



Europe

International Masters & Doctoral Programs

The CASS BBA (Bachelor of Business Administration)

The CASS MBA

Doctor of Business Administration (DBA)

E-learning programs

WITH

Internships

Brussels



CASS Europe

40 Rue des Drapiers, B-1050 Brussels, Belgium

Tel: + (32) 2 535 89 55, Fax + (32) 2 535 77 00

www.cass-edu.be

Our Mission

"To prepare, through our highly interactive and innovative courses, a new generation of forward thinking managers who shall confidently lead their organizations in the ever-changing environment of international business.

CASS graduates shall possess the necessary skills, ability, and know-how for efficiently responding to change, and shall, through this mechanism, be better placed to positively contribute to the enhancement of their organizations' overall competitive position in the global marketplace".

This academic year we invite you to join us and be a part of the CASS educational experience through the following highly sought after undergraduate and postgraduate programs of study:

- The CASS BBA
- The CASS MBA
- Dual Masters program with Univ. Poitiers, France
- Joint Masters program with UAMS Antwerp, Belgium
- Doctor of Business Administration (DBA)
- E-learning programs

Leadership and Organization Seminars

- Leadership and Executive development
- Designing Organizations for the Future
- Management of Public Organizations
- Negotiation and Dispute Resolution
- Managing People in the Information Age
- Management of Innovation and Change

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Throughout our programs participants will be given the opportunity, and indeed encouraged, to follow these seminars. The aim is to create interaction between different cultural backgrounds.

CASS Europe operates in an open, international, and multicultural environment. Students come from across the world and each has something unique to contribute to the educational experience at our school. Meeting top executives of leading multinational companies requires clear leadership and the seminars will be able to help students develop these qualities.

Our programs (full/part-time, short training, and e-learning) are all deliberately structured to help students realize their leadership potential. This is achieved through a unique combination of leadership experiences, development of international networks, entrepreneurial projects, and intensive personal coaching. The rest is up to you to create your own future at CASS ... your knowledge partner.

We look forward to welcoming you soon at CASS.

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About Our Institution

CASS Europe is an innovative business school located in Brussels, Belgium. We have collaborative agreements with leading academic institutions in France, Italy, Spain, India, Russia, Ukraine, Bulgaria, and China. The distinguishing feature of our school is that it is niche-oriented with post-graduate and short executive training programs that combine academic rigor with practical management relevance.

In addition to these programs we offer our students the **opportunity of studying more than six different languages** thus reflecting and embodying our overall philosophy of providing an up-to-date education to a new generation of forward-thinking leaders whether they wish to embark on an academic career or assume positions of responsibility at the middle and upper management levels in private business enterprises and public-sector organizations.

Our objective is simple:

to train a new generation of forward-thinking business leaders who are neither afraid to embrace change nor utilize it in their quest for international competitive advantage.

CASS has well-equipped classroom facilities with modern information technology for pedagogical purposes. Brussels is a thriving city and the headquarters of many European and international companies and CASS students have possibilities of obtaining internships as well as employment opportunities with these organizations on graduation.

Furthermore, Paris, a city which boasts over 350 000 leading companies (Renault, Air France, Segem, to name but three) and generally regarded as one of the world's technological hubs, provides tremendous employment opportunities for our students. Having our campus in Europe's capital city (Brussels) coupled with an expanding network of partner institutions internationally, ensures that our school is well placed and able to draw on these advantages to provide its students with a rich and rewarding educational experience.

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Academic Advisory Council

CASS Academic Advisory Council is made up of noted individuals drawn from scholarly institutions and industry at the European level. As the name suggests the Council is an advisory organ to CASS in all matters of an academic and scientific nature. Its current members comprise the following individuals:

- Prof. David E. Brookes, The Norwegian School of Management, Oslo, Norway
- Prof. Sam Dzever, Telecom Business School, Evry, France
- Prof. Heinz Christian Hafke, Institute of European Studies, the University of Saarland, Saarbrücken, Germany, and member of the Frankfurt Bar
- Mr. Wilfried G. Hübscher, Visiting Professor at the University of Potsdam, Germany, and member of the Brandenburg Bar
- Prof. Peter Horn, Ecole Nationale des Ponts et Chaussées, Paris, France
- Prof. Alain Hoyois, Director of Research, Nantes, France – President
- Prof. Mathias Niyonzima, Attorney at Law and member of the Brussels Bar, Belgium
- Mr Dirk Roelens teaches Total Quality Management and manufacturing Excellence. Is Managing Director of Impala, Belgium.

