



# International Relations

Business and Law department

HELM / ÉCONOMIQUE  
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# Fact sheet 2025-2026

Full legal name of the institution	Haute Ecole Libre Mosane
Acronym	HELMo
Erasmus code	B LIEGE 37
International Head Office	Mont Saint-Martin 41, 4000 Liège, Belgium international@helmo.be Tel +32 4 220 61 07
Business and Law department	HELMo Campus Guillemins Rue de Harlez 25, 4000 Liège, Belgium
Website	<a href="https://www.helmo.be">https://www.helmo.be</a>
Website for incoming exchange students	<a href="https://www.helmo.be/en/international/students-in">https://www.helmo.be/en/international/students-in</a>
Academic exchange coordinator	Léticia LEMAIRE l.lemaire@helmo.be / ri-cg@helmo.be +32 4 229 86 53 Office at HELMO Campus Guillemins
Nomination deadlines	Autumn semester: 1 May
Application deadlines	Autumn semester: 15 June
Semester dates (including exam session)	Autumn semester: 14 September-31 January
Welcome days (mandatory)	Early September
Holiday periods	Autumn break: 1 week, incl. 1 November Christmas break: 2 weeks, late December to early January
Exam session	January
General language of instruction at school	French
Courses in English	Available in Autumn semester only Required level: B1



# Fall semester courses given in English

Course code	Course	ECTS
	<b>Business Management</b>	
	Cost accounting	3
	Negotiation techniques	3
	Business Ethics	3
	Applied logistics	3
	Global economic issues	2
	Sourcing	2
	Cross-cultural & international business seminars	2
	Presentation skills for the workplace	4
	<b>Marketing management</b>	
	Marketing audit	3
	Services marketing	2
	International marketing	3
	Project management	3
	Digital marketing	3
	<b>Foreign languages</b>	
	Business English	4
	Business Dutch	4
	Business Spanish	4
	Business German	4
	French as a foreign language, evening course at ULiège	5
	<b>Culture</b>	
	Belgian culture and heritage	2
	<b>Legal aspects in international trade</b>	
	European and international law	2



# Cost accounting

ECTS	3
Prerequisites	Knowledge of general accounting (balance sheet & income statement)
Learning outcomes	<p>Acquire basic accounting management knowledge Upon successful completion of the course, the student should be able to</p> <ul style="list-style-type: none"><li>● Calculate the cost prices in both a commercial and industrial company and determine export costing</li><li>● Calculate the product delivery costs</li><li>● Work out the labour costs and the raw material expenses</li><li>● Work out the break-even point</li><li>● Assess the profitability of an investment project</li></ul>
Content	<ul style="list-style-type: none"><li>● Measure of the purchase cost, production costs and cost price</li><li>● Variable costs and break-even point</li><li>● Export costing</li><li>● Full cost method</li><li>● Direct costing system</li></ul>
Method	<ul style="list-style-type: none"><li>● Lecturing with active participation of the students who are confronted to concrete management problems</li><li>● Exercise sessions</li></ul>
Assessment	January written exam

# Negotiation techniques

ECTS	3
Prerequisites	Good command of Business English
Learning outcomes	How to run a sales negotiation, from the first appointment with the customer to the negotiation itself and its follow-up
Content	<ul style="list-style-type: none"><li>● Negotiate the sales or purchase of a product or service using the techniques learnt throughout the course</li><li>● Practise active listening with a prospect or customer in order to understand their requirements</li><li>● Ensure balanced speaking time for both parties to the negotiation</li><li>● Understand and respond to the prospect's or customer's body language</li></ul>
Method	With the support of the lecturer, the students will use the cartoon-like situations outlined in the handbook to formulate advice aimed at a professional salesperson. After that, they will engage in a role play negotiation that will be commented and assessed by the group and the instructor.
Assessment	The course assessment is based on the January oral examination

