ACADEMIC REQUIREMENTS

Please note that these requirements apply to students entering Vesalius College during the academic year 2014/15. Students who entered in previous years are bound by the requirements in the catalogue for their year of entry unless specific changes have been implemented that apply to the requirements of that entry year or they shift over entirely to the requirements of a subsequent catalogue.

General Requirements

In order to graduate, students must have:

- Earned 180 ECTS credits or more, at least 90 of which must be taken at Vesalius College. Unless granted special permission, students should be registered at Vesalius College in the semester preceding graduation
- Achieved a grade point average of at least 2.0 for all of the courses taken at the College (cumulative GPA requirement)
- Achieved a grade point average of at least 2.0 for all of the courses taken in the student’s chosen major field (major GPA requirement)
- Met all requirements of the core curriculum as described either in the catalogue for their year of admission to the College
- Met all requirements of the chosen major field as described in the catalogue of their year of admission to the College. At least half of the 120 ECTS in major requirements and electives must be completed at Vesalius College

Meeting the degree requirements is the student’s responsibility.

Honours and Diplomas

Students who graduate with no disciplinary sanction on record are awarded their degree with honours as follows:

- Summa Cum Laude (cumulative GPA of at least 3.8)
- Magna Cum Laude (cumulative GPA of at least 3.6)
- Cum Laude (cumulative GPA of at least 3.4)

The graduation diploma is a numbered official document issued by Vesalius College. Legally it can only be issued ONCE-no replacement document is possible. It is signed by the Chairperson of the Board of Vesalius College, the Dean and the Chairperson of the Academic Standards Committee. Each diploma records the student’s name, the degree earned and the date of graduation. It is only possible to issue diplomas for the Bachelor’s programme twice a year (at the end of May and the end of December). A graduate’s diploma will be available for collection IN PERSON.
ECTS Credit System

The European Credit Transfer System was created in the 1990s to facilitate movement among institutions of higher education in Europe. ECTS credits are calibrated to the student workload required to complete them. They reflect the quantity of work each course requires in relation to the total quantity of work required to complete a full year of academic study at the institution, that is, lectures, practical work, seminars, private study and examinations or other assessment activities. In ECTS 60 credits represent one year of study. ECTS credits are allocated to courses and are awarded to students who successfully complete those courses by passing the examinations or other assessments.

The GPA

The grade point average (GPA) is a summary measure of a student’s academic performance. Calculating the GPA is straightforward. Letter grades are first translated into numerical equivalents according to the following scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Numerical Equivalent</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4.0</td>
</tr>
<tr>
<td>A-</td>
<td>3.7</td>
</tr>
<tr>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>B-</td>
<td>2.7</td>
</tr>
<tr>
<td>C+</td>
<td>2.3</td>
</tr>
<tr>
<td>C</td>
<td>2.0</td>
</tr>
<tr>
<td>C-</td>
<td>1.7</td>
</tr>
<tr>
<td>D+</td>
<td>1.3</td>
</tr>
<tr>
<td>D</td>
<td>1.0</td>
</tr>
<tr>
<td>F</td>
<td>0.0</td>
</tr>
</tbody>
</table>

The numerical equivalents are multiplied by the number of credits for each course and this total is divided by the total number of credits. To take an example, suppose that a student’s grades for a semester were A- (for a 7.5 ECTS credits course), C+ (for a 6 ECTS credits course), B- (for a 7.5 ECTS credits course), and C (for a 7.5 ECTS credits course). The semester grade point average would be calculated as (3.7 x 7.5) + (2.3 x 6) + (2.7 x 7.5) + (2.0 x 7.5) / total credits of the courses) = 76.8 / 28.5 = 2.69. There are several different grade point averages:

<table>
<thead>
<tr>
<th>GPA Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester GPA</td>
<td>based on the grades for one semester</td>
</tr>
<tr>
<td>Cumulative GPA</td>
<td>based on the grades for all courses taken to date</td>
</tr>
<tr>
<td>Major GPA</td>
<td>based on the grades only for courses in the major field</td>
</tr>
</tbody>
</table>

