



# HEC LIÈGE

Double Degree Program  
2024/2025



UNIVERSITÀ DI PAVIA



# HEC LIÈGE

## OVERVIEW

- Well known university, with a **multicultural environment**.
- Courses are mostly **mandatory**, divided in 3h lectures once a week.
- Strong **practical approach**, with at least 2 projects assigned to all classes.
- Important to follow the lectures as they value **participation**, and the study material is not very clear.
- The city may seem challenging, but you just need to stay cautious.



# Study Plan - MIBE

Master's in International Strategic Marketing	CFU
Digital Marketing Strategy*	5
Consumer Behavior*	5
Digital Consumer Experience	5
eCommerce Methods and Techniques	5
Retail and Distribution Management	5
Organizational Behavior and Human Resources Management	5
Internship (6 months)	10
Master Thesis	20



\*Mandatory courses

For the other courses, changes can be made but should be confirmed with the Head of International Relations, Mme Anne Gillet, at the beginning of the semester.

# First Semester (September - January)

- **Lectures:** from September to December
- **Exams:** January session with only one round (!)
- **Exam Structure:** a mix of practical assessments (projects/presentations during the semester) and a written test in January
- **Key Skills:**
  - Time management
  - Proactiveness
  - Collaborative approach



# Second Semester (February - July)

## Internship:

- Start searching for an internship as early as October
- Application processes can be long and can overlap with other academic deadlines

## Master Thesis:

- Requires a supervisor in Italy and a reader in Liège
- Follow UniPv regulations, but note HEC's slight differences
- *Recommendation:* choose your thesis topic and supervisor before leaving Italy to have enough time to identify your reader in Liège



**JOBTEASER**



## Practical tips for the internship:

- Update your CV, cover letters and LinkedIn profile
- Be prepared to face interviews
- Get out from your comfort zone

# Beyond academics - Discovering Liège

- **ESN** events, parties, trips, pub crawls, karaoke nights...
- The university offers access to a wide range of **sports**
- A vibrant **Erasmus community** (lots of Italians for those who miss a bit of “Italianicity”!)
- **Transports:** 17€ TEC card to travel around Liège by bus (one year duration)

## Travel opportunities

Liège is **perfectly located** for exploring:

- **Belgium:** Brussels, Ghent, Bruges, Oostende, Leuven, Antwerp
- **Neighboring countries:** Maastricht, Cologne, Luxembourg, Aachen, Amsterdam, Paris



# Accommodation

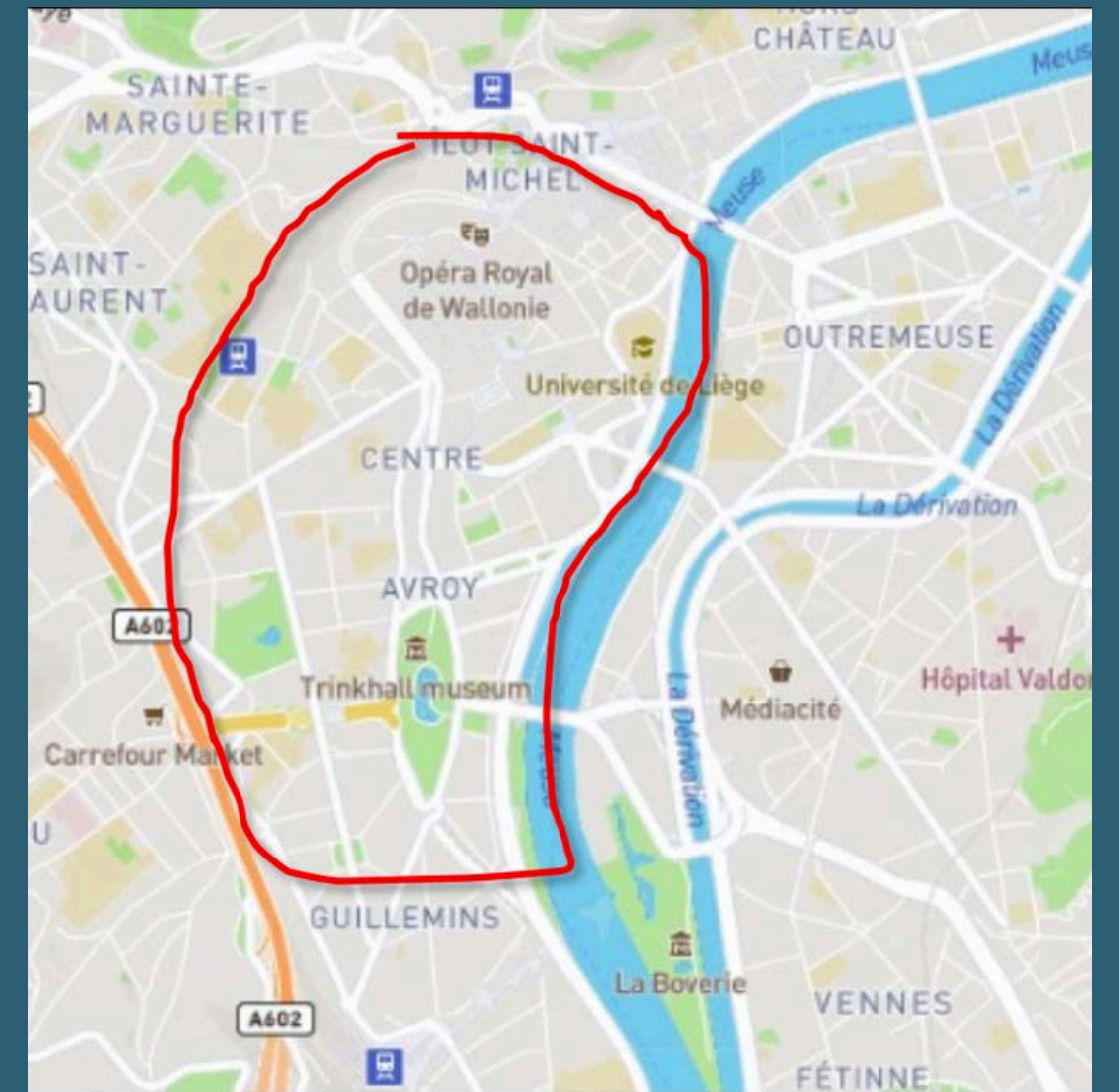
Start searching as soon as possible!

## KOT 300/500€

- <https://www.kotaliege.be/en/>
- <https://skot.be/en/kot-liege>
- Facebook groups (be aware of scams)
- Hard to find for 6 month.

## Residence +600€

- <https://www.kotaliege.be/residences/>



Try to find your accommodation around this area, and avoid more than 20 minutes from the city center (Cathedral).

# Contact us!

For any questions and help!



## MIBE – International Management

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## MIBE – Sustainable Management

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## MIBE – Digital Management

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**THANK YOU FOR  
YOUR ATTENTION**



UNIVERSITÀ DI PAVIA



**HEC LIÈGE**  
Management School - Liège Université

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