic brand management are just some of the applied courses that will help you manage a firm, or (why not?) set up your own company.

If you dream of a career as a manager do not forget to develop people skills. We will offer you plenty of space to meet up with students from different majors. And in the Business Economics programme we continuously emphasize that economics and business studies are part of the social sciences and humanities. That is why the programme goes beyond the narrow confines of the major. This broad approach allows you to really grasp how people behave in the economy, where others will only see numbers and graphs.



Compute the future value of goods and services.

In a globalized economy, where your clients, suppliers and competitors are located all over the world, a good knowledge of the common language of international business – English – is indispensable. The Business Economics programme is fully taught in English. On top of that we offer you the opportunity to study an additional foreign language in your third year. And there is of course the possibility to go on an international exchange in the Erasmus programme.

International Business or Business & Technology?

While you will share the class room with your fellow students in your first two years, we will give you the chance to split up from time to time in year 3. You will have to choose one of two specializations: International Business or Business & Technology. International Business will offer you some more advanced courses on business, economics and

social entrepreneurship. In Business & Technology we will add some IT, advanced mathematics and technological entrepreneurship into the mix.

You understand how the economy works where others just see numbers and graphs.



A woman with red hair is looking over a large orange diagonal shape that covers the left side of the page. The text is white and bold, set against the orange background.

OVERVIEW OF THE PROGRAMME

By now you must be wondering which courses you will be taking.
The next page gives an overview of the programme.

BACHELOR IN BUSINESS ECONOMICS

YEAR 1	ECTS
Introduction to Microeconomics	6
Introduction to Macroeconomics	6
Financial Accounting	6
Marketing	6
Statistics for Business and Economics I	6
Mathematics for Business and Economics I	6
Business Information Systems	6
Management	6
European History	6
Business Law I	6
Total	60

YEAR 2	ECTS
Intermediate Microeconomics	6
Intermediate Macroeconomics	6
Managerial Accounting	6
Academic Writing	6
Statistics for Business and Economics II	6
Mathematics for Business and Economics II	6
Research Methods for Business and Economics	6
Corporate Finance	6
Human Resource Management	6
Business Law II	6
Total	60

YEAR 3 - SPECIALIZATION INTERNATIONAL BUSINESS	ECTS
Operations Management	6
Econometrics	6
Financial Markets and Institutions	6
Digital Business Models	6
Social Entrepreneurship	6
International Monetary Economics	6
European Economic Integration	6
Online and Social Media Strategies	6
Business and Consumer Ethics	6
Bachelor Paper Business Economics	6
Total	60

YEAR 3 - SPECIALIZATION BUSINESS AND TECHNOLOGY	ECTS
Operations Management	6
Econometrics	6
Financial Markets and Institutions	6
Digital Business Models	6
Technological Entrepreneurship	6
Advanced Mathematics for Business and Technology	6
IT Modeling and Economics	6
Technologies in Bioscience and Chemistry	6
Electricity, Electronics and Photonics	6
Bachelor Paper Business Economics	6
Total	60

Check www.vub.be/en for up-to-date information on the curriculum and the courses.

You'll find more info on page 12.

ECTS: 'European Credit Transfer and Accumulation System'.
One ECTS-credit represents 25 to 30 hours of study.

GETTING A MASTER'S DEGREE

After graduating as a Bachelor in Business Economics, you can, depending on your specialization, join the Master in International Business or the Master in Business & Technology.

MASTER IN INTERNATIONAL BUSINESS

YEAR 1	ECTS
International Trade	6
International Finance	6
Financial Reporting and Auditing	6
Strategic Management	6
Information Systems Strategy and Management	6
European Economic Integration	6
International Business Law	6
Governance, Law, and Policy of the European Union	6
Research Paper	6
Advanced Marketing	6
Total	60

YEAR 2	ECTS
Compulsory Courses	
Corporate Social Responsibility	6
Multinational Strategic Planning	6
Advanced International Economics	6
Master Thesis International Business	18
Electives (24 ECTS)	
Internship	6
Internship	12
Global Banking	6
EU Competition Policy	6
Trade Mission	6
IT Modeling and Economics	6
Project Management	6
Decision Analytics	6
Advanced Accounting and International Financial Statements	6
Microeconomics of Competitiveness	12
Risk Management	6
Supply Chain Management	6
Databases	6
International Corporate Finance	6
Total	60

Check www.vub.be/en for up-to-date information on the curriculum and the courses.

ECTS: 'European Credit Transfer and Accumulation System'.
One ECTS-credit represents 25 to 30 hours of study.

