

Antwerp  
International  
Business  
School

[www.AIBS.be](http://www.AIBS.be)

# Admissions Catalog

## 2009 - 2010



**United International Business Schools**

Antwerp | Barcelona | Brussels | Madrid | Valencia | e-Learning

# PROGRAM OVERVIEW

## International Undergraduate Degree Programs (IUGDP)

- ✓ ABS - Associate in Business Studies
- ✓ ABA - Associate of Business Administration
  
- ✓ BBS - Bachelor in Business Studies
- ✓ BBA - Bachelor of Business Administration
  
- ✓ Major - Business and Entrepreneurship
- ✓ Major - Finance and Economics
- ✓ Major - Marketing and Management
  
- ✓ Minor - Business Communication
- ✓ Minor - European Management
- ✓ Minor - International Management
- ✓ Minor - Sports Management
- ✓ Minor - Tourism and Hospitality Management

## International Graduate Degree Programs (IGDP)

- ✓ MBS - Master in Business Studies
- ✓ MBA - Master of Business Administration
  
- ✓ MA - Master of Arts in Human Resource Management
- ✓ MA - Master of Arts in Marketing Management
- ✓ MS - Master of Science in Financial Management
- ✓ MS - Master of Science in Operations Management
  
- ✓ Master in Business Communication
- ✓ Master in Design Management
- ✓ Master in e-Business
- ✓ Master in European Management
- ✓ Master in Fashion Management
- ✓ Master in Global Banking & Financial Markets
- ✓ Master in International Management
- ✓ Master in Sports Management
- ✓ Master in Tourism and Hospitality Management
- ✓ Master in Transportation and Logistics Management

# UNDERGRADUATE PROGRAMS

## Language

All courses are taught entirely in English.

## Duration of Associate programs

The program takes two academic years to complete. Each academic year is split up in 3 quarters of 10 weeks. An optional full 4th quarter is offered during the summer.

## Duration of Bachelor programs

Depending on the chosen study track, the program takes three or four academic years to complete. Each academic year is split up in 3 quarters of 10 weeks. An optional full 4th quarter is offered during the summer.

- ✓ American Study Track: 4 academic years
- ✓ European Study Track: 3 academic years

## Starting dates

Because of the modular design and flexibility of the program, students can start their studies in October, January, April, July, and August.

## Courses

Several types of courses are offered during the year: Core Courses, Orientation Courses and Language Courses. Spanish and French Language Courses are offered each academic year at the beginner, intermediate and advanced level.

## Majors

- ✓ Business and Entrepreneurship
- ✓ Finance and Economics
- ✓ Marketing and Management

## Minors

- ✓ Business Communication
- ✓ European Management
- ✓ International Management
- ✓ Sports Management
- ✓ Tourism and Hospitality Management

## Credit System

### International Associate Degree Programs

#### American Study Track

Total required credits	90 credits / quarter hours
Credits per quarter	15
Duration	2 academic years / 6 quarters
Total class hours per week	15 (full-time)
Total study hours per week	22.5 to 30
Total class hours	900

### International Bachelor Degree Programs

#### American Study Track

Total required credits	180 credits / quarter hours
Credits per quarter	15
Duration	4 academic years / 12 quarters
Total class hours per week	15 (full-time)
Total study hours per week	22.5 to 30
Total class hours	1800

#### European Study Track

Total required credits	180 credits / quarter hours
Credits per quarter	20
Duration	3 academic years / 9 quarters
Total class hours per week	20 (full-time)
Total study hours per week	30 to 40
Total class hours	1800

## Options

The **Study Abroad** option easily allows students to study one or more quarters at another UIBS member school without interrupting their studies, as the program is run simultaneously at all member schools. Another possibility is to study abroad at one of our academic partners or to find a school on your own and have it approved for credit transfer.

The **Summer School** option allows students to speed up their studies by enrolling for an optional full 4th quarter during the summer (July to September). Please check our academic calendar for the exact dates.

The **Internship** option encourages students to put their skills and knowledge into practice. Several internships are offered by the school's corporate partners. Students are of course also free to find an internship on their own, either locally or abroad. Per month, 5 elective credits are awarded with a maximum of 3 months or 15 elective credits.