Academic Core Requirements

The Academic Core develops skills and attitudes essential to the College’s distinctive programme of undergraduate education. Students must take 4 courses counting for a total of 30 ECTS credits:

- Three courses in academic writing, research and presentation skills, and critical thinking (HUM 111P, HUM 112P, HUM 201P)
- One course in statistics (STA 101P)

The courses in academic writing, research and presentation skills, and critical thinking teach skills that are crucial for later work in the student’s major field. Interdisciplinary readings, research and discussion broaden and enhance the student’s
experience and understanding outside the chosen field of study. Students may not take courses at the 300-level until they have successfully completed all requirements for HUM 201P.

The course in statistics teaches important skills in the interpretation of quantitative information. The emphasis of the course is on analytical reasoning and empirical inquiry.

Free electives

Free electives are entirely at the student’s choice. They may be used to explore fields of study outside the major, to deepen work in the major field, or to develop language or other skills. Students can take 5 free electives (30 ECTS credits).

Major Requirements

In addition to the academic core and free electives (see below), students study one field of knowledge in depth. This is their major, in which they will take 20 courses for a total of 120 ECTS credits. The majors available at the College are business, communications and international affairs. All three majors are designed to prepare students for continued study at the Master’s level.

Each major has a number of courses that are required of all students in the major. These major requirements provide the basic knowledge and skills needed to do further work in the subject. They may also involve work in supporting disciplines.

Each major also offers the student room for choice. Major electives can be used to sample a variety of topics and to develop areas of personal and eventual professional interest. Students also have the possibility to choose a Minor. The programmes of all the majors include a number of minors, programmes that offer a number of courses specialising in a particular field of the same or a related discipline. To successfully complete a minor, students are required to pass at least four courses within their chosen minor. Students have the possibility to choose a minor from all the three majors, regardless of their own major. Students are not required to do a minor, but those choosing to do so should declare their minor by the end of the first semester of the second year (SY2) at the latest.

The basic schema for each major may be subject to further specification and/or minor modifications as the new programmes and courses are implemented.

Business

Students majoring in Business at Vesalius College learn how businesses are organised and managed, how they generate value and how they operate in the larger economic, social, legal and political context. In addition, the programme nurtures essential skills including working in teams, collecting and analysing quantitative information, writing and speaking effectively, as well as using information technology confidently. The Business major is organised so that students are first given a fundamental background in the core elements of business including: economics, accounting and finance, operations and marketing.
The learning objectives of the Business programme are the following:

1) **Acquire knowledge and understanding of**
   - Business and its functional fields (management and organization, human resources, accounting, finance, operations, and marketing)
   - Firms and markets
   - The external environment
   - The international dimension of business
   - Entrepreneurship and innovation
   - Quantitative and qualitative research
   - General education

2) **Applying knowledge and understanding**
   - Get acquainted with the academic literature and be able to locate pertinent and relevant information on a specific topic
   - Identify, analyze and solve a problem
   - Input data, generate and interpret results, and identify additional need for research
   - Apply the knowledge on the job

3) **Judgement**
   - Being able to critically evaluate existing research, question the status quo, and provide alternative solution possibilities
   - Process and analyze data, using the appropriate tools
   - Recognize the international dimension of business
   - Assess how business decisions affect people and the internal and external environment
   - Assess whether business decisions are ethical

4) **Communication**
   - Write an analysis on a current issue in:
     - business
     - economics
     - other field
   - Present and defend an issue orally
   - Participate in debates with peers
   - Present the results of an analysis to non-specialists

5) **Attitudes**
   - Work independently
   - Work with others, take on responsibility and show leadership
   - Work in team with people from diverse cultures and backgrounds, to include the ability to work in virtual teams due to different locations of team members
   - Be curious, inquisitive
   - Develop an attitude of life-long learning
   - Acquire understanding of diversity
   - Be ethical, professional and self-critical
   - Develop to become a well-rounded, critical citizen
Academic Requirements