MASTER IN BUSINESS & TECHNOLOGY

YEAR 1	ECTS
Compulsory Courses	
Information Systems Strategy and Management	6
International Corporate Finance	6
Decision Analytics	6
Project Management	6
Financial Reporting and Auditing	6
Advanced Technology	6
Databases	6
Research Paper	6
Advanced Marketing	6

Elective Courses: Choose 6 ECTS	
Technology and Applications of Micro-electronics and Photonics	6
Materials science and Innovation	6
Biotechnology	6
Total	60

YEAR 2	ECTS
Compulsory Courses	
Entrepreneurship	3
Corporate Social Responsibility	6
Strategic Management	6
Master Thesis Business and Technology or Master Thesis Business and Technology: Trade Mission	18

Entrepreneurship and Business Aspects of Technology Courses: choose 3 ECTS	
Business Aspects of Biotechnology Business Aspects of Innovation in Materials Business Aspects of Micro-electronics and Photonics Business Aspects of Software Industry	3

Practice-oriented courses: choose 6 or 12 ECTS	
Internship	6
Internship	12
Technological Business Development Project	6
Microeconomics of Competitiveness	12

Elective courses: choose 12 or 18 ECTS	
Total	60

FOR YOUR INFORMATION

Introduction to microeconomics

Our needs continue to rise, and so does the demand for resources. But resources are scarce. In this course you discover how supply and demand interact in markets to determine prices and quantities. You learn to think like an economist by applying basic concepts. You study the demand side – the consumers – and the supply side – the producers. You explore which forms markets can take: monopolies, oligopolies, monopolistic competition and perfect competition. You study how government can influence market outcomes. In the second year this course is followed up by Intermediate Microeconomics.

Mathematics I

In this course you study the mathematical concepts and methods that are needed in your intermediate-level and advanced courses in business and economics. The approach is intuitive: mathematical proofs are kept at a minimum without losing rigor. All topics are illustrated through examples from business and economics. You will also acquire the mathematical knowledge to find your way in the scholarly literature on business and economics.

Marketing

This course introduces you to the basic concepts and activities of marketing. How do you segment a market, determine your target audience, and position your product? Which marketing mix (product, price, promotion and place) do you choose? Starting from the definition of the marketing function in a company, you will frame marketing in the wider company strategy. All subjects that play a key role in modern marketing are tackled: how to analyze the internal and external market environment, to gather the information you need, to develop and implement a marketing strategy, to choose an appropriate marketing mix, and to understand the influence of the internet on marketing policy and practice. You study buyers' behavior of both individual consumers and companies, and investigate how to develop and implement a socially responsible marketing strategy.

Introduction to macroeconomics

This course covers the determination of the aggregate income of a country, long-run growth, employment and the unemployment rate, the interest rate, inflation, and the exchange rate. You then study the business cycle and how monetary and fiscal policy can (or cannot) smooth out fluctuations in output and employment. The course takes an international perspective throughout. In the second year this course is followed up by Intermediate Macroeconomics.

Academic writing

This course teaches the essential elements of written and spoken exposition, introduces you to the modes of critical thinking and writing practiced in the social sciences (in particular in the fields of business studies and economics), and provides you with criteria to evaluate your own written and oral work.



THE END IS ONLY THE BEGINNING

Imagine: your studies went perfectly and you just received your master's degree. You are beaming with pride, and rightly so. You are now armed with a degree to successfully enter the job market. But which way to go next? The opportunities are plentiful. Here as well, Vrije Universiteit Brussels is at your side.

Job opportunities

A degree in International Business is versatile. Graduates get jobs in a broad range of sectors like banking, insurance, audit or consulting, but also in public administration. They work in research departments or other staff functions in firms and organizations, and in operational functions as well. Some graduates become sales managers or human resources managers, others work in marketing. In short, the degree offers a broad range of opportunities.

Another degree?

You can of course decide to further specialize by doing another master's programme. After a short preparatory programme you can join our master in Communication Studies (with specializations in Journalism and Media in Europe, and New Media and Society in Europe). Or you can broaden your outlook by joining our Bachelor in Social Sciences.

Career guidance? One address: the VUB Career Center

Vrije Universiteit Brussel is known for educating critical, independent and open-minded people. Even then, taking the first steps in the job market can be hard. The VUB Career Center gives the small push you need. The Center helps you write a more effective CV, provides job interview training, and gives information on job opportunities. Don't hesitate to drop by, and do so while you are still a student: that way you are aware well in time what the job market has to offer.

Consider doing a PhD

After your master's degree you can also consider going for a PhD. Vrije Universiteit Brussel has three doctoral schools that support PhD students. The doctoral schools aim to stimulate and promote junior researchers by organizing workshops, seminars and master classes.

More information on www.vub.be/en/phd





YOUR VILLAGE IN THE CAPITAL OF EUROPE

The Bachelor of Business Economics programme is taught on the main campus of Vrije Universiteit Brussel. That's right, in Brussels, capital of Europe, home of many leading international organizations. What better place to start your quest for an international career?

Small distances, low thresholds

Stuck in traffic between class and gym? Not a chance. Faculty buildings, restaurants, sports facilities and student condos mix together on a cosy green campus. Not only does this buy you time; it also opens up the potential for spontaneous meetings with new friends and a feeling of being home, right here in your new village.

Top-notch education, tailored to the human heart

Vrije Universiteit Brussel is not what you would call a very large university, but our teaching skills are unrivaled. Part of this strength stems from the university's medium scale which allows more interaction between professors, assistants and students. There is absolutely no risk of disappearing in the masses. On the contrary: small groups result in a personal touch and quality education.

You can stay...