The **Accelerated Studies** option is intended for more mature students who were not able to finish their undergraduate studies before. Previously accumulated credits will be evaluated and transferred into the study program of your choice. After careful evaluation, a limited number of credits can also be awarded for previous work experience and successfully completed training programs.

## Course Requirements

### Associate in Business Studies

Electives: 90 credits

### Associate of Business Administration

Core Courses	30 credits / 6 courses
Core Courses (specialized)	15 credits / 3 courses (major)
Orientation Courses	9 credits / 3 courses (minor)
Electives	36 credits

### Bachelor in Business Studies

Electives: 180 credits

### Bachelor of Business Administration

Core Courses	60 credits / 12 courses
Core Courses (specialized)	30 credits / 6 courses (major)
Orientation Courses	18 credits / 6 courses (minor)
Electives	72 credits

# GRADUATE PROGRAMS

## Language

All courses are taught entirely in English.

## Duration

Master programs consist of 27 course modules and take one academic year of 3 quarters to complete, for a total of 9 months of full-time studies. Courses are organized from Monday to Friday, starting at 9am at the earliest and ending at 9pm at the latest.

## Starting dates

Because of the modular design and flexibility of the program, students can start their studies in October, November, January, February, April, May, July, and August. Please check our academic calendar for the exact starting dates.

## Credit system

Total required credits	60 credits / ECTS
Total thesis credits	6 credits / ECTS
Total course credits	54 credits / ECTS
Credits per course	2 credits / ECTS
Total required courses	27
Courses per quarter	9
Credits per quarter	18
Duration	1 academic year / 3 quarters + thesis
Total class hours per week	18 (full-time)
Total study hours per week	27 to 36
Total class hours	540

## Courses

Courses are organized in different categories. Depending on the program and the program requirements, students take courses from the Core Courses and Orientation Courses categories. Electives can be any courses offered at the graduate level, including language courses. Language courses are offered for undergraduate students at the beginner, intermediate and advanced level.

## Seminars

Each academic year, several courses are organized by visiting faculty in an intensive seminar format. Fostering inter-campus exchanges, students are encouraged to join these seminars at other campus locations to have the opportunity to meet and network with local students (optional).

## Course Requirements

Students need to meet the following minimum requirements in order to complete their program:

### **Master in Business Studies**

27 Electives

### **Master of Business Administration**

3 Core Courses in Financial Management  
3 Core Courses in Human Resource Management  
3 Core Courses in Marketing Management  
3 Core Courses in Operations Management  
6 additional Core Courses (free of choice)  
9 Electives

### **Master of Arts in Marketing Management**

6 Core Courses in Marketing Management  
12 additional Core Courses (free of choice)  
9 Electives

### **Master of Arts in Human Resource Management**

6 Core Courses in Human Resource Management  
12 additional Core Courses (free of choice)  
9 Electives

### **Master of Science in Financial Management**

6 Core Courses in Financial Management  
12 additional Core Courses (free of choice)  
9 Electives

### **Master of Science in Operations Management**

6 Core Courses in Operations Management  
12 additional Core Courses (free of choice)  
9 Electives

### **Master in [...]**

18 Core Courses (free of choice)  
3 Orientation Courses from your specialization  
6 Electives

## Options

The **Dual Master** program allows students to combine any two Master programs by adding one additional quarter to the standard program (i.e. 4 quarters/12 months instead of 3 quarters/9 months). The number of courses per quarter remains the same (i.e. 9 courses per quarter).

(e.g. a Master of Business Administration in combination with a Master in Business Communication)

The **European Master/MBA** program allows students to study for 3 quarters at 3 different campus locations across Europe: Madrid (Spain), Brussels (Belgium), and a third European campus location free of choice. This option leads to any one of the Master programs offered at all 3 campus locations and can also be combined with a Dual Master program.

The **Spanish Master/MBA** program allows students to study for 3 quarters at 3 different campus locations across Spain: Barcelona, Madrid and Valencia. This option leads to any one of the Master programs offered at all 3 campus locations and can also be combined with a Dual Master program.

The **Part-time** program (\*) takes anywhere from 1 to 3 academic years to complete, for a total of 9 to 36 months of part-time studies, depending on the number of courses the student takes per quarter.

