



HELMo - BUSINESS DEPARTMENT
Courses given in English
2017-2018

Document prepared on 1 March. Some new courses may be added later on. Contact: l.lemaire@helmo.be

Fall Semester		
Courses	N° hours	ECTS
UE		21
Business Management		
International Cost Accounting		3
Negotiation Techniques		3
Business Ethics		3
Supply Chain Management		3
Global economic issues		3
Management Computing (Access)		3
Sourcing		3
UE		
Foreign languages		
Business English (Intermediate/Advanced)		4
Business Dutch (Basic/Intermediate/Advanced)		4
Business Spanish (Basic/Intermediate/Advanced)		4
Business German (Basic/Intermediate/Advanced)		4
Survival French, Crash Course		2
French as a Foreign Language		5
UE		2
Belgian culture & heritage		
UE		3
Contemporary International Relations		
UE		10
Marketing Management		
Audit Marketing		3
Services Marketing		2
Intercultural Marketing		3
Public Marketing		2
UE		2
Legal aspects in international trade		
European and international law		2



⇒ Please note that you don't have to choose a “complete block of courses” as “Business Management” or “Marketing Management”. Picking courses is possible.

	Courses in English at HELMo :	ECTS
	IBC International Cost Accounting	3
	IBC Global Economic Issues	3
	IBC Negotiation Techniques	3
	IBC Audit Marketing	3
	IBC Contemporary International Relations	3
	IBC Services Marketing	2
	IBC Management Computing (Access)	3
	IBC Public Marketing	2
	IBC Intercultural Marketing	3
	IBC Supply Chain Management	3
	IBC Business Ethics	3
	IBC Sourcing	3
	IBC International & European Law	2
	IBC Belgian culture & heritage	2
	Survival French crash course	2
	French as a Foreign Language : Basic / Interm./Adv.	5
	Business English: Interm./ Adv.	4
	Business Dutch : Basic/Interm./ Adv.	4
	Business German : Basic/ Interm./ Adv.	4
	Business Spanish : Basic/Interm./ Adv.	4



INTERNATIONAL COST ACCOUNTING

ECTS : 3

Lecturer: Mr Dominique Rouwette

Teaching period: Fall semester

⇒ 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:

- 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

CONTENTS:

- 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:

Pedagogical method based on:

- lecturing with active participation of the students who are confronted to concrete management problems
- exercise session

ASSESSMENT:

Written final examination in January



GLOBAL ECONOMIC ISSUES

ECTS : 3

Lecturer: Ms Anne SOYER

Teaching period: Fall semester

Prerequisites:

Working knowledge of 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.

Objectives:

Upon successful completion of this course, students should have a thorough understanding of the international economic issues that have been covered.

Course description:

The course is intended for 3rd year Foreign Trade students and Erasmus students as well. It will be dedicated to the study of issues related to international trade and globalisation.

Course contents may vary depending on upcoming major economic trends.

Here are some possible topics:

- World trade: an overview
- Trade liberalization & the WTO
- Stock market basics
- BRICS: the most dominant economies by 2050 ?
- What are the developments on the raw materials and oil/ gas markets?
- Africa: what is the potential growth?

Didactical 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:

Written examination : 100 %



NEGOTIATION TECHNIQUES

ECTS : 3

Lecturer: Ms Micheline Bodson

Teaching period: Fall semester

Prerequisites :

Good working knowledge of English.

Learning outcomes :

The aim of this course is to bring the students to run a negotiation, from the appointment making with the customer to the negotiation itself and its follow-up. The course will help students to negotiate a sales meeting or to negotiate their own employment.

Objectives:

At the end of the course, the student will be able:

- to negotiate a product or service using the techniques learnt throughout the course;
- to listen carefully to a prospect's or customer's wishes;
- to ensure balanced speaking time for both parties to the negotiation;
- to decode the prospect's or customer's body language.

