



 FACULTY OF ECONOMICS AND
BUSINESS ADMINISTRATION

stuveco
STUDENTENRAAD FACULTEIT ECONOMIE EN BEDRIJFSKUNDE

DE HOMO ECONOMICUS

2nd Master Business Engineering

2019 – 2020

www.stuveco.be



OP ZOEK NAAR
BIJLES?

OF... ZELF BIJLES
GEVEN?



Scan me

www.skillhouse.one

ZOEK BIJLES

- Leer van je medestudent!
- Wie kan je beter helpen dan iemand die met glans geslaagd is voor hetzelfde vak?
- Bepaal onderling locatie, tijdstip en prijs
- Verhoog je slaagkansen aanzienlijk

GEEF BIJLES

- Help een medestudent uit de nood!
- Geen testen af te leggen, wij vertrouwen jouw ervaring
- Denk eraan dat bijles geven goed staat op je CV
- En je verdient er een centje mee!

SKILLHOUSE

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INTRODUCTION

Dear 2nd Master

To prepare you as good as possible for the exams, Stuveco, the student council of the Faculty of Economics and Business Administration, provides you in this bundle exam questions from the past years. Together with this, we also provide general information about the course and tips to study.

We update the courses yearly to give you the correct information. However, we did not receive questions of all the courses which means that several courses may still include dated information about the course and exam questions. We will clearly mention this for every course. Nevertheless, the Professor is obliged to inform you as a student in the beginning as well as somewhere at the end of the semester about his/her evaluation method. You can also find information on the study guide of each course.

For every course, you can find the score distribution on oasis.ugent.be under this school year -> my courses ('mijn cursussen'). You can then click on a course and can select above 'score distribution' to see the average types of scores students get calculated over 5 years or less.

You can help to keep the Homo Economicus up-to-date by filling in the Google Document posted in your year group on Facebook after every exam. This way, you can help the students that come after you and in return, you get up-to-date exam questions for next year (and/or august) from preceding students. Fair deal, right?

For Stuveco, this is a way to inform you and help you prepare for the examination. This is only a tool to give you some extra information in the learning process. Nothing more, nothing less..

If there are courses missing or if we give wrong information, please send an email to onderwijs.stuveco@UGent.be and we will gladly get back at you.

We wish everyone the best of luck with their exams!

In the name of Stuveco, your student council.

THE BOARD

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WHAT IS STUVECO

Stuveco is the student council of the Faculty of Economics and Business Administration of Ghent University. We provide the communication between the students and the faculty. Our main task is to represent the interests of the students. Our student representatives are members of different commissions and boards in which they, together with the professors and assistants, manage our faculty.

We manage the site www.stuveco.be in which we provide information about our Public Meetings and 'Studelen'.

PUBLIC MEETINGS

Every year, we organize 4 to 5 Public Meetings during which we discuss several topics with our members. We provide information about decisions made in boards and commissions as well as discussions about topics preceding these boards and commissions to make sure that everyone's voice is heard. After every meeting, a report is posted on Ufora and on our site.

Every student listed to the Faculty of Economics and Business Administration can attend these Public Meetings. These students can become members of several commissions in which they will present the voice of all students of our Faculty.

In May, we elect our new board for the next year. To vote, you have to attend at least 2 Public Meetings during the school year to be sure you know what the functions uphold.

STUDELEN

Studelen is an important part of our website. Here, we let students share summaries they made. Every student can upload and download these summaries FOR FREE. **The University of Ghent forbids trading summaries for money. Doing this can have severe consequences, it may even lead to suspension. Studelen is thus the only and best way to share and receive summaries.**

To upload or download summaries, you only have to make a free account on our website. When downloading summaries, do not forget to rate these so following students know which summaries are the best to learn courses.

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Professor: Geert Poels geert.poels@UGent.be

GENERAL

This course consists of lectures, guest lectures, group work and exercise sessions.