(e.g. half the courses equals twice the duration of the full-time program and one third of the courses equals three times the duration of the full-time program)

Students in the part-time program take the courses that fit their schedules. Flexible working hours are usually required. Part-time on-campus studies can also easily be combined with additional courses through e-Learning.

The **Study Abroad** option allows graduate students to study one or more quarters at another campus location without interrupting or extending their study program. Courses and study programs are run simultaneously at all campus locations and remain fully compatible.

The **Internship** option (\*) encourages students to put their skills and knowledge into practice. Several internships are offered by the school's corporate partners. Students are also free to find an internship on their own, either locally or abroad. Upon successful completion of the internship, 2 credits are awarded as a substitute for an elective course.

(\*) only available for European students and for non-European students with a valid residency or work permit

# ADMISSION

## Students

The International Admissions Department welcomes qualified students of all backgrounds, nationalities and faiths and does not discriminate during the admission evaluation.

## Deadlines

There is no specific deadline to apply as applications are reviewed on a rolling basis. Students may send in their applications all year round. Please allow some time for your application to be reviewed and to receive your final acceptance documents.

Students who need a student visa to study in Belgium are advised to apply approximately 1 to 3 months before the actual starting date of the classes. In case the student visa was not issued before that time, students can postpone the start of their studies until the next available starting date.

## Minimum entry requirements undergraduate programs

- ✓ High school diploma
- ✓ Proficiency in the English language

## Minimum entry requirements graduate programs

- ✓ Bachelor degree (or equivalent)
- ✓ Proficiency in the English language

## Institution codes

- TOEFL: 8652
- GMAT: 7054

## Application Procedures

	<b>Visa Students (Non-European)</b>	<b>Non-Visa Students (EU / EEA)</b>
Step 1	Send all required application documents to the International Admissions Department.	Send all required application documents to the International Admissions Department.
Step 2	After approval, you will receive your conditional acceptance documents.	After approval, you will receive your official acceptance documents.
Step 3	Pay the tuition fee deposit.	Start your studies
Step 4	Adhere to the Visa Guidelines and apply for a student visa with the Belgian Embassy or Consulate in your country or closest to you.	
Step 5	Send all required application documents to the International Admissions Department.	
Step 6	Start your studies	

### Required application documents

- ✓ Application form
- ✓ Application fee of EUR 200; non-refundable
- ✓ Curriculum Vitae
- ✓ Certified / notarized copy of your valid passport or identity card
- ✓ Certified / notarized copies of all relevant degrees, diplomas, certificates and transcripts earned to date
- ✓ Personal letter of motivation stating your career objectives and the reason(s) behind your decision to apply
- ✓ 2 letters of recommendation from academic and/or professional sources
- ✓ 2 passport-size photographs

Note: Students who are applying for a customized program or for seminars or language courses only, do not need to submit any letters of recommendation. Students who are applying for language courses only, do not need to submit copies of all relevant degrees, diplomas, certificates and transcripts earned to date.

Please send all required application documents by registered mail to:

United International Business Schools  
Meirbrug 1, box 29  
2000 Antwerp  
Belgium

## Exchange students

Exchange students do not need to submit letters of recommendation and copies of all relevant degrees, diplomas, certificates and transcripts earned to date. Instead, exchange students need to submit a certificate of enrolment from their current school, college or university along with the list of courses they intend to take during their study abroad program.

## Transfer students

Students who intend to transfer to Antwerp International Business School and finish their studies with us are advised to make sure that all relevant previous transcripts, grades and certificates are included in their application so that credits can be evaluated for transfer.

## Proof of proficiency in the English language

- ✓ English as a mother tongue
- ✓ TOEFL, TOEIC, IELTS or other test scores
- ✓ English as the language of instruction during high school
- ✓ English as the language of instruction during previous studies
- ✓ English language courses during high school or during previous studies
- ✓ Personal interview

## Remarks

Students are recommended to apply for health insurance for the duration of their stay in Belgium. Non-European students will have to provide a health insurance coverage certificate to the Embassy or Consulate when they apply for a student visa.

Test scores from standardized tests such as GMAT and GRE are not required for admission. Test scores may however be included in your application.



## Visa Guidelines

Citizens, as well as their spouses, ascending and descending, from the European Union, Norway, Iceland, Switzerland, Andorra, Liechtenstein, Monaco, San Marino, Vatican City, and future EU (European Union), EEA (European Economic Area) and Schengen countries are exempt from having to apply for a visa to stay in another European country.