Contents:

- Before the negotiation
- During the negotiation
- After the negotiation
- Do's and don't's
- The salesperson
- Evolution of the profession

Bibliography:

French literature:

- « Clients y'en a marre ! », Gabs, Eyrolles, Paris, 2002
- « Le sens caché de vos gestes », J.Messinger, First Editions, Paris, 2002
- « Ces gestes qui vous trahissent », J.Messinger, First Editions, Paris, 1999
- « L'intelligence émotionnelle – 2 », Daniel Goleman, J'ai lu, Paris, 1999
- « Commercial, je me marre ! », Gabs/Jissey, Eyrolles, Paris, 1997
- « le langage des gestes », Desmond Morris, Calmann-Lévy, Londres, 1997
- « L'intelligence émotionnelle », Daniel Goleman, Robert Lafont Paris, 1997
- « Couronner le client », Feargal Quinn, The O'Brien Press Ltd, Dublin, 1991
- « Réussir la vente », Gérard LEBRUN, Editions d'Organisation, Paris, 1988
- « Interpréter les gestes, les mimiques, les attitudes », Allan PEASE, Marabout, 1988
- « Service compris », Bloch, Habadou, Xardel, Marabout, Paris, 1986

English literature:



- « Mind your manners », John Mole, Nicholas Brealey Publishing, London, 1997
- « The perfect meeting », David Sharman, Wings book, New York, 1994
- « The international business communications desk reference », Susan H.Munger, American Management Association, New York, 1993
- « DO's and TABOOS around the world » Roger E.Axtell, John Wiley & Sons, Inc., New York, 1993
- « Negotiating the big sale », Gerard I.Nierenberg , Berkley Books, New York, 1992
- « European customs and manners », N.L.Braganti, E.Devine, Meadowbrook Press, Deep.(Minnesota), 1992
- « Gestures, the DO's and TABOOS of body language around the world », Roger E.Axtell, John Wiley & Sons, Inc., New York, 1991

Method:

Students - supervised by the instructor - use the situations outlined in the coursebook and formulate advice aimed at a professional salesperson. Thereafter they engage in a negotiation exercise (role-play). The camcorded exercise is viewed, commented and assessed by the group.

Assessment:

Oral examination = 100 %



MANAGEMENT COMPUTING

ECTS : 3

Lecturer: Ms Marielle ROSKAM

Teaching period: Fall semester

Prerequisites: Ability to use a PC as well as the Word and Excel software.

!!! The course and explanations will be given **in French**, but the software will be **in English**.

Learning outcomes :

Familiarize the student with the most widely used software applications. The student is expected to a good command of ACCESS by the end of the course.

Objectives:

The student will be able to create relational databases through a widely used software : **Microsoft Access 2007**.

Contents:

1. Introduction
2. Creating tables
3. Setting up relationships
4. Queries
 - select queries
 - action queries
5. Forms and subforms
6. Reports

Method:

Step by step tutorial
Many applications
Syllabus

Assessment:

Practical examination on computers.



AUDIT MARKETING

ECTS : 3

Lecturer: Ms Françoise Gabriel

Teaching period: Fall semester

Prerequisites: Really important to meet those prerequisites !!!

Different marketing and management courses of the previous years:

- SWOT analysis
- Marketing strategy
- Marketing mix
- Communicational mix : Above and Below the Line tools
- Main feature of the service marketing
- B2B demand generation channel
- FMCG
- Facing

Learning outcomes:

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 ?

Objectives:

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.

Contents:

Theoretical presentation of the auditing approach using some diagnosis grids:

- Analysis of practical cases in teamwork (regularly evaluated in class).
- Acquisition by the student of a methodology that will enable him/her to tackle the internship report with confidence.

Bibliography:

Kotler Dubois, Marketing Management.

Method:

Case studies that allow students to perceive the problems "in real life".

