

➤ Discover our exchange programmes.



Bachelor of Media and Entertainment Business

Autumn and Spring courses for exchange students

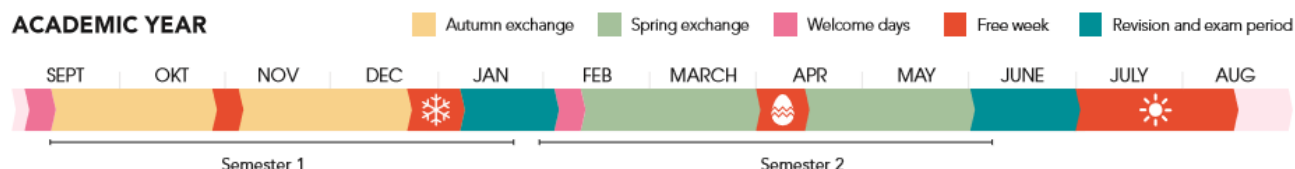
Content (a good story), Commerce (economic viability), Community (a loyal public) are the 3 benchmarks when assessing whether a media product is viable. These 3 key issues form the basis of this training. Work with existing media products or new media products and repurpose/package them for a new international context. You learn these skills by immersing yourself in the international media world from the start.

Exchange students choose between the IMEB track business design or the IMEB track media design and follow a 33 ECTS programme (incl. two elective courses).

COURSES

Course Unit	Programme	ECTS	Semester
	IMEB – Track Media Design <ol style="list-style-type: none"> 1. Media and Entertainment (12 ECTS) <ul style="list-style-type: none"> ○ Project & Innovation Management ○ Media Formatting ○ Creative Concepting ○ Persuasive Writing Skills 2. Media (9 ECTS) <ul style="list-style-type: none"> ○ Digital Tools ○ Storytelling ○ Video 3. Electives (6 ECTS): <i>choose 2 courses</i> <ul style="list-style-type: none"> ○ Essentials for Creative Business ○ Crowdsourcing ○ Growth Hacking and Sales 4. Labs (6 ECTS) <ul style="list-style-type: none"> ○ Media and Entertainment Lab* <p>(* compulsory study trip to Disneyland Paris at additional cost)</p>	33	Autumn

ACADEMIC YEAR



<p>IMEB – Track Business Design</p> <ol style="list-style-type: none"> 1. Media and Entertainment (12 ECTS) <ul style="list-style-type: none"> ○ Project & Innovation Management ○ Media Formatting ○ Creative Concepting ○ Persuasive Writing Skills 2. Business (9 ECTS) <ul style="list-style-type: none"> ○ Essentials for Creative Business ○ Crowdsourcing ○ Growth Hacking and Sales 3. Electives (6 ECTS) : <i>choose 2 courses</i> <ul style="list-style-type: none"> ○ Digital Tools ○ Storytelling ○ Video 4. Labs (6 ECTS) <ul style="list-style-type: none"> ○ Media and Entertainment Lab* <p>(* compulsory study trip to Disneyland Paris at additional cost)</p>	33	Autumn
<p>IMEB – Track Media & Business Design</p> <ol style="list-style-type: none"> 1. Media and Entertainment (3 ECTS) <ul style="list-style-type: none"> ○ International Media Landscape 2. Business (6 ECTS) <ul style="list-style-type: none"> ○ Business Modelling 3. Media (3 ECTS) <ul style="list-style-type: none"> ○ Advanced Video 4. Electives (6 ECTS) : <i>choose 2 courses</i> <ul style="list-style-type: none"> ○ Media Technology ○ Public Speaking ○ Interactive NYC Media Experience* ○ Interactive Chinese Business Experience* 5. Labs (15 ECTS) <ul style="list-style-type: none"> Start-Up Studio <p>(* study trips to NY and China at additional cost)</p>	33	Spring

PROGRAMME

Programme Title	Bachelor of (International) Media and Entertainment Business – courses for exchange students
Coordinator	Pascale Aerts: Programme Manager John Arnold: Course coordinator Leen Van Tolhuysen: International Coordinator
ECTS Credits	33 ECTS per semester
Language	English
Period	Autumn and Spring
Course Objectives	www.thomasmore.be > Programme guide
Course Content	www.thomasmore.be > Programme guide
Assessment	Project work, oral and/or written exams
Prerequisites	<p>In general:</p> <ul style="list-style-type: none"> - Media and/or Business degree student at one of our partner institutions - English B2 level (written and spoken) - Entrepreneurial mindset <p>The Advanced video course requires basic video skills</p>

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Autumn semester: Preferably 2nd or 3rd year students (60 ECTS before arrival)
Spring semester: Preferably 3rd or 4th year students (120 ECTS before arrival)

A combination of courses from different fields of study is not possible.

VENUE & CONTACT

Venue

Media School - Campus De Ham
Raghenoplein 21bis, 2800 Mechelen

Contact

Leen Van Tolhuysen
International Coordinator
Leen.van.tolhuysen@thomasmore.be
www.thomasmore.be/international

ACADEMIC YEAR