**Academic Core (7.5 ECTS credits each) 30 ECTS credits**
Composition for Academic Communication (HUM 101P)
Research and Presentation Skills (HUM 102P)
Writing and Critical Inquiry (HUM 201P)
Quantitative Methods (STA 101P)

**Free Electives (6 ECTS credits each) 30 ECTS credits**

**Major Requirements 90 ECTS credits**

**Principles (7.5 ECTS credits each)**
Accounting (BUS 141P)
Business (BUS 101P)
Business Law (LAW 111P)
Economics (ECN 101P)

**Intermediate Courses (6 ECTS credits each)**
Human Resources Management (BUS 211G)
Corporate Finance (BUS 221G)
Marketing (BUS 231G)
Macroeconomics (ECN 201G)
Methods: Mathematics for Business and Economics (MTH 201G)

**Advanced Courses (6 ECTS credits each)**
Operations Management (BUS 311G)
Financial Markets and Investments (BUS 321G)
Business Information Systems (BUS 351G)
Microeconomics (ECN 311G)
Methods: Statistics for Business and Economics (STA 301G)

**Major Electives (6 ECTS credits each) 30 ECTS credits**
Students should take 5 major electives, of which one capstone course. Major electives are 200- or 300-level BUS or ECN courses that are not taken as a major requirement. Any of the 200- or 300- level BUS or ECN courses not listed as major requirements may be taken as major electives. Should students wish, a maximum of 2 major electives may be taken from the following options in other disciplines:

*Communications:*
- Intercultural Communication (CMM 201G)
- Corporate Communication and Public Relations (CMM 242G)
- European Identities in Cross-Cultural Perspectives (CMM 303G)
- Marketing Communication & Advertising (CMM 341G)
- Honour's Essay (HON 393G)
- Internship (INT 381G)

*Law:*
- Current Challenges in International Law (LAW 301G)
- Environmental Law (LAW 302G)
Politics:
- European Union Politics (POL 231G)
- Policies in the European Union (POL 333G)

Students may compose their major electives towards a minor. For students taking a minor, please consult the section on minors below.

Communication Studies

The objective of the Communication Studies programme is to produce competent and ethical communicators who can demonstrate a proficiency in research and theory of the discipline of Communications. The purpose is to promote the understanding of occupational, regulatory, ethical, technological, political, commercial and cultural factors in communications.

Throughout the programme, students develop a conceptual understanding of human, mass and organisational communications and their social, economic and political dimensions. Graduates are expected to apply communication theories to their understanding of events and contexts, do research and learn the function and organisation of political institutions and business industries and the social responsibilities of professional communicators.

In addition to a conceptual approach, students are trained in essential practical skills including the finding, analysis, critique, organisation, writing, editing and presentation of information across a variety of audiences. Furthermore, students are expected to become critical listeners and thinkers, and to study the diversity of communication as it varies by age, class, ethnicity and gender.

Students are prepared for careers in various sections of the media, public relations and advertising industries. They are also prepared to work in the communications departments of political institutions, pressure groups or business corporations, or to continue studying at the graduate level in various communication and media studies fields.

The ‘vision’ of the Programme is translated into the list of the 12 Broad Intended Learning Outcomes hereunder:

1. To acquire knowledge of Communication Studies as a science and understand and compare the academic literature of different fields of Communication studies (human, mass, organisational, intercultural, political and business communication, journalism studies, strategic communication, and media production, research and development).

2. To promote the understanding and critical reflection of occupational, regulatory, ethical, technological, political, economic, and cultural factors in communication and different media industries, and be able to assess their impact.

3. To know and be able to apply the main social science research methods in the design and execution of communication projects, independently or in a team.
Academic Requirements

4. To gain insight into the functioning and be able to critically analyse data and communication processes of media companies, as well as governments, business firms and other organisations and assist problem solving.