Assessment:

Year average: 20 %

Written Exam: 80%



CONTEMPORARY INTERNATIONAL RELATIONS

ECTS : 3

Lecturer: Mr Valentin Daron

Teaching period: Fall semester

Prerequisites: None

Learning outcomes:

Objectives:

The course aims 1st to learn and approach theoretical tools to develop critical analysis skills of international relations.

Then students will have to put into practice this theoretical knowledge / tools

--- to be able to use the right approach in line with a specific event.

--- to get a better insight into the big issues / topics of current international relations.

To reach this purpose, students will have to develop their skills to defend and respond to proposal and ideas in a discussion in front of an audience, in a team, ...

The topics to be discussed will be linked to current issues (migrants, ...)

Contents:

Getting familiar to some specific tools from the field of political science.

Key words: Realism, Liberalism, Post-modernism, Foreign Policy.

Method:

Assessment:

Oral exam

Explaining some theoretical concepts + critical analysis of a specific case.



SERVICES MARKETING

ECTS: 2

Lecturer: Ms Sabine Janssen

Teaching period: Fall semester

Prerequisites : None

Learning outcomes :

Provide an appreciation and understanding of the unique challenges inherent in marketing, managing, and delivering service excellence at a profit.

Objectives:

- Develop an understanding of the “state of the art” service management thinking.
- Promote a customer service-oriented mindset.

Contents:

- Introduction to Services Marketing—Trends, Opportunities, and Capturing Value
- Creating Value, Branding and Positioning Services
- Pricing of Services
- Understanding Service Quality Improving Service Quality
- Customer Asset Management and Loyalty Programs
- Designing Effective Customer Feedback Systems
- HRM Strategies that Lead to Loyal Employees and High Customer Orientation
- Customer Service Process Design
- Characteristics of Successful Service Firms

Indicative reading:

Material will be delivered at the beginning of the course.

Main source text : Christopher Lovelock and Jochen Wirtz (2007), Services Marketing: People, Technology, Strategy, 6th ed., Upper Saddle River, New Jersey: Prentice Hall.

Method:

Lectures, Readings & 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 required readings and assigned cases in detail.
- Actively participate as much of the learning will come from discussions during class.
- Internalize the concepts covered in the course and be able to creatively use them in an applied context.



Assessment:

Class participation
Individual Written Assignment
Group presentation



BUSINESS ETHICS

ECTS : 3

Lecturer: guest lecturer from abroad

Teaching period: **September 2017, 3-day Intensive Seminar on 11/09, 12/09 and 13/09 .**

PREREQUISITES:

Good command of English language

OBJECTIVES:

This course examines major ethical theories and explores the application of those theories to current business, moral, and social issues. Illustrative case studies are used as well as other group exercises to enable the student to identify particular ethical dilemmas and their consequences for business execution.

LEARNING OUTCOMES:

Upon successful completion of the course, the student should be able to:

- properly define the concept of business ethics
- understand and apply the concept of separation theory
- understand and apply main elements of formation of individual ethical judgment
- understand the concept of bounded rationality and ethicality
- understand and apply the basic elements of corporate social responsibility

CONTENTS:

- Introduction to business ethics - definition and historical background
- Business ethics-separation theory
- How is ethical judgment formed? – personal and institutional framework
- Corporate social responsibility
- Bounded rationality and bounded ethicality

METHOD:

lectures, case studies, group and individual exercises

COURSE MATERIALS:

Compendium of selected articles and textbook chapters:

Introduction to business ethics. Definition and historical background. Business ethics-separation theory.

Daft, R. L and Marcic, D. (2009): „Ethics and Social Responsibility“, *in Understanding Management (6th ed.)*, USA: South-Western Cengage Learning, p. 118-120

Freeman, R.E. (1995): „The Business Sucks Story“, Presidential address given to the Society for Business Ethics Conference, Vancouver



Sen, A. 1987. *On Ethics & Economics*. UK: Blackwell Publishing – ch 1., p. 13-23.