It is advisable to start the visa procedure immediately after you have been admitted into the program of your choice to allow ample time for the Embassy or Consulate to process your student visa application, as it is expected to take approximately 1.5 to 3 months to receive your student visa.

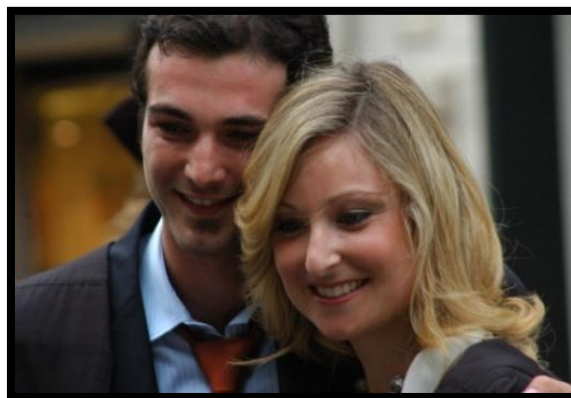
When applying for a student visa to study in Belgium, please check the website of the "Federale Overheidsdienst Buitenlandse Zaken, Buitenlandse Handel en Ontwikkelingssamenwerking", or check with your local Belgian Embassy or Consulate for more information.

The tuition fee deposit can only be refunded (excluding all administrative, legal and banking charges) in case your application for a student visa is rejected by the Belgian authorities. The original rejection letter will be needed as proof before a refund can be considered favorably.

### Required student visa documents

- ✓ Schengen Visa application form
- ✓ 4 passport-size photographs
- ✓ Passport with a validity of at least 12 months
- ✓ Acceptance documents / Proof of admission (provided by the school)
- ✓ Sponsorship documents / Proof of financial means
- ✓ Medical certificate / Proof of good health
- ✓ Medical insurance with international coverage

Additional documentation might be required by the Embassy or Consulate.



## Tuition Fees

### Application fee

EUR 200; non-refundable

### International Undergraduate Programs

EUR 146,25 per credit

#### American Study Track

EUR 2193,75 per quarter (maximum of 15 credits per quarter)  
= EUR 6581,25 per academic year of 3 quarters

#### European Study Track

EUR 2925 per quarter (maximum of 20 credits per quarter)  
= EUR 8775 per academic year of 3 quarters

### International Graduate Programs

#### full-time Master studies

EUR 8775 for the entire Master program

EUR 2925 for the Dual Master option

#### part-time Master/Certificate/Customized studies

EUR 525 per course

### Making payments

All fees must be paid directly to the school by bank transfer.

Bank name:	Delta Lloyd Bank
Bank address:	21-23 Avenue de l'astronomie, B-1210 Brussels, Belgium
Account number:	646-5077011-45
IBAN:	BE44 6465 0770 1145
SWIFT code:	BNAGBEBBXXX

Tuition fees do not include the cost of study materials, travel, housing, and other living expenses.

## STUDENT SERVICES

### Finding accommodation

Accommodation is generally provided in cooperation with several student housing agencies. Please contact us for more information about housing and accommodation.

### Academic guidance and student counseling

One of our greatest assets is our ability to work with students individually. We help them plan their academic future and want them to make the most out of their study experience.

We emphasize on individual counseling, on personal development and on cross-cultural thinking. We prepare students to critically reflect on issues, to communicate effectively, to value teamwork and to appropriately use ICT to meet an organization's ever changing needs.

We are convinced that fostering economic, social and environmental responsibilities in students will reflect on their future development as leaders.

### Career preparation and placement

We support our students by linking them to business professionals interested in recruiting graduates. The study programs are designed to meet the demands of the international business community at large.

We assist our students with securing internships and job opportunities with local companies as well as with multinational corporations and organizations. In addition, we also review our students' CV's and provide useful tips for job interviews.

### The digital age

Students are advised to have their own personal laptop available as the school is equipped with wireless broadband internet. Students are provided with a personal e-mail address to get access to the Online Student Portal. Study books are available on-campus and all course materials such as cases and PowerPoint slides are digitally made available through the Online Student Portal.

### Online Student Portal

Besides providing students with the required course materials, class schedules, available jobs and internships, and information about upcoming events, the Student Portal is also intended for student registration and course enrolment.