5. To be highly skilled in oral and written communication and be able to successfully address diverse audiences.

6. To understand the ethical aspects of the work and the social responsibilities of professional communicators in different contexts such as interpersonal, small group and organisational communication, journalism, new media, public relations and marketing, in a comparative intercultural perspective.

7. To learn the principles of economics and management of the communication industry.

8. To understand the international aspects of the communication industry.

9. To be able to analyse the media governance structures of different media landscapes and triangulate the legal, market and civil society aspects of communication policies.

10. To get acquainted with topics that impact and go beyond the Communication industry, such as terrorism, environmental issues, emerging economies, etc. and be able to use perspectives from other social sciences.

11. To be able to work efficiently in multinational environments.

12. To be prepared to pursue a Master’s degree in all the different fields of Communication Studies (get stimulated to lifelong learning) and/or attain a high-level occupation in a relevant field.

Academic Core (7.5 ECTS credits each)  30 ECTS credits
Composition for Academic Communication (HUM 101P)
Research and Presentation Skills (HUM 102P)
Writing and Critical Inquiry (HUM 201P)
Quantitative Methods (STA 101P)

Free Electives (6 ECTS credits each)  30 ECTS credits

Major Requirements  90 ECTS credits

Principles (7.5 ECTS credits each)
Communications (CMM 101P)
Business (BUS 101P)
Economics (ECN 101P)
Politics (POL 101P)

Intermediate Courses (6 ECTS credits each)
Intercultural Communication (CMM 201G)
Organisational Communication (CMM 241G)
Political Communication (CMM 251G)
European Union Politics (POL 231G)
Intermediate Research Methods (POL 271G)

**Advanced Courses (6 ECTS credits each)**
- Communication Theories (CMM 301G)
- International Communication (CMM 322G)
- Marketing Communication and Advertising (CMM 341G)
- European Communication Policies (CMM 351G)
- Rhetoric (CMM 371G)

**Major Electives**

CMM 391G and any of the 200- or 300- level CMM courses not listed as major requirements may be taken as major electives. Should students wish, a maximum of 2 major electives may be taken from the following options in other disciplines:

*Business:*
- Business and Media Ethics (BUS 351G)
- Capstone: International Marketing (BUS 392G)
- Honour's essay (HON 393G)
- Internship (INT 381G)

Other 200- or 300- level courses may count as major electives only with the written approval of the Communications Curriculum Committee.

Students may compose their major electives towards a minor. For students taking a minor, please consult the section on minors below.

**International Affairs**

Students majoring in International Affairs at Vesalius College acquire broad-ranging tools and in-depth capabilities for assessing the most pressing issues in national and global politics. Students learn about the core global processes, norms, dynamics, systemic changes and the impact of major power relations and international organizations that influence and shape contemporary international affairs. Combining a strong emphasis on Brussels-based politics (including policy-oriented analysis of the European Union and NATO) with a comprehensive curriculum that allows students to explore the most important themes in global politics, the programme equips students with the essential skills and knowledge for a career in international affairs.

The curriculum is structured so that students in their first year acquire core skills for analyzing quantitative data, for critical thinking, for writing and presenting confidently and effectively and for successful team-work as well as principal knowledge in politics, economics, history and international law. In their second and third year, students deepen their knowledge in the fields of European Union politics, International Organizations, Global Governance, International History, International Law and international economic processes. Students may select an area of concentration (Minors), such as European Peace & Security Studies, European Union Studies, Global Governance, History and History of Ideas.
Academic Requirements

The learning objectives of the International Affairs programme are the following:

1) **Acquire knowledge and understanding of**
   - Acquiring the knowledge and skills required for understanding, analyzing and assessing Core Processes, Complex Dynamics, Major Actors and Key Challenges of European and international Affairs.
   - Mastering Fundamental theoretical and historical frame-works from which to interpret and understand the complex dynamics, core debates, processes, institutions and major challenges of European and International Affairs.