The group work consists of a self chosen theme related to IT in organizations. The solution to this group work will be presented at the end of the semester valued by the Professor and the other students. Group work is assessed by:

- ✓ Assessing of ability to apply the framework for IT management studied during the course (i.e., concepts and instruments) to a self-selected theme.
 - ✓ Important are the clarity and soundness of the presentation
 - Understood by fellow students?
 - Credibility of the analysis?
-

EXAM

The exam is open book with MC-questions (with standard setting) and open questions. All written material is allowed. Questions may be related to everything seen in class.

- ✓ Assessing of understanding, insights, have you 'worked' with the material?
- ✓ Assessing of ability to apply (exercise type of question)

Final grade: 80% exam, 20% group work.

We did not receive any exam questions.

Professor: Miguel Meuleman Miguel.meuleman@UGent.be

GENERAL

This course consists of lectures, group work and coached exercises (cases).

EXAM

The exam is closed book. It will consist of both MC-questions and open questions. The material covered by the guest speaker is an important part of the course. The cases discussed during the class sessions or presented by the guest speakers only serve as illustration. You hence do not need to “know” the specificities of the cases. Obviously, understanding the underlying reasoning and how certain conclusions have been reached is important.

The additional readings, as well as any additional texts that might be distributed during the course, are solely meant as “background material” for interested students. Although interesting and relevant, no questions directly relating to these texts will be asked during the exam. Nevertheless, students will benefit from reading the texts, as they will strongly enhance the learning experience and the understanding of the course material.

Final grade: 20% case, 80% written exam.

Course evaluation:

- ✓ 20% Report integration case
- ✓ 80% Individual written exam
 - Closed book
 - Multiple choice
 - Essay-type questions
 - Exercises
- ✓ Guest speakers
 - Additional texts: Background reading
 - Case specificities: No

We did not receive any exam questions.

Professor: Johan Verrue johan.verrue@UGent.be

GENERAL

This course consists of a project.

From the study guide: “It is necessary to attend all educational activities. The student's research is streamlined through a conceptual and practical framework. The conceptual framework is explained by means of lectures and also supervised by the coach. The student team presents (oral and written) interim results and receives feedback on it.”

GROUP WORK

This course does not have an exam, only a group work.

- ✓ Project
 - Start from a problem/challenge
 - Build a prototype and a business model
- ✓ Methodology
 - Business Model Canvas
 - Prototyping
 - Feedback loops through desk and field research
 - Deliverables
 - Business report and financial plan
 - Pitch
- ✓ No traditional exam
- ✓ Evaluation
 - 60% business report
 - 40% pitch & oral defense

There is no second exam session for this course.

We did not receive any exam questions.

Professor: Katrien Verleye katrien.verleye@UGent.be

GENERAL

The course consists of lectures, guided self-study, group work and seminars: coached exercises.

Study guide: "Lectures with discussions of business cases and coached exercises. Coached exercises occur during classes, by which students work in the same group as for group work. The case discussions and coached exercises prepare students for the group work. The group work results in a written report."

EXAM

The exam is written and consists of open questions only.

Final grade: 25% group work, 75% written exam.

To pass, a student needs to take part in all forms of evaluation - permanent and the end-of-term evaluation.

TIPS:

- ✓ the video material in the slides is part of the course content!!
- ✓ two obligatory readings are mentioned in the slides
- ✓ position your question within the context
- ✓ visualize/structure your response
- ✓ be prepared to give examples
- ✓ The written exam is – as mentioned in the first session – based upon content from
 - lectures (i.e., content slides combined with information in textbook Schilling 2017)
 - special sessions (i.e., design challenge, case discussions, and poster exercise)
- ✓ Make sure that you understand the key innovation management concepts, models, and techniques and are able to
 - illustrate the key innovation management concepts, models, and techniques with your own examples
 - apply and integrate key innovation management concepts, models, and techniques to (inter)national business cases and practices, including cases and practices discussed during the lectures and special sessions
 - discuss strategic choices concerning innovation and implementing these choices in a scientific and structured way (=refer to key innovation management concepts, models, and techniques when discussing strategic choices)
 - critically reflect upon strategic choices concerning innovation and the implementation of these choices from an economic, social and ethical perspective

SPECIAL SESSIONS:

