Course Syllabus BUS394G

Business Executives Seminar
6 ECTS

Contact Details for Professor
Tel: +32 2 614 81 82
E-mail: ilse.scheerlinck@vub.ac.be

Course Description
The course provides a series of lectures offered by executives from the private and public sector. Each lecturer presents views, insights and experience, national or international, on a specific management function or field. Some examples are career development, legal aspects of international business, corporate social responsibility, international marketing and management in the public sector. Students are required to write a policy paper (3000 words) on a subject to be chosen from the lecture topics. The instructor will regularly meet with students to discuss drafts and follow-up of the written work.

Course Prerequisites (if any)
BUS101P - Business

Learning Objectives
After this course, you should be able to:

- understand business and its functional fields (management and organization, human resources, accounting, finance, operations, and marketing);
- understand the markets and external environment in which businesses operate
- understand the international dimension of business
- apply the knowledge on the job
- assess how business decisions affect people and the internal and external environment
- assess whether business decisions are ethical
- write a paper on a current issue in business or economics
- participate in debates with peers
- work independently and with others
- develop an attitude of lifelong learning
- meet deadlines
- be curious and inquisitive
- develop to become a well-rounded, critical citizen

Course schedule

Lecture topics: to be confirmed by the end the Fall semester preceding the Business Executives Seminar.

Course Materials

Textbook:
- /

Case Studies and Additional Readings:
- Case Studies and Additional Readings to be supplied by the business executives.

Course Assessment

The students will be evaluated on the basis of their performance as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy paper - draft</td>
<td>20%</td>
</tr>
<tr>
<td>Policy paper - final</td>
<td>55%</td>
</tr>
<tr>
<td>In-class participation</td>
<td>15%</td>
</tr>
<tr>
<td>Attendance</td>
<td>10%</td>
</tr>
</tbody>
</table>

TOTAL 100%

Grading Scale of Vesalius College

Vesalius College grading policy, in line with the Flemish Educational norms, is now as stated follows:
<table>
<thead>
<tr>
<th>Letter grade</th>
<th>Scale of 20</th>
<th>Scale of 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>17.0-20.0</td>
<td>85-100</td>
</tr>
<tr>
<td>A-</td>
<td>16.1-16.9</td>
<td>81-84</td>
</tr>
<tr>
<td>B+</td>
<td>15.3-16.0</td>
<td>77-80</td>
</tr>
<tr>
<td>B</td>
<td>14.5-15.2</td>
<td>73-76</td>
</tr>
<tr>
<td>B-</td>
<td>13.7-14.4</td>
<td>69-72</td>
</tr>
<tr>
<td>C+</td>
<td>13.1-13.6</td>
<td>66-68</td>
</tr>
<tr>
<td>C</td>
<td>12.3-13.0</td>
<td>62-65</td>
</tr>
<tr>
<td>C-</td>
<td>11.5-12.2</td>
<td>58-61</td>
</tr>
<tr>
<td>D+</td>
<td>10.7-11.4</td>
<td>54-57</td>
</tr>
<tr>
<td>D</td>
<td>10.0-10.6</td>
<td>50-53</td>
</tr>
<tr>
<td>F</td>
<td>0-9.9</td>
<td>0-49</td>
</tr>
</tbody>
</table>

Further description of assessment activities and Grading Criteria

The following criteria will be applied in assessing your written work:
When turning in written work, please note that:
• Only paper versions (NO electronic versions) are accepted.
• Written work turned in later than one week after the deadline will no longer be accepted.

Additional Course Policies

/ / Academic Honesty Statement

Academic dishonesty is NOT tolerated in this course.

Academic honesty is not only an ethical issue but also the foundation of scholarship. Cheating and plagiarism are therefore serious breaches of academic integrity.

Following the College policy, cheating and plagiarism cases will be communicated in writing to the Associate Dean for Students and submitted to the Student Conduct Committee for disciplinary action.

If you refer to someone else’s work, appropriate references and citations must be provided. Grammar, spelling and punctuation count, so use the tools necessary to correct before handing in assignments.