The CASS BBA (Bachelor of Business Administration)

Program objective

The CASS BBA program aims to develop the student's intellectual ability as well as managerial skills in a way that prepares him/her for Master's level studies in business administration and management. Successful completion of the program will further enable students assume positions of responsibility in private enterprises and/or public sector organizations at both the national and international levels. This academically oriented program is conducted in close collaboration with IAE Business School of the University of Nice-Sophia Antipolis, France. It is designed with an international and multi-cultural perspective in mind. The working language is English and it aims to draw participants from a wide variety of cultural backgrounds across the globe. Students who have successfully completed all the requirements of the program will be conferred the degree of Licence en Sciences de Gestion ("Bachelor in Business Administration") from the University of Nice-Sophia Antipolis, France. Successful completion of the program requires three years of full-time study comprising 180 European Credit Transfer System (ECTS) credits. Each semester's study amounts to 30 ECTS credits.

Program Curriculum

In order to be awarded the BBA degree students must meet the following requirements:

- Successfully complete all the required first, second and third year courses
- Choose one area of concentration (in the 2nd semester of the 3rd year of program) and complete all the required and elective courses
- A major area of concentration
- Submit and orally defend the BBA project report. The report must be chosen from one of 2 concentration areas which are:
 - o International Business
 - o Finance

The curriculum is as follows:

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The curriculum is as follows:

FIRST YEAR COURSES

	Class hours	ECTS Credits
Microeconomics	35	6
Marketing	35	6
Management	35	6
Principles of Accounting and Finance	35	6
Legal Environment of Business	35	6
Human Resources Management	35	6
Organizational Behavior	35	6
Management Information Systems	35	6
Intercultural Communication	35	6
Business English	35	6
TOTAL	350	60

SECOND YEAR COURSES

Macroeconomics	35	6
Marketing Management	35	6
Strategic Management	35	6
Statistics for Managers	35	6
Fundamentals of Operations Management	35	6
Leadership: Theory and Practice	35	6
Fundamentals of Financial Management	35	6
Fundamentals of International Business	35	6
Fundamentals of Supply Chain Management	35	6
Business French	35	6
TOTAL	350	60

THIRD YEAR COURSES:

First Semester

Management Simulation I: Finance and Strategy	25	3
Activities Management and Cost Strategy	25	3
Financial Policy and Strategy	25	3
Applied Marketing: The Case of B2B and Services	25	3
Management Simulation II: Marketing and Strategy	25	3
Logistics	25	3
Organization by Processes	25	3
Interpersonal Relations and Crisis Management	25	3
Written and Oral Communication Methodology	25	3
Entrepreneurship	25	3
TOTAL	250	30

Second Semester: Concentration Areas:

1: International Business

International Business Strategy	25	3
International Management	25	3
International Economics	25	3
International Marketing	25	3
Two elective courses (see list below)	50	6
International Business Project Report		12
TOTAL	150	30

2. Finance

International Finance	25	3
Financial Accounting	25	3
Investment Analysis	25	3
Financial Markets	25	3
Two elective courses (see list below)	50	6
Finance Project Report		12
TOTAL	150	30

Electives courses (common to the two concentration areas)

In addition to the concentration courses, students are required to successfully complete two of the following elective courses:

Project Management	25	3
Mergers and Acquisitions	25	3
E-Commerce	25	3
Multinational Financial Management	25	3

The CASS MBA

Program objective

With the increasing globalization of markets coupled with the information revolution more and more companies are becoming acutely aware of the importance of efficient management of change as the basis for competitive advantage in the global marketplace. The CASS MBA is a rigorous academic program of study aimed at preparing graduates to assume positions of responsibility at both the middle and upper management levels. The program is offered jointly with IAE Business School, University of Nice-Sopia Antipolis, France. This two year (four-semester) full-time program is designed with an international and multi-cultural perspective in mind. The working language is English and it aims to draw participants from a wide variety of cultural backgrounds across the globe. Successful completion of the program requires 120 European Credit Transfer System (ECTS) credits. Each semester of study amounts to 30 ECTS credits. Participants who have successfully completed all the requirements of the program will be awarded the MBA degree by the University of Nice-Sophia Antipolis, France. A description of the admission requirements, program structure, curriculum, and courses is provided below.

Program Curriculum

In order to be awarded the MBA degree, participants must successfully:

- Complete all the required courses in the first and second year of the program
- Choose one Major area and complete all the required and elective courses
- Complete a research project in the first year of the program
- Submit and orally defend the MBA research project in the final year of the program.

