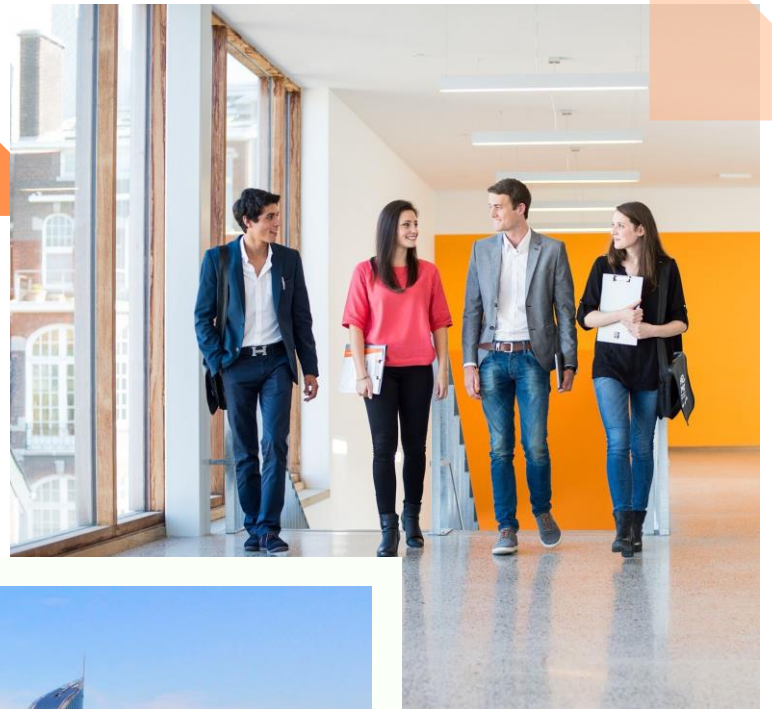
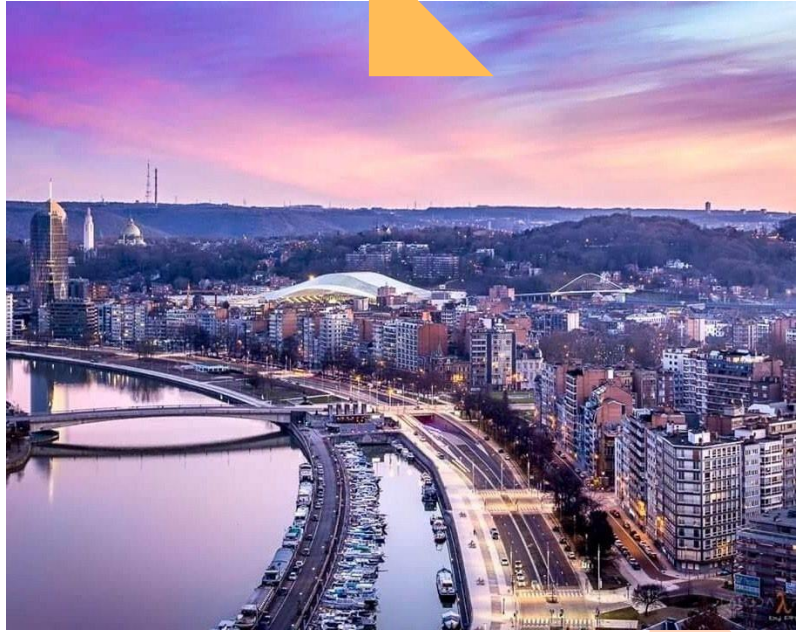


2024 - 2025

**BUSINESS**  
DEPARTMENT

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HELMo CAMPUS GUILLEMINS



# INFORMATION SHEET

<b>Full legal name of the institution</b>	Haute Ecole Libre Mosane
<b>Acronym</b>	HELMo
<b>Erasmus code</b>	B LIEGE 37
<b>International Office, Head Office (location)</b>	Mont Saint-Martin 41 – 4000 LIEGE – BELGIUM
<b>E-mail, telephone, fax</b>	International@helmo.be Tel +32 4 2206107
<b>Institution's website</b>	www.helmo.be
<b>Business Department (location)</b>	HELMo – Campus Guillemins Rue de Harlez, 25. 4000 Liège.
<b>Website for incoming exchange students (all useful information)</b>	<a href="http://www.helmo.be/CMS/Profils/International/EN/Students-IN.aspx">http://www.helmo.be/CMS/Profils/International/EN/Students-IN.aspx</a>
<b>INCOMING students - Academic Exchange Coordinator</b>	Lemaire Léticia <a href="mailto:l.lemaire@helmo.be">l.lemaire@helmo.be</a>
<b>Contact details (e-mail, telephone)</b>	Tel +32 4 229 86 53 Office at HELMO Campus Guillemins
<b>Application deadlines</b>	Fall semester: 5 June
<b>Semester dates (including exam sessions):</b>	Fall semester: 16 September 2024 – 28 January 2025
<b>Welcome Days (mandatory)</b>	Around 6 September 2024 – to be confirmed
<b>Holiday periods</b>	Autumn break: 1 week, end October Christmas break: 21.12 to 05.01.2025
<b>Exam session</b>	06 January to 28 January 2025
<b>General language of instruction at school</b>	French
<b>Courses in English</b>	English course programme in Fall semester only