How ethical judgment is formed? Institutional framework – culture and socialization

Personal framework – moral philosophies (teleological, deontological, virtue, relativistic) Moral stages of development

Carrol, A.B and Buchholtz, A.K. (2000): „Business Ethics Fundamentals“ (Chapter 4) in *Business and Society: Ethics and Stakeholder Management*, p. 117-119

Ferrel, O.C., Fraedrich, J. and Ferrel, L. (2011): „Individual Factors: Moral Philosophies and Values“ (Chapter 6) in *Business Ethics: Ethical Decision Making and Cases*, USA: South-Western Cengage Learning, p. 151-166

Kohlberg, L. (1981): „Indoctrination Versus Relativity in Value Education“, in *The Philosophy of Moral Development: Moral Stages and the Idea of Justice*, USA: Harper&Row Pub., p. 12-22.

Jurkovic, R. (2011): „Overview of antecedents to formation of ethical judgment“, internal course materials for „Business Ethics“ course.

Business ethics and corporate social responsibility. Social responsibility of business – shareholder and stakeholder perspective. CSR in practice – Canon's Kyosei.

Obligatory reading:

Carrol, A.B and Buchholtz, A.K. (2000): „Corporate Social Responsibility, Responsiveness, and Performance“ (Chapter 2) in *Business and Society: Ethics and Stakeholder Management*, p. 28-41

Ferrel, O.C., Fraedrich, J. and Ferrel, L. (2011): „Stakeholder Relationships, Social Responsibility and Corporate Governance“ (Chapter 2) in *Business Ethics: Ethical Decision Making and Cases*, USA: South-Western Cengage Learning, selected pages

Kaku, R. (1997): „The Path of Kyosei“, *Harvard Business Review*, July-August, p.55-63

Optional reading:

Freeman, R.E. „A stakeholder theory of the modern corporation“, available at <http://academic.udayton.edu/LawrenceUlrich/Stakeholder%20Theory.pdf>

Friedman, M. (1970): „The Social Responsibility of Business is to Increase its Profits“, *The New York Times*, September 13th.

Grant, C. (1991): „Friedman Fallacies“, *Journal of Business Ethics*, 10, p. 907-914

Bounded rationality and bounded ethicality – cognitive biases in decision making and their influence on ethical behaviour

Bazerman, M. H. 2006. *Judgment in Managerial Decision Making (6th Edition)*. USA: John Wiley & Sons. – selected chapters

Banaji, M.R., Bazerman, M.H. and Chugh, D. (2003): „How (Un)ethical Are You?“, *Harvard Business Review*, December, p.1-7

Messick, D, and Bazerman, M.H. (1996): „Ethical Leadership and Psychology of Decision Making“, *Sloan Management Review*, p.9-22.

ASSESSMENT:

Home based exam – to be delivered 2 weeks after the course by email to the lecturer.



Intercultural Marketing.

Credits: 3

Instructor : guest teacher : Ms D. ANTONINI (Phd), Marseille, France

Teaching period: **September 2017, 3-day Intensive Seminar on 13/09 pm, 14/09 and 15/09**

Prerequisites: basics of Marketing and Consumer Behaviour

Learning outcomes:

At the end of this course, students should be able to:

- To understand cultural diversity and culture-related marketing issues
- To integrate cultural differences into marketing decisions

Objectives:

The objectives of this course are:

- To understand analytical concepts and techniques relevant for intercultural marketing
- To emphasize the importance of culture and its influence on consumer behaviour
- To provide a forum (both written and oral) for presenting and defending students' own marketing decisions.