2) **Applying knowledge and understanding**
   - Acquiring the skills and abilities to apply theoretical and conceptual knowledge to real-life problems.
   - The general ability to critically compare, contrast and synthesize major theories and concepts of International Affairs and to apply them in a creative manner to conceptual debates and real-life global problems.

3) **Judgment/Critical Assessment**
   - Acquiring Analytical Skills (quantitative and qualitative) and the Ability to Critically Assess International affairs from a multidisciplinary (legal, historical, economic and political) perspective.
   - Ability to gather, analyze and critically evaluate a broad range of information sources in the field of International Affairs and the sub-fields of political science, law, economics and history.

4) **Communication**
   - Ability to communicate effectively key research findings on core issues of International Affairs.

5) **Attitudes**
   - A passion for life-long learning, commitment to one’s work and the ability to be open and critical towards one’s own and others’ perspectives.
   - An international mind-set, multicultural openness and a strong capacity for interaction and networking in a variety of professional and cultural settings (including networking skills).
   - A sense of professionalism, integrity and a self-critical attitude towards one’s abilities, limits and constant urge for self-improvement.
   - Autonomous organizational skills and independence of thought that allows effective work processes - either through group work or individual work.

**Academic Core (7.5 ECTS each) 30 ECTS credits**
Composition for Academic Communication (HUM 101P)
Research and Presentation Skills (HUM 102P)
Writing and Critical Inquiry (HUM 201P)
Quantitative Methods (STA 101P)
### Academic Requirements

<table>
<thead>
<tr>
<th>Category</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Free Electives (6 ECTS credits each)</strong></td>
<td>30 ECTS</td>
</tr>
<tr>
<td><strong>Major Requirements</strong></td>
<td>90 ECTS</td>
</tr>
</tbody>
</table>

#### Principles (7.5 ECTS credits each)
- Politics (POL 101P)
- International Law (LAW 101P)
- Economics (ECN 101P)
- History (HIS 101P)

#### Intermediate Courses (6 ECTS credits each)
- International Relations (POL 212G)
- Macroeconomic Policy (ECN 203G)
- History: Methods and Problems (HIS 271G)
- European Union Politics (POL 231G)
- Intermediate Research Methods (POL 271G)

#### Advanced Courses (6 ECTS credits each)
- Contemporary Political Debates (POL 301G)
- International Political Economy (ECN 321G)
- Evolution of the International System 1914-1989 (HIS 301G)
- Current Challenges in International Law (LAW 301G)
- International Affairs Research Methods (POL 371G)

#### Major Electives (6 ECTS credits each)  
30 ECTS credits

Students should take 5 major electives, one of which is the capstone course. Major electives are 200- or 300-level POL or HIS courses that are not taken as a major requirement. Other courses may be counted as a major elective only with the written approval of the International Affairs Department.

Any of the 200- or 300- level POL, HIS or LAW courses not listed as major requirements may be taken as major electives. Should students wish, a maximum of 2 major electives may be taken from the following options in other disciplines:

**Communications:**
- Corporate Communication and Public Relations (CMM 242G)
- European Identities in Cross-Cultural Perspectives (CMM 302G)
- Marketing Communication & Advertising (CMM 341G)
- *Honour's Essay* (HON 393G)
- *Internship* (INT 381G)

Students may compose their major electives towards a minor. For students taking a minor, please consult the section on minors below.
Minors

Students also have the possibility to choose a Minor, fields of specialisation within the three majors. Students can choose a minor in each of the three majors, regardless of their major. To successfully complete a minor, students are required to pass at least four courses within their chosen minor, i.e. at least 24 ECTS credits. Minors are specializations consisting of major electives and free electives. In cases where a minor consists of major requirements, students of that specific major may not choose that minor (see indications below).

Minors are optional: students may choose to graduate without one, selecting their major electives and free electives freely.