# Business Ethics

ECTS	3
Prerequisites	Good command of Business English
Learning outcomes	<p>This course aims at raising awareness among students regarding the question of ethics and its stakes in the business concrete practices, including marketing ones. This includes:</p> <ul style="list-style-type: none"> <li>● Providing students with an height of view and intellectual distance regarding the question of ethics and related concepts</li> <li>● Examining major ethical approaches and some of the current ethical standards, within the larger framework of some of the societal challenges</li> <li>● Providing students with a methodology to approach business ethical topics</li> </ul> <p>Upon successful completion of the course, the student should be able to:</p> <ul style="list-style-type: none"> <li>● Define ethics and distinguished it from related notions (deontology, morality, law)</li> <li>● Understand what values are and their importance in ethics and business ethics</li> <li>● Differentiate between various ethical currents studied in class</li> <li>● Present the main foundations of corporate ethics and initiate a reflection on the issues at stake within companies</li> <li>● Be aware of ethical concerns in a market economy and the questions this may raise in marketing</li> <li>● Solve cases by using the model for ethical decision making</li> <li>● Practice this subject in English</li> </ul>
Content	<p>Students are invited to take a reflective journey on the ethical stakes of business, including of marketing.</p> <p>Non-exhaustive list of covered themes:</p> <ul style="list-style-type: none"> <li>● What is ethics and related concepts (laws, deontology, morality)?</li> <li>● What exactly are values?</li> <li>● What is business ethics?</li> <li>● Why study (business) ethics?</li> <li>● Main ethics approaches</li> <li>● Some ethical standards, including Corporate Social Responsibility</li> <li>● Ethics in marketing</li> </ul>
Method	The pedagogy alternates situations and case studies involving individual or group students reflective work, theory explained by the teacher, exchanges with the students.
Assessment	Written report

# Applied logistics

ECTS	3
Prerequisites	Knowledge of export trade Good command of Excel
Learning outcomes	Upon successful completion of the course, the student should be able to: <ul style="list-style-type: none"><li>● Understand all the aspects of the Supply Chain, both theoretically and in practice</li><li>● Use the EXCEL programme and an ERP (Enterprise Resource Planning) software package</li><li>● Conceive the organisation of a distribution supply chain management</li><li>● Set up a business plan</li><li>● Calculate the cost of the different operations in the supply chain</li><li>● Apply procedures in order to organise transport, packaging and customs</li><li>● Work out and justify the best location of a distribution centre</li></ul>
Content	<ul style="list-style-type: none"><li>● Theory about customer service in a non-European country</li><li>● Product ranges branding</li><li>● Draw up and compute<ul style="list-style-type: none"><li>- the needs for raw materials</li><li>- steps in logistics</li><li>- operational plans</li><li>- storage conditions</li><li>- conditions of transport</li></ul></li><li>● Manage the customs procedures to import within the EU</li><li>● Choose warehouse location</li><li>● Organize the supply chain of a product</li><li>● Compute a product selling price</li></ul>
Method	Group and individual exercises Lectures E-learning training Internet research
Assessment	Written report + oral presentation in front of the teachers

# Global economic issues

ECTS	1
Prerequisites	Good command of Business English and sound economic reasoning abilities
Learning outcomes	<p>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. Upon successful completion of this course, students should have a thorough understanding of the international economic issues that have been covered.</p>
Content	<p>Course content may vary depending on upcoming major economic trends. Here are some possible topics:</p> <ul style="list-style-type: none"><li>● World trade overview</li><li>● Trade liberalisation &amp; the WTO</li><li>● BRICs</li><li>● Raw materials and oil/gas market developments</li><li>● The potential of Africa</li></ul>
Method	<p>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.</p>
Assessment	January written exam

# Sourcing

ECTS	2
Prerequisites	Minimum 2 years of studies in sales
Learning outcomes	<p>At the end of the course, the student should be able to:</p> <ul style="list-style-type: none"><li>● Carry out the steps of a sourcing process</li><li>● Conduct a value analysis and an analysis of the total cost</li><li>● Evaluate potential suppliers on the basis of quantitative and qualitative criteria</li><li>● Reply to bids and tenders, either as a buyer or as seller</li><li>● Use Purchasing Management techniques</li><li>● Meet the expectations of a company concerning Purchasing Management</li></ul>
Content	<ul style="list-style-type: none"><li>● The Purchasing process: a key point in a company.</li><li>● Purchase Marketing</li><li>● The different steps involved in the purchasing process</li><li>● How to create a useful dashboard in procurement</li></ul>
Method	<p>Theoretical input Practical studies Internet research</p>
Assessment	<p>20% for personal attendance 35% for theoretical questions at the written examination 45% for practical exercises at the written examination</p>