2024 - 2025

# COURSES GIVEN IN ENGLISH

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HELMo CAMPUS GUILLEMINS



# FALL SEMESTER

COURSES	ECTS
<b>BUSINESS MANAGEMENT</b>	
63U20 Cost Accounting – Year 3 course –	3
62U22 Negotiation Techniques	3
73M05 Business Ethics – Year 3 course –	3
63U24 Supply Chain Management – Year 3 course –	3
63U21 Global economic issues – Year 3 course –	2
63U30 Presentation skills for the workplace – Year 2 course –	4
63U26 Cross-cultural & International Business Seminars – Year 3	2
63U23 Sourcing – Year 3 course –	2
<b>FOREIGN LANGUAGES – to communicate efficiently in the workplace</b>	
UIBC2 Business English for the Marketing Place (Intermediate/Advanced) – Year 3–	4
UIBC2 Business Dutch (Basic/Intermediate/Advanced)	4
UIBC2 Business Spanish (Basic/Intermediate/Advanced)	4
UIBC2 Business German (Basic/Intermediate/Advanced)	4
UIBC2 French as a Foreign Language, evening course	5
<b>BELGIAN CULTURE &amp; HERITAGE</b>	2
<b>MARKETING MANAGEMENT</b>	
73M04 Audit Marketing – Year 3 course –	3
73M01 Services Marketing – Year 3 course –	2
73M02 International Marketing – Year 3 course –	3
72M04 Project Management – Year 2 course –	3
73M03 Digital marketing – Theoretics – Year 3 course–	2
73M03 Digital marketing (in practice) – Case challenge – Year 3 course –	1
<b>LEGAL ASPECTS IN INTERNATIONAL TRADE</b>	
63U22 European and international law – Year 3 course –	2

# INTERNATIONAL COST ACCOUNTING

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ECTS	LECTURER	TEACHING PERIOD	PREREQUISITES
3	Mr Dominique Rouwette	Fall semester	Knowledge of general accounting (balance sheet & income statement). 

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## 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 costprice
- ♦ 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

# NEGOTIATION TECHNIQUES

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ECTS	LECTURER	TEACHING PERIOD	PREREQUISITES
3		Fall semester	Good working knowledge of English is necessary.

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## LEARNING OUTCOMES

The aim of this course is to learn how to run a negotiation, from the first appointment with the customer to the negotiation itself and its follow-up. The course aims to help students to negotiate in sales or purchasing or potentially in getting a good job position.

## OBJECTIVES

- negotiate the sales or purchase of a product or service using the techniques learnt throughout the course
- practice active listening with a prospect or customer in order to understand their requirements
- ensure balanced speaking time for both parties to the negotiation
- understand the prospect's or customer's body language

## DIDACTICAL METHOD

With the support of the instructor, 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 may be filmed and will be commented and assessed by the group and the instructor.

## ASSESSMENT

The course assessment is based for 1/3 on personal attendance and involvement and for 2/3 on the oral examination.

# PRESENTATION SKILLS for the workplace

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ECTS	LECTURERS	TEACHING PERIOD	PREREQUISITES
4		Fall semester	Good command of English language

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## LEARNING OUTCOMES and CONTENT

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

- ♦ properly address an audience (colleagues in a meeting, potential investors, clients or suppliers in B2B or B2C situations, ...)
- ♦ use properly body language.
- ♦ comment and describe graphs, statistics, financial results, trends on the market, ...
- ♦ present a company (formal presentation, in a nutshell when meeting clients, ...)
- ♦ present and comment a SWOT analysis of a company, brand, ...
- ♦ give a product demonstration: features and benefits.

## OBJECTIVE

This course aims to provide **the necessary presentation skills** that a future professional would require when doing business: body language / how to properly use your visual supports as graphs / relevant content of a company or product presentation.

## METHOD

Lectures, watching and commenting video tutorials, varied speaking activities, group and individual exercises.

## COURSE MATERIALS

Syllabus: hard copy or available online on our online platform.

