

Brussels School of Governance

Summer 2022 Course Descriptions

All courses grant 6 ECTS (3 U.S. credits) and are taught in English. Maximum course load is 2 courses.

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BUS102G The Belgian Brewery Industry in a Global Context: Business, Economics, Culture and Innovation

Belgium is not only home to the world's biggest brewer, but in recent years has seen a rise of innovative micro-breweries and diversification of the beer market with potentially far-reaching implications for the business and economics of the brewery industry inside and outside the country. In November 2016, UNESCO even added 'Belgian Beer Culture' to the World Heritage List, highlighting the cultural importance and impact of the Belgian beer industry beyond pure business and economics. This course focuses on key principles and changes in the economics, marketing, production and innovation of the Belgian Brewery Industry in a Global Context. Taking the Belgian beer industry as a multi-faceted case study for studying core Business processes and developments in the field of the national and international beer market (including production, strategy, marketing and product innovation), this course also explores the impact of geography, culture and globalisation on Belgian beer businesses and their business strategies. The course includes company visits, guest lecture series and experiential learning and provides unique insights into the major shifts and changes of major the economics and business processes related to the brewery industry. In cooperation with key experts, this summer course will also include the possibility of learning the nuts and bolts of the beer brewing process itself.

BUS235G Social Media and Online Marketing (new course)

This course takes an in-depth look at social media platforms, social networks, and online advertising to offer students an advantage in understanding marketing and brand management of social media. Topics will include exploring the theory of online marketing, social media technologies, and applications such as Facebook, blogs, Twitter, wikis, YouTube, etc. The emphasis of this course is on understanding consumers' social interactions, the various social media channels available to marketers, how to build social marketing strategies, and how to track their effectiveness.

Prerequisites: BUS101G and BUS131G

BUS354G Cyber Security in Management (new course)

This course will cover the techniques used to secure and manage computers, computer networks, and enterprise computer systems. Topics covered will include threats, security policies, computer network management, and disaster recovery. Particular emphasis will be given to understanding the threat, designing, deploying, and managing complete security systems, including an incident response plan.

Prerequisites: HUM101G and BUS101G

BUS363G Global Sustainability and Society

This course introduces the academic approach of Global Sustainability and explores how today's human societies can endure in the face of global change, ecosystem degradation, resource limitations, and corporate social responsibility. The course focuses on key knowledge areas of sustainability theory and practice, including population, ecosystems, global change, energy, agriculture, water, environmental economics, policy, and ethics. This subject is of vital importance, seeking to uncover the principles of the long-term welfare of a reliant sustainable future. As sustainability is a cross-disciplinary field of study, the course will evaluate business, political, and legal issues facing communities, business, and organisations.

Prerequisites: HUM101G and BUS101G

INT381G Internship

Working in a sponsoring firm or organisation, students undertake a 150-hour, semester-long project on a theme or topic related to their major. It requires students to work on-site at least 10/12 hours per week, keep a daily activity log and write a project report.

Prerequisites: HUM101G, Students in their second semester of second year or first semester of third year, good academic standing and approval by the Internship Coordinator

LAW2012G A Critical Introduction to International Criminal Law and Practice: Crimes, Culpability and Enforcement (new course)

This course aims to give the students a first broad understanding and insight into the field of International Criminal Law, the sub-branch of Public International Law dealing with naming and addressing the gravest crimes under international law. The course will revolve around four main themes: i) the so-called international core crimes: genocide, crimes against humanity, war crimes and the crime of aggression; ii) the modes of liability under which to establish criminal responsibility for the international core crimes; iii) defences in international criminal law; and iv) the domestic and international institutional enforcement mechanisms mandated to deal with the international core crimes. The Course will not only give the students a first glimpse and understanding of the fundamental legal concepts of International Criminal Law, but will also acquaint them with the practical challenges which go together with investigating, prosecuting and adjudicating international core crimes. In the process, students become aware of International Criminal Law's intertwinement with geopolitics and of the critiques of the field, as International Criminal Law is oftentimes labelled as a selective, neo-colonial tool in the hands of the Global North.

Prerequisite: LAW101G

LAW2013G Law and Ethics in the Age of Technological Disruption (new course)

Technology is affecting society in each and every domain. There are legal and ethical questions regarding the impact of digital technologies on society and regarding the way technology is shaping and regulating our society. The course on Law and Technology will focus on the mutual impact of law, technology and ethical frameworks and will explore the ethical and societal challenges posed by artificial intelligence (AI), machine learning and other emergent technologies. It will examine a variety of various regulatory instruments and ethical frameworks for the governance of the development and deployment of these new and emerging technologies and pay particular attention to the policies developed at the EU and international levels.

This course will offer an overview of a broad range of legal and policy challenges posed by artificial intelligence (AI), machine learning and other emergent technologies including algorithmic bias, privacy and surveillance. It will help students navigate the complex ethical, legal and social implications of new technologies and their disruptive effects upon our value systems, legal traditions and governance structures. At the end of this course, students should be able to understand the societal, ethical, legal and regulatory challenges of the transformation society is going through with respect to algorithms and AI and understand the complicated relationship between law, technology, and society and the special role that ethical frameworks could exert in protecting our civil liberties and human rights.

Through assigned readings, case-studies, weekly discussion, and engagement with experts and EU/international policy-makers, students will engage with AI scholars, technology lawyers and ethicists. The course will include guest lectures by experts in ethics, law and policy, and emerging technologies that are currently involved in ongoing legislative and policy initiatives. Students will be evaluated based upon participation, weekly reflections, writing assignments/in-class quizzes based on suggested readings and term papers. The course will be supplemented by study visits to all major EU Institutions, which will provide students with a wider perspective of the EU policy and institutional dynamics on technology issues.

Prerequisite: LAW101G

POL233G The EU's Approach to Democratisation and Human Rights

This course examines the historical evolution, policies and overall track-record of major European countries and the European Union itself in the field of democratisation and the promotion of human rights. The first part of the course provides a comprehensive overview of the main conceptualisations, debates and core issues related to human rights and democracy promotion. The second part of the course consists of a critical analysis of both the internal and external human rights policies and democratisation efforts of the European Union and major European states.

Prerequisite: POL101G

POL261G History and Politics of the Modern Middle East

This is an introductory course to Modern Middle Eastern Studies. The course introduces students to some of the major historical, political and cultural events that have affected the Middle Eastern region since the fall of the Ottoman Empire. It is an interdisciplinary course that examines key historical and political milestones that have shaped, defined and redefined the Modern Middle East since the beginning of the 20th Century: modernity, colonialism, nationalism, ethnicity, identity and religion, state formation, democratisation, wars and geography as well as the impact of external influences on the region. The course also touches upon recent events in the region, in particular the Arab uprising and the on-going Israeli-Palestinian conflict. Given the complex history of the region, current events cannot be dissected from the Middle East's history alone. This introductory course will provide students with basic building blocks that will enable them to better understand and analyse today's events and conflicts in the greater context of the region's historical, political and cultural developments over the past 100 years. The course includes film viewings as well as guest-lectures by experienced practitioners and policy-makers.

Prerequisite: POL101G or HIS101G

POL334G The European Union in the World

This course explores the changing role of the European Union (EU) on the global stage. It examines 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.

Prerequisites: HUM101G and POL101G