The Student Forum allows students to publish classified ads, engage in online discussions, share interesting links, and stay in touch with fellow classmates or students from other campuses. Pictures can be shared with others through the Student Photo Gallery.

# COURSES AT THE UNDERGRADUATE LEVEL

## Core Courses in Business and Entrepreneurship

- Writing a Business Plan
- Entrepreneurship
- Strategic Management
- Small Business Management
- Leadership
- Ethics in Business and Management
- Managerial Statistics
- Information Systems
- Production and Operations Management

## Core Courses in Finance and Economics

- Principles of Finance
- Managerial Finance
- Financial Management
- Accounting
- Managerial Accounting
- Cost Accounting
- Micro Economics
- Macro Economics
- International Economics

## Core Courses in Marketing and Management

- Principles of Marketing
- Marketing Management
- Integrated Communications Management
- Consumer Behavior
- Management
- e-Marketing Concepts
- Human Resource Management
- Organizational Behavior
- Cross-cultural Training

## Core Courses - Summer School

- Managerial Economics
- Marketing Research
- Sales Management
- Branding
- Intellectual Property Law
- Business Software Applications
- Project Management
- e-Business
- Customer Relationship Management
- Risk Management
- Information Communication Technology
- Doing Business in Belgium

### **Business Communication**

Contemporary Cases in Business & Management  
Business Communication  
Public Relations  
Business Writing  
Sociology  
Psychology  
Lobbying

### **European Management**

Contemporary Cases in Business & Management  
European Business Law  
European History  
European Institutions  
Europe and the World Economy  
Doing Business in Europe  
European Integration and Policies

### **International Management**

Contemporary Cases in Business & Management  
International Business and Management  
International Financial Management  
Global Marketing Management  
Quantitative Business Methods  
International Labor and Employment Law  
Total Quality Management

### **Language Courses**

- LC101 Spanish 1 Beginner
- LC102 Spanish 2 Beginner
- LC103 Spanish 3 Beginner
- LC104 Spanish 4 Intermediate
- LC105 Spanish 5 Intermediate
- LC106 Spanish 6 Intermediate
- LC107 Spanish 7 Advanced
- LC108 Spanish 8 Advanced
- LC109 Spanish 9 Advanced

### **Tourism and Hospitality Management**

Contemporary Cases in Business & Management  
Tourism Ethics  
Hotel, Lodging and Resort Management  
Hospitality Management  
Managing Tourism Destinations  
Catering Management  
Tourism Management

### **Sports Management**

Contemporary Cases in Business & Management  
Sports Management  
Sports Psychology  
Sports Coaching  
Sports Ethics  
Special Event Planning and Management  
Working Out, Psychological and Physical Wellness

# COURSES AT THE GRADUATE LEVEL

## Core Courses in Marketing Management

- GCCMM11 Analyzing Marketing Opportunities
- GCCMM12 Planning Marketing Programs
- GCCMM21 Developing Marketing Strategies
- GCCMM22 Applied Consumer Behavior
- GCCMM31 Sales Management
- GCCMM32 Strategic Management
- GCCMM41 Brand Management
- GCCMM42 Creative Advertising

## Core Courses in Human Resource Management

- GCCHRM11 Personnel Planning & Selection
- GCCHRM12 Leadership & Management
- GCCHRM21 Personnel Recruitment & Placement
- GCCHRM22 Organizational Psychology
- GCCHRM31 Personnel Training & Development
- GCCHRM32 Change Management
- GCCHRM41 Personnel Assessment & Compensation
- GCCHRM42 Strategic Outsourcing

## Core Courses in Financial Management

- GCCFM11 Financial Statement Analysis
- GCCFM12 Mathematics of Finance
- GCCFM21 Cost-Volume-Profit Analysis
- GCCFM22 Working Capital Management
- GCCFM31 Budgeting
- GCCFM32 Mergers & Acquisitions
- GCCFM41 International Financial Management
- GCCFM42 Capital Budgeting

## Core Courses in Operations Management

- GCCOM11 Operations Management
- GCCOM12 Project Management
- GCCOM21 Production Management
- GCCOM22 Total Quality Management
- GCCOM31 Management Science
- GCCOM32 Enterprise Resource Planning
- GCCOM41 Operational Decision-making Tools
- GCCOM42 Business Intelligence