## ASSESSMENT

20% Presenting and commenting a TED TALK DEBATE (group work)

40% Written exam in January

40% Oral exam in January: presenting a company + a product. Using a PPT



# BUSINESS ETHICS

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ECTS	LECTURER	TEACHING PERIOD	PREREQUISITES
3		Fall semester	Good command of English language

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## LEARNING OUTCOMES

This course examines major ethical theories and their application to current marketing and business issues. Illustrative cases and group exercises are used to sensitize students to business cases mobilizing marketing skills in the broadest sense, while respecting the ethics of the profession and adopting a sustainable vision of activities.

## OBJECTIVE

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

- Present the main foundations of corporate ethics and initiate a reflection on the issues at stake within companies
- To become aware of ethical concerns in a market economy and the questions that this may raise in terms of marketing issues.
- Practice this subject in English

## CONTENTS

- Students are invited to take a reflective journey on the ethical stakes of business and marketing in light of the necessities imposed by the objective of sustainable development.

Based on theories studied and questions formulated, students alternate case studies, personal research, exchanges with the teacher, and personal or group reflection work.

For example, and in a non-exhaustive way:

- Why study ethics?
- Ethics theory and business
- Corporate social responsibility
- Marketing ethics: advertising and digital marketing

**ASSESSMENT:** written exam

# SUPPLY CHAIN MANAGEMENT

ECTS	LECTURER	TEACHING PERIOD	PREREQUISITES
3	Ms Lisèle Davin, Mr Thierry Pironet	Fall semester	To be familiar with export trade + Good command of the EXCEL software.



## 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 organization 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.

## OBJECTIVE

- 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

## CONTENTS

- 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 to establish the best distribution conditions
- Organizing a Supply Chain
- Determining a product's selling price

## METHOD

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

## ASSESSMENT

Written report + oral  
presentation in front  
of the teachers

# GLOBAL ECONOMIC ISSUES

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ECTS	LECTURER	TEACHING PERIOD	PREREQUISITES
2		Fall semester	Working knowledge of English and sound economic reasoning abilities.

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## 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 globalization.

- 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

## 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 final examination in January

# Data analysis

## Power Query, power BI

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ECTS	LECTURER	TEACHING PERIOD	PREREQUISITES
2	Ms Alison BREE	Fall semester	Ability to use a PC as well as the Word and Excel software.

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**PREREQUISITES** = = > This course is given in FRENCH !!! 

- + Good command of the *Microsoft Office Excel software*
- Use of functions and calculations.
- Management of pivot tables.
- Graphics management.
- Management of data lists (sorting, filter, ...).

## LEARNING OUTCOMES

Familiarize the student with the most widely used software applications. The student is expected to have a good command of Power Query, Power BI by the end of the course.

## OBJECTIVE

The student will be able to create relational databases through widely used software as Power Query, Power BI

The objective of this course is to manipulate databases in order to analyze them and present them in a clear and professional manner.

## CONTENTS - METHOD

- Power BI is a powerful tool for analyzing data, presenting reports and dashboards. It is compatible with Microsoft Office. BI is the abbreviation of "Business Intelligence".
- Power Query is a query editor that is used in Excel and in Power BI. It allows importing data from various sources and transforming it. The purpose of this transformation is to structure the data to simplify its analysis.

## ASSESSMENT

Practical exam on computers.

# SOURCING

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ECTS	LECTURER	TEACHING PERIOD	PREREQUISITES
2		Fall semester	 2 year-studies in Sales

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## LEARNING OUTCOMES

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

At the end of the course, the student should be able to carry out the steps of a sourcing process, to conduct a value analysis, an analysis of the total cost, to evaluate potential suppliers on the basis of quantitative and qualitative criteria

## 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 and teaching language:

- Theoretical input
- Practical case studies
- Internet research

# BELGIAN CULTURE AND HERITAGE

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ECTS	LECTURER	TEACHING PERIOD	PREREQUISITES
2	Ms Manon HABAY, Ms Léticia LEMAIRE	6 activities scheduled across the Fall semester	None

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## LEARNING OUTCOMES

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

**Kick Off seminar** in 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.**

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€ per visit (for the journey and the visit and a tasting session).  
Maybe less depending on the number of participants.*

## ASSESSMENT

Final debriefing session mid-December.

# Cross-cultural & International Business Seminars.

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ECTS	LECTURER	TEACHING PERIOD	PREREQUISITES
2	Guest lecturers	Fall Semester	Good command of English

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## COURSE DESCRIPTION

Cross-cultural & International Business Seminars related to our current corporate world across the globe.

Presenting and debating current economic topics.

Expertise shared by various guest lecturers.

All the seminars given in English.