... on or around campus, even when your classes are finished. Vrije Universiteit Brussel has excellent new sports facilities for fitness,

athletics, badminton, football and more. There's an extensive, you can attend open evening lectures or discussion groups, party the night away at an activity organised by one of the many student fraternities...

Or you can go...

... into town of course! VUB campus is connected to other parts of Brussels by train, tram, bus and metro. The capital of Belgium is famous for its bars with Belgian beers and delicious Belgian cuisine. But Brussels also harbours many fine museums, theatres, clubs and concert halls. Tickling the mind and taste buds, that's Brussels' *mariage parfait*.

... But you're sure to grow.

Home base of the European Commission and Parliament, the Committee of the Regions and plenty of other European institutions: Brussels has evolved to a modern Babylon, a constant get together of many cultures and nationalities on just a few square kilometres. It's the perfect place to be inspired by what the world has to offer. To build a network for life. To embrace unique opportunities.



NEW IN TOWN? WELCOME!

Campus life usually means big changes. For many people - and for you as well, we're sure - we're sure, it is an unforgettable experience. In the beginning, however, it might feel new, unknown and unfamiliar so we thought we'd list up some important points about campus life in Brussels.

A year is made up of two semesters

And each semester is 13 weeks. Each semester is followed by two weeks for rigorous exam preparation and other activities. In Dutch they call it, 'de blok'. This period is followed by three weeks of exams, both in January and June. In case you fail some exams there are resits in August and September. This may look like a tough schedule, but with decent planning and organisational skills you will manage. In addition, there is always tutoring - both Ghent University and the Vrije Universiteit Brussel have an excellent reputation when it comes to tutoring. And when things get busy, remember this: when everybody else is working hard in the beginning of February, you'll enjoy an extra week's holiday.

Tailored to your rhythm.

In the past, failing a course meant retaking the entire year's programme, but things have changed and are more flexible now. All you do now is retake the courses you didn't finish the next year, along with the new ones. This is what we call an individual study programme. You set up your own study programme in consultation with your study

counsellor, so for instance, you can combine studying and working.

What are academic competences?

Not jumping to conclusions. Drafting a research project with confidence so it meets scientific requirements. Being able to extract the essence from a hypothesis and communicate it clearly and concisely.

Thinking outside the box and finding new and unexpected connections. These are so-called academic competences. At the Vrije Universiteit Brussel you will learn to master them all.



OFF TO A FLYING START

We start off the new academic year with our orientation week (14-20 September 2020) and our Kick-off the Campus. Before your first week of classes you will be well acquainted with our university, student life and Brussels. If you have questions about Vrije Universiteit Brussel, please contact the Student Information Hub: info@vub.be

Study guidance

If you find yourself in a special situation and want to combine your studies with professional sports or a job, or you have specific learning difficulties and are wondering if your dyslexia could be a hurdle in obtaining your degree, help is available. Study guidance counselors can be contacted at any time via guidance@vub.be

Language requirements

If you have made it to this section of our brochure, there is little doubt that your proficiency in English is above average. Still we would like to see some official proof of this. There are various ways to do so: by taking a recognised language test (TOEFL, IELTS or similar), by showing that you have already obtained a degree in an institution where English was the language of instruction, or by showing that you graduated from a Belgian secondary school. More information on how to meet our language requirements can be found here: www.vub.be/admission

Tuition fees

All Belgian universities offer high-quality education at a very reasonable cost. The exact tuition fee depends on your nationality (EEA or non-EEA) and the number of credits you enroll for. The fee for one year varies between €900 and €3000. For more information go to www.vub.be/admission

Application

Convinced this is the right programme for you? You can start your application at any time, even if you haven't obtained your secondary school diploma yet. In this case we will keep you informed on when to take the next step. If you are a student from outside the European Economic Area (EEA) we advise to start your application well in time for the deadline. More information on the application procedure and deadlines can be found on: www.vub.be/admission

9-11 JAN 2020
HAASRODE

23-25 JAN 2020
KORTRIJK

30 JAN - 1 FEB 2020
GHENT

6-8 FEB 2020
ANTWERP

13-15 FEB 2020
GENK

SID-ins

SID-ins are the higher education fairs organised by the Flemish government. You can meet us in all five Flemish provinces. The fairs are open to all (and free!) on Saturdays.

www.vub.be/en/open-days

28-31 OKT 2019

24-28 FEB 2020

Try-out classes

While high school students enjoy their well-deserved break from school, we open our doors and invite you to our open classes. That's right: you can just walk into our auditoriums, pick out a folding chair and follow along with our courses. No preferential treatment, no custom workshops. Just life as it is at the VUB.

www.vub.be/en/try-out-classes

22 MAR 2020

26 APR 2020

6 SEP 2020

Open days

Are you interested in studying at VUB? Come to one of our open campus days where you will meet your future professors and fellow students. Ask them any question you want. Student facilities also open their doors.

www.vub.be/en/open-days

14 SEP 2020

Your first day as a student

We welcome all new students at the start of the academic year. This is the moment when you receive practical information about studying, an introduction to student life and a chance to meet your peers.