

Vesalius College

Summer 2007 Courses on Offer

29 May – 12 July, 2007



ART 111E Modern and Postmodern Art in Context

This course studies a selection of modern and postmodern works of art with emphasis on contributions by Belgian and European artists within an international, comparative frame. Students are introduced to a number of stylistic developments and rifts in 20th century and contemporary visual culture as well as the thematic and rhetorical diversity of works of art. The approach is interdisciplinary, working with historical, literary and recent theoretical materials and references. Field trips to museum collections and temporary exhibitions are part of the program.

BUS 231E Marketing

Analyses the role of marketing in creating customer satisfaction with particular reference to the cultural background of Europe. Discusses the importance of market segmentation, targeting and positioning, starting from understanding customers' needs and translating these into superior perceived value, quality and service for the target market, looking at national differences. Illustrates how to compose an effective marketing program and stresses the application of concepts through the use of European case studies.

Prerequisite: BUS 101-E

BUS 302E International Business Negotiations

Introduces students to some basic concepts of the theory of negotiations while providing hand-on application of such concepts in simulated negotiations of complex international business transactions of a project nature. Also deals with the preparation/analysis of positions and reporting on progress and outcomes.

Pre-requisite: BUS 101E

CMM 102E Introduction to Mass Communication

Starts with an overview of the uses and functions of mass communication and the history and rise of mass media in modern society. Studies the content and strategy of different types of mass media such as the printed press, radio, television, and Internet, as well as the advertising, public relations, music and film industries.

CMM 352E International Reporting in Brussels

Enhances writing, reporting and analytical skills so that students can produce articles on the European Union, NATO and other intergovernmental and international nongovernmental organizations based in Brussels, the city with the highest number of

accredited international journalists worldwide. Requires attendance at news conferences and briefings in these organisations' headquarters.

Pre-requisite: CMM 103E; POL 231E recommended

ECN 334E Economics of the European Union

Brief overview of EU history and institutions. Theory of economic integration, both micro and macro. Policies of the Single European Market: competition, transport, energy, environment, labour. Structural policies: agriculture, fisheries, regional policy, social policy. External relations, enlargement.

Prerequisite: one course each in economics and political science, or permission of instructor.

INT 383E Internship

Working in a sponsoring firm or organization, students undertake a 135-hour, semester-long project on a theme or topic related to their major. Requires students to work on-site at least 10 hours per week, keep a daily activity log and write a project report.

Pre-requisites: students in second semester of second year or first semester of third year; good academic standing; approval by Internship Committee

POL 241E European Identity, Euro-skepticism and the Legitimacy Problem of the EU

This course explores the various dimensions of the legitimacy and identity crisis of the European Union. It analyses the causes for popular rejection of the Constitution and scepticism to the European Union. It studies and compares the role and the ideologies of Euro-sceptic political parties. It reflects upon the problems of defining a European identity, with particular emphasis on the problematic position within Europe of minorities of non-European origin.

POL 334E The European Union in the World

Explores the changing role of the European Union (EU) on the global stage. Although many of the individual countries of Europe have played leading roles in world affairs, the two World Wars effectively diminished the influence of Europe's countries as individual actors. This course will examine the evolution of the EU's global influence through an analysis of several key areas of influence, including enlargement, trade and economic policy and the development of defence policy.

STA 101E Introduction to Statistics

The course will include descriptive statistics; review of probability including joint, marginal, and conditional probabilities; random variables and probability distributions, random samples and sampling distributions; point and interval estimation; testing statistical hypotheses; correlation and simple linear regression.