



**INTERNATIONAL**

[www.henallux.be/international/](http://www.henallux.be/international/)

# *MOVE AND DISCOVER*

ERASMUS EXCHANGE PROGRAMME

**INTERNATIONAL BUSINESS SKILLS - IBS**

IN NAMUR, BELGIUM, HEART OF EUROPE



## INTERDISCIPLINARY EXCHANGE PROGRAMME

- › Interested in Marketing, Human Resource Management and Current Affairs?
- › Passionate about Cross-Cultural Communication?
- › Eager to develop your business competences in English with other international students?

*Join us!*

*Come to Namur  
and study International  
Business Skills!*

## WHAT CAN YOU EXPECT?

IBS is a **multidisciplinary, innovative** and **challenging** exchange programme designed for **tomorrow's professionals in Management**, with an insight into Marketing and Human Resource Management. Experienced lecturers will help students develop soft skills and work on real case studies. IBS focuses on **challenges in the business field**.

Students in this exchange programme will, among others, deal with following challenges:

- › Cross-cultural issues in management
- › The need to adapt marketing strategies to the international marketplace
- › The impact of social media on society and the appropriate marketing strategy to achieve our business goals
- › Human Capital Management
- › The role of a HR department in supporting business objectives or sustaining company development
- › Essential HR manager skills and competencies
- › Current burning issues on the labour market that challenge the HR world and the need to adjust HR actions and policies accordingly

Students will also be made aware of civic commitment and citizenship.

## WHO CAN JOIN?

- › Students in Business, Marketing, HR Management, or similar, at a Bachelor or Master level
- › Students from Hénallux partner institutions
- › Since all courses are taught in English, students need at least a B1 level in English

## WHEN?

This exchange programme is offered in the autumn semester, from September to December. Students participate in the Integration Weeks for international students prior to starting with the IBS module. French courses will be offered, too.

## WHERE?

Courses take place on two Hénallux campuses in Namur:

- › IESN Campus: Rue Joseph Calozet, 19
- › Social Campus: Rue de l'Arsenal, 10

Both campuses are located in the city centre and are only a 10-minute walk from each other.



*Studying in Namur gave us the opportunity to meet extraordinary people, to learn things differently and broaden our horizons.*

*Why study in Namur? For its very convenient and central location in Belgium; to discover its culture and nature.*

## PRACTICAL INFORMATION

### Registration and information

- › Online application deadline: 1<sup>st</sup> June
- › If you feel like doing the IBS Exchange Programme and studying with us next academic year, read our Practical guide
- › <https://services.henallux.be/international/>

### Accommodation

To help you find and book your new room abroad before your arrival, Hénallux recommends HousingAnywhere, the international housing platform. Through HousingAnywhere you can safely book your new room, offered by our outgoing students or by verified private landlords. Signing up with the link below, you will receive priority access to all rooms available.

- › Students live in Namur and can find a place to stay via [www.housinganywhere.com](http://www.housinganywhere.com)

### Tuition fees

- › For incoming students whose institution is a Hénallux partner: no tuition fee
- › For other students: 342,50 euros

## COURSE OVERVIEW

### IBS - MARKETING-ORIENTED MODULE

#### **Mandatory - MK:** 15 ECTS

|                                              |        |
|----------------------------------------------|--------|
| Marketing Fundamentals                       | 4 ECTS |
| Marketing Business Case Study                | 6 ECTS |
| Marketing Business English                   | 4 ECTS |
| Academic Writing and Artificial Intelligence | 1 ECTS |

#### **Mandatory IBS:** 5 ECTS

|                                    |        |
|------------------------------------|--------|
| Current Economic and Social Issues | 2 ECTS |
| Law-related Terminology            | 3 ECTS |

#### **Elective courses:**

|                                    |        |
|------------------------------------|--------|
| HRM Fundamentals                   | 3 ECTS |
| HRM Workshop                       | 3 ECTS |
| HRM Business English               | 2 ECTS |
| Business Fair                      | 1 ECTS |
| COIL - Wellbeing@work              | 3 ECTS |
| Workplace sociology                | 2 ECTS |
| FLE - French as a Foreign Language | 3 ECTS |
| Integration Weeks                  | 3 ECTS |

### IBS - HRM-ORIENTED MODULE

#### **Mandatory - HRM:** 15 ECTS

|                                              |        |
|----------------------------------------------|--------|
| HRM Fundamentals                             | 3 ECTS |
| HRM Workshop                                 | 3 ECTS |
| HRM Business English                         | 2 ECTS |
| Business Fair                                | 1 ECTS |
| COIL - Wellbeing@work                        | 3 ECTS |
| Workplace sociology                          | 2 ECTS |
| Academic Writing and Artificial Intelligence | 1 ECTS |

#### **Mandatory IBS:** 5 ECTS

|                                    |        |
|------------------------------------|--------|
| Current Economic and Social Issues | 2 ECTS |
| Law-related Terminology            | 3 ECTS |

#### **Elective courses:**

|                                    |        |
|------------------------------------|--------|
| Marketing Fundamentals             | 4 ECTS |
| Marketing Business Case Study      | 6 ECTS |
| Marketing Business English         | 4 ECTS |
| FLE - French as a Foreign Language | 3 ECTS |
| Integration Weeks                  | 3 ECTS |

## NEED MORE INFORMATION?



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[https://services.henallux.be/  
international/fr/englishcourses/](https://services.henallux.be/international/fr/englishcourses/)