**Business Communication**

GOCBC11 Contemporary Business Communication  
GOCBC21 Effective Public Relations  
GOCBC31 Negotiation Techniques  
GOCBC41 Crisis Management

**Design Management**

GOCDM11 Fundamentals of Design Management  
GOCDM21 Design, Marketing and Innovation  
GOCDM31 Design, Strategy and Transformation  
GOCDM41 Design Management in Practice

**e-Business**

GOCEB11 e-Business Markets & Virtual Communities  
GOCEB21 e-Business & Digital Economy  
GOCEB31 e-Commerce  
GOCEB41 e-Business Analysis, Design & Applications

**European Management**

GOCEM11 Doing Business with Europe  
GOCEM21 Patents and Trademarks  
GOCEM31 European Monetary and Fiscal Policy  
GOCEM41 European Business Law

**Fashion Management**

GOCFM11 Fundamentals of Fashion Management  
GOCFM21 Fashion, Marketing and Innovation  
GOCFM31 Fashion, Strategy and Transformation  
GOCFM41 Fashion Management in Practice

**Global Banking and Financial Markets**

GOCGB11 Financial Markets and Banking Systems  
GOCGB21 Investment Banking & Securities Markets  
GOCGB31 Derivative Products  
GOCGB41 Financial Risk Management

**International Management**

GOCIM11 Int'l Business & Management  
GOCIM21 Globalization & Integration  
GOCIM31 Managing Across Cultures  
GOCIM41 International Economics & Policy

**Sports Management**

GOCSM11 Sports Management  
GOCSM21 Sports Ethics  
GOCSM31 Sports Psychology  
GOCSM41 The Business of Sports

**Tourism and Hospitality Management**

GOCTHM11 Tourism Management  
GOCTHM21 Hospitality Management  
GOCTHM31 Leisure Management  
GOCTHM41 Eco-tourism

**Transportation and Logistics Management**

GOCTLM11 Int'l Transportation & Regulations  
GOCTLM21 Logistics Management  
GOCTLM31 Inventory Control Systems  
GOCTLM41 Supply Chain Management

# ACADEMICS

## Credit system

All International Undergraduate and Graduate Degree Programs are based on and fully compatible with the European Credit Transfer System (ECTS) and the European guidelines for higher education as outlined in the Bologna agreements. The workload of a full-time student during one academic year amounts to 60 credits. One credit equals 30 study hours, amounting to 1800 study hours per academic year for three academic years in order to complete the Bachelor program.

All International Undergraduate and Graduate Degree Programs are also compatible with the American educational system. The workload of a full-time student during one academic year amounts to 30 semester credits or 45 quarter credits, assuming a semester lasts 15 weeks and a quarter lasts 10 weeks. One credit equals one hour of class and two hours of course work per week for the duration of the semester or quarter, amounting to 1350 study hours per academic year for four academic years in order to complete the Bachelor program.

Program	Study track	Duration	ECTS credits	Quarter credits	Semester credits
Associate	American	2 years	90	90	60
Associate	European	1.5 years	90	90	60
Bachelor	American	4 years	180	180	120
Bachelor	European	3 years	180	180	120
Master	European	1 year	60	60	40

## Grading system

Students are graded on their class attendance and participation and also on two or more of the following: term papers, reports, assignments, projects, presentations, and mid-term and final exams.

Percentage	Grade	Definition
90 to 99	A	Excellent
80 to 89	B	Above Average
70 to 79	C	Average
60 to 69	D	Below Average
50 to 59	FX	Unsatisfactory
0 to 49	F	Fail

Percentage	GPA	Definition
90	3.6	Summa Cum Laude
85	3.4	Magna Cum Laude
80	3.2	Cum Laude

### Remarks

The minimum passing grade is D (60%). For FX grades, optional extra course work is required to receive a minimum passing grade of 60%. The GPA (Grade Point Average) is calculated on a 4.0 scale.

## CONTACT DETAILS

Scheduling an appointment with an advisor is required prior to all campus visits so that you may receive a brochure with detailed information and answers to your individual questions. You may also schedule an appointment at one of our sister campus locations should this be more convenient.

### Admissions

E-mail:	info@aibs.be
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