



Master of Management

Strategy and Innovation Management

International Marketing Strategy

Business Process Management



UHASSELT

KNOWLEDGE IN ACTION

Strengths of the Master of Management

The Master of Management is an international one-year master programme (in English) that prepares students for a career in dynamic, international business environments. The programme focuses on confronting students with challenging strategic business problems to familiarize them with all major aspects of a business. The programme is tailored at bachelor and master graduates who aim to widen their scope of international management as well as to deepen their knowledge of and capabilities in Business Process Management (BPM), Strategy and Innovation Management (SIM) or International Marketing Strategy (IMS) - three specialization tracks of the programme. The programme does not only apply to (business) economics students but also to university graduates in non-economic subject areas, such as engineers, psychologists...

Why study Master of Management at UHasselt?

- Learn to identify and deconstruct complex business problems, stemming from both an organizational and a strategic origin.
- Become capable of evaluating, selecting, and applying suitable methodologies, tools, and techniques to analyse complex business problems in order to make hands-on, high-quality recommendations to improve both tactic and strategic decisions.
- Learn to defend suitable, high-quality business strategy options on the basis of their implications.
- Translate strategic decisions into lower-level goals and key performance indicators.
- Graduate with the capability of working in a multinational and interdisciplinary context, with an attitude that reflects the following elements: critical reflection, constructive arguing, professional communication, efficient collaboration, effective self-management, ethical behaviour and sustainability.



Study Programme

STUDY PROGRAMME

COURSES S1 S2

Core Courses

Business Modelling	3
Leadership and Human Capital	6
Applications in Business Modelling	3

Specialisation Courses

INTERNATIONAL MARKETING STRATEGY

Strategic Marketing	3
Marktstrat Simulation Game	3
Customer Research	6
International marketing	6
Servive Management	6
Strategic Innovation	6
Master's dissertation Master of Management	18

BUSINESS PROCESS MANAGEMENT

ERP-systems	6
Cost-Benefit Analysis	6
IT-Governance, Risk and Compliance	6
Business Process Modelling	12
Master's dissertation Master of Management	18

STRATEGY AND INNOVATION MANAGEMENT

Managing Digital Transformation	6
Business Strategy	6
Open Innovation in Business and Research	6
Strategic Innovation	6
Change Management	6
Master's dissertation Master of Management	18

S1 = Semester 1

S2 = Semester 2

 www.uhasselt.be/studyguide

Admission requirements

Motivation letter

As a candidate, you submit a letter in English (3 pages max). You explain your motivation for this degree program and your achievements and competencies beyond those that can be expected given your (proven) language proficiency and degree.

Language requirements

IELTS (academic) score: 6.5 or TOEFL score: 89

Diploma requirements

Meeting the language requirements and given a positively assessed motivation letter, you are admitted ...

For students with a Flemish degree

- to the master program if you hold an academic bachelor's degree in Business Administration, Management, Business Economics, Business Engineering or equivalent.
- to the preparatory program (54 EC) if you hold an academic degree in a domain outside of economics and business management. The received degree program should have quantitative data analysis (of any kind) in the curriculum.
- to the bridging program (54 EC) if you hold a non-academic higher education degree of at least 180 EC that mainly and explicitly focuses on business (information) management. The received degree program should have quantitative data analysis (of any kind) in the curriculum.

For students with a non-Flemish degree

- Holders of a foreign academic business economics degree with a broad focus and in which a bachelor's thesis or master's thesis is part of the curriculum will be directly admitted to the master's program.
- Holders of a foreign academic business economics degree with a broad focus and in which a bachelor's thesis or master's thesis is not part of the curriculum must follow a limited preparation program (9SP).
- Holders of a foreign academic business economics degree with a narrow focus should follow the full preparation program (54SP)
- Holders of a non-business academic degree will be reviewed on dossier and will be required to follow the full preparation program if they are admitted (54SP)



Preparation programme

Students aspiring to enroll need sufficient background knowledge of economics, business and management and academic competences. You can acquire the necessary knowledge and competences by successfully completing a preparation programme.

Decisions about admission are made by the Examination Board of the programme on an individual basis.