# Cross-cultural & international business seminars

ECTS	2
Prerequisites	Minimum 2 years of studies in sales
Learning outcomes	At the end of the course, the student should be able to: <ul style="list-style-type: none"><li>● Get a better insight in our current economic market and economic world</li><li>● Understand current economic challenges</li><li>● Broaden their horizon</li></ul>
Content	Current economic topics presentations and debates
Method	Seminars by guest lecturers
Assessment	1/3 for mandatory seminar attendance 2/3 for January written exam

# Presentation skills for the workplace

ECTS	4
Prerequisites	Good command of Business English
Learning outcomes	<p>This course aims to provide the necessary presentation skills that a future professional would require when doing business.</p> <p>Upon successful completion of the course, the student should be able to:</p> <ul style="list-style-type: none"><li>● Adapt their speech to the audience</li><li>● Use proper body language</li><li>● Comment and describe figures (graphs, stats, financial results, trends...)</li><li>● Present a company, a brand, a product or service (SWOT, features, benefits...)</li></ul>
Content	<ul style="list-style-type: none"><li>● Body language</li><li>● Visuals and graphs</li><li>● Company and product presentation</li><li>● Language for presentations</li></ul>
Method	Lectures, watching and commenting video tutorials, varied speaking activities, group and individual exercises
Assessment	<p>10% attendance</p> <p>10% group oral presentation and debate in class</p> <p>40% written exam in January</p> <p>40% oral presentation in January</p>

# Marketing audit

ECTS	3
Prerequisites	Minimum 3 semesters of studies in marketing (SWOT, marketing mix, communication mix, service marketing basics, B2B, FMCG, facing...)
Learning outcomes	<p>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.</p> <p>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.</p>
Content	<ul style="list-style-type: none"><li>● Theoretical presentation of the auditing approach using some diagnosis grids</li><li>● Analysis of practical cases in teamwork (regularly evaluated in class)</li><li>● Acquisition of a methodology</li></ul>
Method	Case studies and guests lecturers
Assessment	50% in-class work 50% exam

# Services marketing

ECTS	2
Prerequisites	/
Learning outcomes	<ul style="list-style-type: none"> <li>● Develop an appreciation and understanding of the unique challenges inherent in marketing, managing, and delivering service excellence at a profit</li> <li>● Develop an understanding of the «state of the art» service management thinking</li> <li>● Promote a customer service-oriented mindset</li> </ul>
Content	<ol style="list-style-type: none"> <li><b>1. Introduction to Services Marketing</b> <ol style="list-style-type: none"> <li>1.1. Why study Services</li> <li>1.2. What are services</li> <li>1.3. Four Broad Categories of Services</li> <li>1.4. Marketing challenges</li> <li>1.5. The 7Ps of services marketing</li> </ol> </li> <li><b>2. Core and Supplementary Elements</b> <ol style="list-style-type: none"> <li>2.1. The Flower of Service</li> <li>2.2. Facilitating supplementary services</li> <li>2.3. Enhancing Supplementary services</li> </ol> </li> <li><b>3. Use of Blueprinting to manage service processes</b></li> <li><b>4. Improving Service Quality</b> <ol style="list-style-type: none"> <li>4.1. What is service quality</li> <li>4.2. Identifying and correcting service quality problems</li> <li>4.3. Measuring and improving service quality</li> <li>4.4. Customer Feedback</li> </ol> </li> <li><b>5. Complaint handling and service recovery</b> <ol style="list-style-type: none"> <li>5.1. Customer complaining behavior</li> <li>5.2. Customer responses to effective service recovery</li> <li>5.3. Principles of service recovery systems</li> <li>5.4. Service guarantees</li> <li>5.5. Discouraging abuse and opportunistic customer behavior</li> </ol> </li> </ol>
Method	<p>Lectures, videos, readings and case studies. This course is all about understanding and application to the real world.</p> <p>Participants are expected to come to each class well prepared to be able to discuss the assigned cases in detail.</p>
Assessment	Individual written exam 60% + group homework : 40%