The curriculum is as follows:

FIRST YEAR COURSES

First Semester	Class hours	ECTS Credits
Marketing Management	35	5
Strategic Management	35	5
Managerial Economics	35	5
Accounting and Finance	35	5

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Organizational Behavior	35	5
Human Resources Management	35	5
TOTAL	210	30

Second Semester

Project Management	30	4
Intercultural Management	30	4
International Business	30	4
Financial Reporting	30	4
Advanced IT for Management	30	4
Research Project	-	10
TOTAL	150	30

SECOND YEAR COURSES + ELECTIVES

First Semester

International Finance	40	6
International Marketing	40	6
International Management Control	40	6
International Business Plan	40	6
International Trade Management	40	6
TOTAL	200	30

Second Semester: Major Areas + Electives

1: Global Business

Information and Business Strategy	25	3
Innovation and Change Management	25	3
Global Supply Chain Management	25	3
Total Quality Management	25	3
Global Business Financing Techniques	25	3
Global Marketing Research	25	3
Two elective courses (see list below)	40	4
Global Business Research Project	-	8
TOTAL	190	30

2. Global Finance

Global Corporate Finance I	25	3
Global Corporate Finance II	25	3
Global Investments	25	3
Financial Statement Analysis	25	3
Global Investments & Portfolio Management	25	3
Financial Risk Management	25	3
Two elective courses (see list below)	40	4
Global Finance Research Project		8
TOTAL	190	30

Electives courses (select 2 of the following which are common to the two Major areas):

Entrepreneurship in the Global Market	20	2
Global Information and B2B Marketing	20	2
Managing People in the Information Age	20	2
Innovation and Technology Management	20	2

Doctor of Business Management

Program objectives

The DBA program is a joint undertaking between CASS Europe and IAE Business School of the University of Nice-Sophia Antipolis, France. Successful completion of all requirements of the program leads to the award of the DBA degree by the University of Nice-Sophia Antipolis, France. It is a practical and research based doctorate degree designed for older candidates with significant professional work experience who have already completed the MBA (or equivalent qualification) and are looking to further enhance their practical and theoretical knowledge base in any one of the areas of management indicated below. Students will be asked to choose a topic related to their current area of responsibility in an organization or an area they wish to focus upon in their career path. These must, however, be in line with the areas of research capacity at CASS which presently include the following:

- International Management
- Global Finance
- Business Strategy
- Change Management
- Marketing
- Supply Chain Management

The DBA aims to develop highly competent top-level executives with managerial and applied research capability who will confidently lead their organizations in the highly competitive global market environment.

The course component of the program comprises seminars in the following areas:

- Philosophy of Science
- Qualitative Research Methodology
- Quantitative Research Methodology
- Management
- Finance
- Marketing
- Strategy
- Workshops and seminars in thesis preparation and presentation

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Approximately 30% of the assessment is devoted to coursework with the remaining 70% devoted to research and the DBA thesis.

Program Structure

The DBA program structure is as follows:

- Stage 1: Seminars in Philosophy of Science, Research Methodology and Business Management
- Stage 2: Research Project
- Stage 3: Thesis

E-Learning

All CASS programs are also available online. These E-learning programs are strictly identical to our regular programs.

Up to 75% of the courses in each program can be completed online, with the remaining 25% organized as intensive seminars at our campus in Brussels or at the facilities of a partner institution abroad. This flexibility allows working professionals to successfully complete their chosen program of study without having to spend long periods of absence from work.

For more information about our online courses please contact Professor Peter Horn, Associate Dean for E-learning Programs, at phorn@cass-edu.be.

General Information

Examinations

The system of examinations for courses in all programs is based on a combination of the following:

- Continuous assessment (i.e. obligatory class attendance and active participation, exercises, group work, case analysis, etc.) = 40-50% of the final grade, and
- Formal written individual examinations = the remaining percentage of the final grade.

Admission Requirements

For all Masters:

One of the following qualifications is required:

- A Bachelor's degree or equivalent qualification
- A Postgraduate Diploma
- An appropriate professional qualification.

For DBA:

In order to qualify for admission to the DBA program applicants must hold one of the following qualifications:

- MBA (or equivalent qualification) from recognized higher education institution
- A Master's degree in management (or associated discipline) with a minimum of 2 years professional work experience
- A Masters degree in a field other than management (or related discipline) but with at least 5 years of professional work experience minimum.

Language Requirements

Applicants who are not native English speakers are required to take the Test of English as a Foreign Language (TOEFL) or its equivalent unless they hold a university level degree taught in the language. They can be given an intensive 3 month course before starting the programme at the campus itself in our state of the art Language Lab with business oriented professors.

Sessions

September, January, and May

Contact us

Postal address:

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