Course description

1. Cultural Diversity

- a. The importance of learning about culture
- b. Understanding cultures
- c. Response to other cultures

2. Cultural influences on consumer behaviour and marketing implications

- a. Culture
- b. Norms
- c. Myths and rituals

3. Intercultural Negotiations

- a. Cultural categories
- b. Factors in Negotiation
- c. The Phases of Negotiation

Didactical method

Courses will combine: lectures, in-class case studies and discussions, videos, oral presentations, indicative reading

ASSESSMENT AND GRADING

Group project and oral presentation

Final exam (case study)

BIBLIOGRAPHY (indicative reading)

When cultures collide	R.D Lewis	Nicholas Brealey Publishing
International marketing strategy	I.Doole/R.Lowe	Thomson
Consumer behaviour & marketing strategy	Peter/Olson	Mc Graw Hill
Understanding today's youth culture	W.Mueller	Tyndale House Publishers



SUPPLY CHAIN MANAGEMENT.

ECTS: 3

Lecturer: Ms Lisèle Davin, Mr Thierry Pironet

Teaching period: Fall semester

Prerequisites : Students are familiar with export trade. They are also familiar with **team work**.
Good command of the EXCEL software.

Purpose of the course:

Understand all the aspects of the Supply Chain, both theoretically and in practice
Learn how to use the EXCEL programme and an ERP (Enterprise Resource Planning) software package
Understand the interaction between the different departments of a company manufacturing products
Apply procedures in order to organise transport, packaging and customs.
Work out and justify the best location of a distribution centre
Calculate the cost at every level of the supply chain
Be able to imagine the organisation of a distribution warehouse

Learning outcomes:

Students will work in groups and individually
Students will know about the six steps forming the Supply Chain
Students will have conceived the organisation of a distribution Supply Chain management
Students will be able to set up a business plan
Students will be able to calculate the cost of the different operations in the Supply Chain.

Content:

Theory about customer service in a non-European country
Giving brand names to a range of products
Defining the needs of raw materials
Defining steps in logistics
Defining operational plans
Defining storage conditions
Defining conditions of transport
Dealing with customs procedures in the EU
Working out the best location of a warehouse with a view to establish the best distribution conditions
Organising a Supply Chain
Determining a product's selling price

Method :

Lectures
E-learning training
Exercises
Searching for information on the Internet



Communication between lecturer and the groups of students is organised through a forum on the internet on a day-to-day basis

Bibliography:

Class notes are only available through the site <http://campusvirtuel.be>

These notes are updated regularly

Assesment :

Written report + oral presentation in front of the teachers



PUBLIC MARKETING.

ECTS: 2

Lecturer: Mr Michel Vanderheyden

Teaching period: Fall semester

Purpose of the course + content:

City Branding + case study

Services marketing

4 article presentations + case study

- Music and waiting
- Co-creation
- Employee and brand positioning
- Cross channel

Social Marketing

Articles presentations

- Redefining social marketing with contemporary commercial marketing definitions
- Rethinking the boundaries of social marketing: Activism or advertising?
- Investigating social marketing sponsorships: Terminology, stakeholders, and objectives
- Using fear and threat in the context of social marketing

Case study: New Zealand drinking culture

Social Marketing: Simon Hazée on sharing goods

Case study : Paris Velib



SOURCING

ECTS: 3

Lecturer: Mr Stephane DELBROUCK

Teaching period: Fall semester

Learning outcomes & objectives:

- Students will learn how to reply to bids and tenders, either as a buyer or as a seller.
- Getting familiar with Purchasing Management techniques.
- Getting an insight on how to meet the expectations of a company concerning Purchasing Management.

Course content:

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

Teaching method:

- Theoretical input
- Practical case studies
- Internet research

Bibliography :

La négociation acheteur/vendeur - 2e édition

Comment structurer et mener une transaction commerciale, Yves Lellouche, Florence Piquet

Collection: Fonctions de l'entreprise, Dunod

Toute la fonction Achats

Savoirs - Savoir-faire - Savoir-être, Philippe Petit

Collection: Toute la fonction, Dunod

Méthode de Négociation, Alain Pekar Lempereur, Aurélien Colson, Edition Dunod, 2004.