The following minors are available:

Minor in Art Studies
Art in Belgium (ART 101G)
Introduction to Design (ART 102G)
History of Western Music (ART 103G)
Management of Art and Culture (BUS 214G)
Intermediate French: Literature and Theater (LFR 202G)
Film: History, Theories, Narration and Scriptwriting (CMM 261G)
Topics in European Film History (CMM 262G)
Art in Europe (ART 301G)
Advanced French Literature (LFR 302G)

Minor in Political Communication (not for CMM students)
Political Communication (CMM 251G)
Lobbying in the EU (CMM 252G)
European Communication Policies (CMM 351G)
Capstone: Public Diplomacy (CMM 391G)

Minor in Media Studies
Film: History, Theories, Narration and Scriptwriting (CMM 261G)
Topics in European Film History (CMM 262G)
Business Writing and Social Network Applications (CMM 243G)
Business and Media Ethics (BUS 361G)

Minor in Economics
Microeconomics (ECN 311G)
The European Economy (ECN 202G)
International Political Economy (ECN 321G)
History of Economic Thought (ECN 231G)
The International Banking System (ECN 241G)
International Trade (ECN 302G)
Macroeconomics (ECN 201G)

Minor in Marketing and Advertising
Marketing (BUS 231G)
Social Marketing (BUS 233G)
Sociology and Psychology of Marketing (BUS 234G)
Business Writing and Social Networking Applications (CMM 243G)
Academic Requirements

Corporate Communications and Public Relations (CMM 242G)
Marketing Communication and Advertising (CMM 341G)
Capstone: International Marketing (BUS 392G)

Minor in Psychology
Introduction to Psychology (PSY 101G)
Business Psychology (PSY 201G)
Organisational Leadership (BUS 215G)
Sociology and Psychology of Marketing (BUS 234G)
Mass Psychology (PSY 301G)

Minor in Strategic Management
Corporate Governance (BUS 212G)
Corporate Strategy (BUS 216G)
Business Executives Seminar (BUS 394G)
Capstone: Entrepreneurship (BUS 391G)

Minor in Banking and Finance
The International Banking System (ECN 241G)
Financial Mathematics (BUS 223G)
Mergers, Acquisitions and Related Transactions (BUS 312G)
International Finance (BUS 325G)

Minor in Sustainable Development and Technological Innovation
Sustainable Development (BUS 261G)
Industrial Processes, Technology and Innovation (SCI 101G)
Management of Innovation and Technical Change (BUS 213G)
Business and Media Ethics (BUS 361G)
Environmental Law (LAW 302G)

Minor in European Peace and Security Studies (EPSS)
European Peace and Security Studies (POL 121G)
The EU's Common Foreign and Security Policy (POL 221G)
Understanding Contemporary Conflicts in Europe (POL 222G)
NATO and Transatlantic Approaches to Security (POL 321G)
The EU and Military Approaches to Security (POL 322G)

Minor in European Union Studies
Political Institutions of European Countries (POL 232G)
The EU’s Approach to Democratisation and Human Rights (POL 233G)
European Identities in Cross-Cultural Perspectives (CMM 302G)
European and Global Governance of Migration (POL 332G)
Policies in the EU (POL 33G)

Minor in Global Governance
The Government and Politics of Global Powers (POL 241G)
Diplomacy and International Negotiations (POL 242G)
International Organisations and Global Governance (POL 243G)
The United Nations and Global Governance (POL 341G)
International Affairs Capstone: From Theory to Policy-Oriented Advising (POL 391G)
Minor in History (not for IA students)
History: Methods and Problems (HIS 271G)
Evolution of the International System 1815-1914 (HIS 201G)
Evolution of the International System 1914-1989 (HIS 301G)
History of Transatlantic Relations (HIS 321G)
History of Genocide (HIS 311G)

Minor in History of Ideas
History of Western Philosophy (PHL 101G)
History and Philosophy of Science (PHL 201G)
History of Economic Thought (ECN 231G)
History of Political Thought (POL 302G)