

Fully English-taught Bachelor programme

Business Management Marketing



Digital platforms, data, and AI are reshaping business worldwide. BBM prepares you to the future through hands-on projects and real company cases, so you graduate career-ready or prepared for a master's degree in Europe.

Odisee
UNIVERSITY OF APPLIED SCIENCES

4 Reasons to Choose BBM



1

Career-ready

You learn marketing by doing. Our daytime, on-campus classes are hands-on and taught in English by lecturers with experience. You work on real company cases, meet guest speakers, and visit organisations to understand how marketing works in practice.

Year 1 gives you a solid base in business and marketing. To boost your employability in Belgium and across the EU, you also follow a three-year track in a second language (Dutch or French). From **Year 2**, you tailor your studies by choosing a Minor that fits your goals.

In **Year 3**, you complete a four-month internship in Belgium or abroad. Instead of a traditional thesis, you graduate with a Marketing Portfolio that shows who you are as a young professional and what you can do.



2

Support & Belonging

Join a supportive international community with students from 90+ nationalities. You follow foundational courses in larger groups, and selected courses in smaller groups (20–50 students), allowing for clear expectations, personal feedback, and teachers who genuinely follow your progress.

You receive guidance at key moments: settling into the program, building personal development skills, choosing your Minor, preparing your CV or LinkedIn profile, and applying for internships. In company projects, lecturers and industry professionals give direct input to help you grow.



3

Global & Affordable

Brussels is one of the world's most international cities—208+ nationalities and 100+ languages. It's a multicultural, vibrant, and safe environment with a lifestyle that suits students seeking a global outlook.

Living costs average **€1,050–€1,400 per month**, with **€300–500 per year** for study materials (Years 1–3). EEA students pay standard tuition fees; non-EEA students with a student visa or residence permit pay an increased fee.

Scan the QR code for up-to-date tuition and cost information:





4

Recognition & Progression

BBM is a fully recognized English-taught Bachelor's degree. Graduates work in Belgium and across the EEA in marketing, communication, sales, and business development roles.

You can continue into Master's programmes across Europe, including a dedicated progression route to KU Leuven on our shared Brussels campus (bridging year + 1-year MBA).



Brussels: Your Destination Fit

- **International EU hub with a multicultural environment**
- **Great student life: culture, events, sports and easy travel across Europe**
- **Student-friendly city with strong support services (e.g., Brik)**

BBM could be a good fit if you:

- ☐ Want practical, hands-on learning
- ☐ Enjoy teamwork and sharing ideas
- ☐ Are curious about brands, consumers, and markets
- ☐ Feel comfortable studying and communicating in English
- ☐ Don't mind presentations, deadlines, and feedback
- ☐ Want an internship and strong employability skills
- ☐ Are interested in a career in Belgium/Europe or a Master's pathway

STUDY PROGRAMME				
	BRUSSELS CAMPUS	YEAR 1	YEAR 2	YEAR 3
BUSINESS ORIENTATION				
Intercultural Agility for Business		•		
Micro and Macro Economics		•		
Principles of Law		•		
ICT and Organisation		•		
Accounting and Finance		•		
Business Organisation and Human Resources		•		
Introduction to Sustainable Business		•		
Business Ethics			•	
BUSINESS COMMUNICATION				
Advanced Business English I		•		
Visual Communication Skills		•		
Advanced Business English II			•	
Communication Management				•
MARKETING				
Marketing		•		
Marketing Planning and Marketing Mix		•		
Consumer Behaviour		•		
Digital Marketing			•	
ICT and Marketing			•	
Marketing Communication			•	
Customer Experience and Insights			•	
Statistics for Market Research			•	
Integrated Digital Marketing				•
Market Analysis in Practice				•
COMMERCIAL MANAGEMENT				
Purchasing and Logistics		•		
Sales			•	
Commercial Budgeting			•	
Sales Management				•
MINORS (coherent packages of 4 courses)				
European Business			•	•
Digital Brand and Campaign Management			•	•
Sustainable Business			•	•
Marketing Logistics			•	•
PROFESSIONALISM AND APPLIED LEARNING				
Personal Development Skills		•		
Business Project Weeks (3x)		•	•	
Business In Practice			•	
Project Management			•	
Internship and Marketing Portfolio				•
LANGUAGE (choose one of the four* options; follow that choice for five consecutive semesters)				
Dutch (I to V)		•	•	•
French (I to V)		•	•	•
Business Dutch (I to V)		•	•	•
Business French (I to V)		•	•	•
* restrictions apply based on secondary school diploma/language knowledge				

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International Options

Add an international experience to your BBM pathway and strengthen your European profile:

Year 2: Short study week abroad

Year 3: Semester abroad at a partner institution

Year 3: Internship & Marketing Portfolio abroad



WHAT YOU LEARN

A balanced mix of marketing, business, communication, and applied projects.

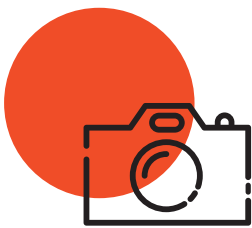


More information on
odisee.be/BBM



Studying an international bachelor's degree programme in business management offers students the opportunity to study in the vibrant heart of Brussels. For me the diversity of the program, combined with an internship surrounded by real life experiences and different languages provided me with a unique advantage. Studying BBM not only provided me a globally relevant education, but also immersed me in a dynamic business environment, fostering cultural diversity, networking opportunities, and real-world experience that were essential for my career.

Chelsea Arreymbi Enanga



IN THE PICTURE



🕒 We're thrilled to have Erasmus students joining us from 10 different countries on campus this year. A special shout-out to the group following Dutch courses at @cvolethasbxl - veel succes en plezier met het leren van Nederlands! #odisee #erasmus



🕒 Summer vibes?
#odisee #summer



🕒 You danced your hearts out!
#odisee #silentdisco

PRACTICAL INFORMATION

How to apply

- Apply online and upload your diploma and required documents.
- No entry exam is required for university admission in Belgium.
- If you are moving to Brussels, we recommend registering before the end of June so you have enough time to arrange accommodation and prepare for life in this vibrant international city.
- Check admission requirements via the QR code or contact us, we are happy to guide you.

Contact

Odisee University of Applied Sciences
Admissions team: admissions@odisee.be

Scan QR-code to find out more about BBM program



Open days 2026 on campus

Saturday, March 14

Saterdag, April 25

Saturday, June 27

Saturday, September 5

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