Purchasing and Supply Chain Management

by Robert M. Monczka (Author), Robert B. Handfield (Author), Larry C. Giunipero (Author), James L. Patterson (Author)

Category Management in Purchasing: A Strategic Approach to Maximize Business Profitability

by Jonathan O'Brien.



EUROPEAN & INTERNATIONAL LAW

ECTS: 2

Lecturer: Ms Neriman Bilgic

Teaching period: Fall semester

Learning outcomes:

Solving a legal problem :

- Analysing the problem and identifying its significant parts
- Conducting legal research to find a legal basis for solving the case

Applying the found legal basis to the specific case (problem)

Objectives:

The course aims at :

- Discovering the European Union and the World Trade Organisation, their functioning and their regulations
- Making the student become a **partner** in the teaching/learning process

Course content:

- Part 1. European Law
 - Introduction :
 - Chapter 1. The EU institutions
 - Chapter 2. The EU legal order
 - Chapter 3. The EU litigation
- Part 2. International Law
 - World Trade Organization :
 - Chapter 1. What is the World Trade Organization?
 - Chapter 2. Principles of the trading system
 - Chapter 3. Agreements
 - Chapter 4. Settling disputes

Teaching method:

Lectures alternate with Problem-based learning (PBL) sessions and exercises alone and in teams.

Bibliography:

EU's website

Eur-lex

WTO's website

Legal texts, including :

The Treaty on the European Union (TEU)

The Treaty on the Functioning of the European Union (TFEU)

The General Agreement on Tariffs and Trade (GATT)

The General Agreement on Trade in Services (GATS)

Trade-Related Aspects of Intellectual Property Rights (TRIPS)



BELGIAN CULTURE & HERITAGE

ECTS: 2

Lecturers: Ms Julie GUIOT, Ms Manon HABAY, Ms Léticia LEMAIRE

Duration: 6 activities scheduled across the Fall semester

Purpose of the course + content:

Getting to know more about the Belgian culture (Wallonia & Flanders) and its heritage.

Kick Off seminar on Saturday 10 September.

One workshop about “cultural identity” during the “Induction days”.

+ In total, 6 guided visits will be on the programme: 4 cities + 2 company visits and business game.

Thanks to these lively visits (with professional guides), we want to give you the opportunity to discover our culture, our heritage, our habits, our eating habits, and more.

Possible visits:

- *Brussels chocolate tour*
- *Beer brewery and tasting session, Liège*
- *Blegny, authentic coal mine tour*
- *Eupen and our German speaking community*
-

Please note that you will have to pay maximum 15 or 20 EUR per visit (for the journey and the visit and a tasting session). Maybe less depending on the number of participants.

Assessment: written report/essay after each activity.



LANGUAGE COURSES: Business English, Business Spanish, Business German, Business Dutch

ECTS: 4

Lecturer: Various lecturers

Teaching period: Fall semester

Levels: Intermediate, Advanced.

Purpose of the course + content:

➤ The language courses are business oriented. Mainly the speaking skills and the listening skills will be exploited. The purpose of the course is to develop skills in a foreign language to be efficient in different business situations, as:

- to be able to welcome a business partner properly,
- to take part into a negotiation, a meeting, ... face to face or over the phone,
- to complain about a poor service or bad product + how to respond to a complaint,
- customer care, ...

Students are invited to practise on the basis of role-plays, cases, ...

➤ Apart from that, students will also learn how to prepare a good CV in English/German/Spanish/Dutch and how to be well prepared for a future job interview in a foreign language.

➤ Another aspect of the language course is also the “commercial correspondence”, i.e how to write and reply to emails about: enquiries, offers, order, confirmation of orders, complaints, international transport.

➤ Finally, the students will also be asked to watch some video programmes about “current economic issues” (as supermarket price wars, spendaholics, Dubai,). Class presentations and class debates will follow.