Please note that the assignments conducted during the special session are an important aspect of the course and your learnings can be assessed during the exam. More specifically, you can get one of the following questions

- Special session 1:
 - How does design thinking differ from traditional approaches to new product and service development?
 - What skills do design thinkers need to acquire/possess to ensure success? Explain.
 - Under which conditions would you recommend the use of design thinking tools? Explain.
- Special session 2
 - All textbook case questions discussed during special session 2 (your own group + other groups)
 - How do the innovation management strategies discussed in the academic readings in special 2 differ from those discussed in the lecture (Laïfa and Josserand for Group A, Lee and Hung for Group B, and Van Dijk et al. for Group C)?
- Special session 3
 - Choose one of the innovations proposed in special session 3 and explain the fit between one of the elements of a deployment strategy and the industry dynamics.

We did not receive any exam questions.

Professor: Frederik Gailly Frederik.gailly@UGent.be

GENERAL

This course consists of guided self-study, demonstration, group work, lecture, seminar, lecture: plenary exercises.

From the study guide:

Lecture + Demonstration + Seminar:

Students need to read one or two chapters as preparation for the lecture. During the lecture two different sessions are distinguished:

- session 1: Important BPM concepts and methods are described in more detail and students can ask for additional information
- session 2: the new concepts and methods are demonstrated by means of a case or a guest lecture
- session 3: If possible the new concepts and methods are applied by the students.

Groupwork: In groups, the students need to develop a business process model in BPMN that represents the business process of an existing business. This business process model needs to be analyzed and improved. The groups also have to evaluate the report/project of another group using a provided rubric.

Seminar: The students will be asked to participate in one or two experiments which are set-up by one of the researchers of the Information Systems Research Group.

EXAM

The exam is oral with a written preparation.

Learning material: slides and notes + reader with articles, manuals, professional standards, reports, etc.

Final grade: 50% group work, 50% exam. (in case of no experiments)

OR 45% group work, 45% exam and 10% experiments.

We did not receive any exam questions.

Professor: Dirk Van den Poel dirk.vandenpoel@UGent.be

GENERAL

This course consists of group work, lecture, seminar: practical PC room classes. Ex cathedra sessions as well as active class discussions of the different techniques and models with interactive exercises in the PC room.

From the study guide: “Numerous exercises are being solved during sessions. In addition, assignments (to be solved in teams) are handed out. Students will receive coaching in the process of solving the assignments and feedback afterwards (collectively, by team and individually). After tests about the programming language SQL and about Big Data & Python/Apache Spark, students will receive collective as well as individual feedback & coaching.”

EXAM

Final grade: 30% on SQL exercises/exam and 70% on Big Data/Apache Spark/Spark SQL/Python group assignment.

Of the 70% **group assignment score** 30% is based on individual questions and 40% is based on group performance. To pass, a student should pass both parts of the evaluation. If a student does not pass for both parts and the score is 10/20 or more, the score will be reduced to 9/20. Teams will be randomly selected during class to present their solutions to assignments. A maximum of two bonus points (of 20) can be earned in this way.

The exam is in the middle of the semester, partly open and partly closed book.

We did not receive any exam questions.

Professor: Dirk Van den Poel dirk.vandenpoel@UGent.be

GENERAL

This course consists of group work, lecture, seminar: coached exercises, seminar: practical PC room classes. Ex cathedra sessions as well as active class discussions of the different techniques and models with interactive exercises in the PC room.

From the study guide: “Numerous exercises are being solved during sessions. In addition, assignments (to be solved in teams) are handed out. Students will receive coaching in the process of solving the assignments and feedback afterwards (collectively, by team and individually). After tests about the programming language R as well as their insights into using advanced aCRM and advanced statistics, students will receive collective as well as individual feedback & coaching.”

EXAM

The final grade:

50% Written exam to determine to what extent the student mastered: the principles of predictive and prescriptive analytics, the higher programming language R, the principles of advanced analysis techniques, the use of R to solve non-trivial business problems by means of predictive / prescriptive models.