# International marketing

ECTS	3
Prerequisites	Basics of marketing and consumer behaviour
Learning outcomes	<p>At the end of this course, students should:</p> <ul style="list-style-type: none"><li>● Grasp the nuance of cultural diversity</li><li>● Recognise international marketing challenges</li><li>● Assess globalisation opportunities</li><li>● Segment target markets</li><li>● Setting up relevant market entry strategies</li><li>● Adapt the marketing mix to different international contexts</li></ul>
Content	<ul style="list-style-type: none"><li>● Cultural Diversity</li><li>● Cultural Influences on Consumer Behavior and Implications for Marketing<ul style="list-style-type: none"><li>- Decision whether to internationalize</li><li>- Market selection</li><li>- Entry Strategy</li></ul></li><li>● Marketing Mix: Adaptation vs. Standardization</li></ul>
Method	Courses will combine lectures, self-learning and group work
Assessment	<p>Written report: 55%</p> <p>Oral presentation: 35%</p> <p>Peer Review: 10%</p>

# Project management

ECTS	3
Prerequisites	/
Learning outcomes	At the end of this course, students should be able to: <ul style="list-style-type: none"><li>● Use project management tools and software</li><li>● Calculate risk margins</li></ul>
Content	Part 1: Key concepts of project management Part 2: Project charter, organising and planning, risk analysis grid
Method	Applied theory, practical exercises, 1 computer session, 1 conference, group work sessions
Assessment	30% Group work: using the tools on a project 70% Written exam: planning tools exercise and theory

# Digital marketing

ECTS	3
Prerequisites	Basics of marketing and consumer behaviour
Learning outcomes	<p>At the end of this course, students should:</p> <ul style="list-style-type: none"><li>● Develop a comprehensive digital marketing optimization strategy in support of a marketing strategy</li><li>● Articulate the value of integrated marketing campaigns through natural and paid search, social networks, emails and other digital media</li><li>● Recognize the key performance indicators related to any digital marketing strategy as well as the results of a campaign</li><li>● Supervise and mentor digital marketing experts and give them all the necessary recommendations in order to have an attractive website that generates traffic</li><li>● Create a small website on WordPress</li></ul>
Content	<ul style="list-style-type: none"><li>● Digital marketing</li><li>● Persona</li><li>● Customer journey</li><li>● Earned, owned and paid media</li><li>● SEO, SEA</li><li>● Hands-on social media</li><li>● KPIs</li><li>● AI</li><li>● WordPress</li></ul>
Method	Guest lecturers, theory, and practical exercises
Assessment	Written assignment

# Foreign languages:

## English, Dutch, Spanish, German

ECTS	4
Prerequisites	Intermediate level
Learning outcomes	<p>At the end of the course, the students should be able to:</p> <ul style="list-style-type: none"><li>● Take part into conversations with different aims (negotiation, meeting, telephoning...)</li><li>● Respond effectively to situations (complaints, job interviews...)</li><li>● Discuss topics about the specialty (international trade, marketing...)</li></ul>
Content	<p>Business topics</p> <p>Commercial correspondence</p>
Method	<p>Audio tracks, videos</p> <p>Practical exercises</p> <p>Conversation, roleplay situations</p>
Assessment	Oral and written exams

# Belgian heritage and culture

ECTS	2
Prerequisites	/
Learning outcomes	Discover the Belgian culture (Wallonia & Flanders) and its heritage
Content	<ul style="list-style-type: none"><li>● Kick-off seminar (September)</li><li>● 1 workshop about cultural identity (during Welcome Days)</li><li>● 6 activities scheduled across the autumn semester (4 cities + 2 company visits)</li></ul>
Method	Visits and activities <i>Please note that you will have to pay maximum 15€ per visit (for the journey and the visit and a tasting session). Maybe less depending on the number of participants</i>
Assessment	Mid-December debriefing session

# European and international law

ECTS	2
Prerequisites	/
Learning outcomes	<p>At the end of the course, the students should be able to :</p> <ul style="list-style-type: none"><li>● Understand the basics of international law (difference between private and public law, primacy of international law, different types of acts, etc.)</li><li>● Detect the structure of a legal act of international law</li><li>● Determine the type of situation to which the instrument applies</li><li>● Research a legal instrument of international law</li><li>● Summarise a rule of law in logical and comprehensible terms</li><li>● Construct a line of reasoning</li><li>● Respond appropriately to a practical question</li></ul>
Content	<p>International Business law:</p> <ul style="list-style-type: none"><li>● Introduction to basic concepts</li><li>● Conflict of laws: Regulation Rome I</li><li>● Convention on international sales of goods</li><li>● Analysis of standard international sales contracts</li></ul>
Method	Lectures alternating with problem-based learning (PBL) sessions and exercises alone and in teams
Assessment	Written exam







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