The objective is to give students:

- a better insight in our current economic market, economic world,
- tools to understand current economic challenges,
- to broaden their horizon .

Assesment: written MCQ during the exam session.

Conferences/seminars attendance compulsory.

# AUDIT MARKETING

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ECTS	LECTURER	TEACHING PERIOD	PREREQUISITES
3	Ms Françoise Gabriel	Fall semester	<b>Really important to meet those prerequisites !!!</b>

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## PREREQUISITES

Different marketing and management courses of minimum 3 semesters studies in Marketing:

- 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 practise : how to deal with a practical situation with good theoretical knowledge in every subject ?

## OBJECTIVE

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.

## METHOD

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

## ASSESSMENT

Year average: 20 %

Written Exam: 80%



# SERVICES MARKETING

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ECTS	LECTURER	TEACHING PERIOD	PREREQUISITES
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2

Fall semester

None

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## LEARNING OUTCOMES

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

## OBJECTIVE

- ◆ 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

## 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.

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.

## ASSESSMENT

Class participation - Individual  
Written Assignment  
Group presentation



# PUBLIC MARKETING

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ECTS	LECTURER	TEACHING PERIOD	PREREQUISITES
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currently not given

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## CONTENT

# PROJECT MANAGEMENT

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ECTS	LECTURER	TEACHING PERIOD	PREREQUISITES
3----	Mr Gilles GRIBOMONT	Fall semester	Good command of English

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## LEARNING OUTCOMES

Discover project management principles

**Step 1** What is a project? Defining & Explaining the key concepts of Project management

**Step 2** Setting up a project charter Organizing and planning Risk analysis grid

Learning to use useful tools as the PERT graph, the GANTT diagrams, risk margins, ...

## METHOD

Applied theory, Practical exercises (planning tools), 1 computer session, 1 conference, working sessions in groups.

## ASSESSMENT

Project presentation on a specific case

Group work : using the tools on a personal project

Exam : planning tools exercise and theory



# DIGITAL MARKETING

Theoretics (2ECTS) + Case challenge, practice (1ECTS)

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## ECTS                      LECTURER                      TEACHING PERIOD

3

Ms Carole HAINE

Fall semester

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## PREREQUISITES:

- .Understanding of basic marketing concepts would be beneficial (e.g. SWOT, markets, target audiences, etc.).
- .Curiosity and open-mindedness: The field of digital marketing is evolving rapidly, so being curious and open to continuous learning is essential to stay up to date with the latest trends and best practices.
- .And above all class attendance: this course is not something you study, it's something you practice.

## LEARNING OUTCOMES:

The students will be able : \*Develop a comprehensive digital marketing optimization strategy in support of a marketing strategy.

- Articulate the value of integrated marketing campaigns through natural and paid search, social networks, emails and other digital media.
- Recognize the key performance indicators related to any digital marketing strategy as well as the results of a campaign.
- Supervise and mentor digital marketing experts and give them all the necessary recommendations in order to have an attractive website that generates traffic.

## CONTENT:

### THEORETICS:

- Fundamentals of a digital strategy
- Digital uses and their adoptions
- Targets and their digital paths
- Digital channels: paid/ owned/ earned/ media
- The place of content in the digital strategy
- Implementation of a digital strategy
- Monitoring and analysis of results

### CASE CHALLENGE / PRACTICE :

- Creating a website
- Marketing and optimization tools (SEO-SEA)

# EUROPEAN & INTERNATIONAL LAW

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ECTS	LECTURER	TEACHING PERIOD	PREREQUISITES
2	Ms Geraldine Sauvage	Fall semester	Good command of English language

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## LEARNING OUTCOMES

Solving a legal problem:

- ♦ Analyzing 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)

## OBJECTIVE

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

## CONTENTS

### 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

## METHOD

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

## Language courses to communicate efficiently in the workplace

- 📄 Business English for Marketing
- 📄 Business Dutch
- 📄 Business Spanish
- 📄 Business German

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ECTS	LECTURER	TEACHING PERIOD	PREREQUISITES
4	Various lecturers	Fall semester	Intermediate, Advanced.

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### CONTENT

#### = > Business English for Marketing:

During this course, the students will:

- present and discuss marketing topics during conversation sessions,
- learn about consumer trends, marketing and branding strategies
  
- supply and support marketing recommendations
- develop skills to perform well in internship interviews

**The other language courses are also 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 service, ...

Students are invited to practice on the basis of role-plays, case study, ...

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.

**\*\*\*But please note that as you will share the course with HELMo students: grammar rules will be explained in French. As for the vocabulary list, this will be “foreign language” = “French translation”.\*\*\***



2024 - 2025

# BUSINESS DEPARTMENT

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HELM o CAMPUS GUILLEMINS