50% Paper with oral defense as part of a group work where the students will solve a real business problem using analytical techniques (potentially corrected by peer assessment). Teams will be randomly selected during class to present their solutions to assignments. A maximum of two bonus points (of 20) can be earned in this way.

1st part of the semester before Easter break: written, open book exam.

2nd part of the semester: group work with presentations.

We did not receive any exam questions.

Professor: Mario Vanhoucke mario.vanhoucke@ugent.be

GENERAL

During the course, both theoretical and practical sessions will be given. The theoretical part focuses on the advantages and disadvantages of different optimization models. The practical part consists of one of a number of well-known cases from literature or the recent research areas of different groups at our university. The students will have to analyze the case study and present solutions.

The course is a mixture of theoretical sessions, exercises in groups, and presentations by guest speakers. During the exercise session, students will have to present their results.

EXAM

The final exam consists of two parts: A written exam at the end of the course (50 % of final score) and one or more team works (50 % of final score). The team works consist of a real-life or fictitious case studies that has to be discussed in a written report and an oral presentation. The subjects will be updated yearly and are related to the recent publications in the operations research area.

The exam is oral.

We did not receive any exam questions.

Professor: Tarik Aouam tarik.aouam@ugent.be

GENERAL

The course consists of Group work, lecture, seminar: coached exercises and seminar: practical PC room classes. Course sessions are a combination of lectures, exercises and case studies and guest lectures.

For the group work, you need to make a final report and a presentation at the end of the semester.

EXAM

Final score is based on Exam: 70% and Permanent: 30%.

The exam consists of exercises and comprehensive questions.

We did not receive any exam questions.

Professor: Luc Keuleneer luc.keuleneer@UGent.be

GENERAL

This course consists of lectures, integration seminars, seminar: coached exercises. We use a combination of teaching methods, including traditional lectures, discussion of cases and conducting a valuation of a real-life company with a question and answer session with valuation experts.

EXAM

The exam is written and consists of MC-questions with standard setting.

The final grade: two case studies (50%) and written exam (50%).

The first **case study** is a group project on valuation of a fictive company (15%; report + peer evaluation). The second case study (35%) is a group project on the valuation of a reallife company. You will have to hand in a valuation report on your valuation analysis and present your valuation analysis. Your grade for the case study is based on a group grade adjusted by your peer evaluation score and performance during the presentation. You will present your case in front of a jury comprising academics and practitioners specialized in business valuation.

We did not receive any exam questions.

Professor: Frank de Jonghe frank.dejonghe@UGent.be

GENERAL

This course consists of lectures and a group work. Ex cathedra for theory sessions; interactive exercise session; presentation and discussion of assignments by the students. Group preparation for assignments.

EXAM

The exam is written.

Final grade relies 100% on the exam. The exercises on the exam are for more points than the theory.

TIPS:

- ✓ Explain the theoretical questions as clear as possible on the basis of formulas or mathematical proof. (He makes a lot of notes to his slides)
- ✓ For the exercises, it is important that you recheck for calculation mistakes. The exam questions seen in class are necessary to understand so you can make the exercises on the exam.

EXAM 2018-2019:

THEORY

- ✓ Proof that the prices of forward and futures are equal
- ✓ Explain of one or multiple graphs the options and their boundaries
- ✓ Insight question about options
- ✓ Explain VaR
- ✓ Questions about the chapter i.r.w. Black Merton-Scholes

EXERCISES

- ✓ Calculate FRA (similar to exercises in class on forwards and swaps)
- ✓ Calculate value (swaps)
- ✓ Exercise using the binomial tree (similar to class)
- ✓ A pay-off graph of options is given, give the portfolio of this graph

Professor: Rudi Vander Vennet rudi.vandervennet@UGent.be

GENERAL

This course consists of guided self-study, group work, lecture, self-reliant study activities, research project. Ex cathedra lectures, class discussions and presentation of papers prepared in groups. Focus on lectures and class discussions.

EXAM

The exam is written and oral.

- ✓ Written : 5 questions on 10 points.
- ✓ Oral is focused on arguments and solid reasoning.

Final grade: Written 60%, Oral 40%.

We did not receive any exam questions.