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COURSES

	S1	S2
Academic Writing	3	
Introduction to Business Management	6	
Introduction to Economics	6	
Quantitative Analysis	6	
Research Methodology and Literature Study	9	
Introduction to Information Systems		6
Introduction to Accounting, Finance and Governance		6
Qualitative Research Methods		3
International Business		3
Data Analytics		6
TOTAL	30	24

Specialisations

1

Business Process Management (BPM)

The major Business Process Management (BPM) focuses on the managerial and corporate role of information and information systems and technologies in the corporate world, with an emphasis on business processes. The programme addresses the way in which particular opportunities and threats in this context should be managed and governed. Graduates gain insight into the interaction between data, processes, information systems, and the way new information technologies create new opportunities for cross-functional business processes. Graduates are trained to analyse problems and to reflect critically on situations by offering a broad set of methodologies and techniques to apply in a process context. Eventually, graduates learn to understand how information systems and technology can support and fuel strategy making, innovation, and new business models in an international context.

2

International Marketing Strategy (IMS)

The specialisation IMS focuses on business and marketing strategies in an international environment. Complementary to a more general marketing perspective, this specialisation digs deeper into marketing strategies, processes and the relationships between organizations and their customers. This major confronts graduates with challenging strategic business problems in the marketing domain in interaction with other functions such as business strategy and innovation management. IMS also trains students in analysing these problems by offering a broad set of analytical tools and knowledge with respect to the usefulness of these tools in different contexts, eventually to generate high-level contributions to ongoing business modelling in an international context.

3

Strategy and Innovation Management (SIM)

The specialisation SIM prepares graduates to, not only, respond to the current, rapidly changing business environment, but also to capture innovation opportunities and be the driving force behind change. Complementary to a general perspective on strategy and innovation management, this specialisation offers in-depth knowledge on (open) innovation, innovation ecosystems, business model innovation, strategic innovation, change management and (corporate) entrepreneurship. This specialisation is offering a broad set of analytical tools and teaching approaches: besides lecturing, instructors make use of teaching cases, guest lectures, videos, simulation games, experiential learning techniques, and analysis of recent online articles to apply the lessons learned to real-world situations, industries and organizations.



How to enroll

Online pre-registration is compulsory. The Examination Board will only consider duly completed application files. The application file consists of the following items:

1. Duly completed application form:
www.uhasselt.be/applicationForm.
2. A photocopy of the obtained diplomas or degree certificates in the original language.
3. A recent passport photograph.
4. Translation of university diploma(s) in English by an official translator.
5. Certified translated **hard copies** of transcripts of the original records for all programmes completed at university level. The university of origin should provide the transcript of records and a statement in English which explains how the assessment marks assigned are to be converted into the standardized US systems or EU standard ECTS system. The English translation of the transcript of the records must be made by an official translator.
6. English language skills need to be confirmed (see Language requirements).
7. APS certificate for all students from the P.R. China (for the student visa). More information on APS can be found on www.aps.org.cn. The cost will be refunded to all Chinese students enrolled at Hasselt University.

Deadline for submission

EEA-students 1st of July

Belgian students: 1st of September

Non-EEA-students 1st of April

Applicants will be notified of the Examination Board's decision as soon as possible. Applicants, who are admitted to the programme, will be asked to confirm their application and to pay the tuition fee.

Annual tuition fee

Master of Management:

EEA-students

€253.60 + €12.60 per ECTS credit = €979.60* /year for 60 ECTS

Non-EEA-students

€253.60 + €12.60 per ECTS credit = €979.60* /year for 60 ECTS

Mandatory insurance fee of €40 /month

The tuition fee for the preparatory and bridging programme depends on the number of ECTS credits you need to obtain.

** Tuition fees are reviewed annually. You are strongly advised to visit our website for up-to-date tuition fee information.*



Health insurance

Covering the full period of stay in Belgium, starting on the day of arrival, health insurance is compulsory for all non-EEA-students. The premium amounts to €360 per year. The premium for health insurance must be paid together with the tuition fee. Information about the living expenses can be found on our website.


Payment

Applicants, who are admitted to the programme by the Examination Board, will be asked to confirm their application and to pay the tuition fee. Registration of international students is only possible after payment of the tuition fee, augmented with the premium for health insurance (only for non-EEA-students). Payment in cash or by credit card is not possible. As long as a student has not paid all outstanding registration fees the registration is suspended.

More info

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