

# EXCHANGE STUDIES

AUTUMN SEMESTER 2025



STUDY PROGRAMME: SGEMA23  
EVENT MANAGEMENT



UNIVERSITY  
OF BORÅS

## Introduction

In this document, you will find information about relevant study destinations, carefully selected according to your study programme. Please, bear in mind information and course offerings might change and that it is your programme coordinator who decides whether courses can be credited or not. In terms of available places, this number represents the total number of sending students per academic year and might include other study programmes besides your own.

### Erasmus+ Agreements

- Austria, Alpen Adria University of Klagenfurt
- Belgium, HOGENT University
- Finland, JAMK University of Applied Sciences
- France, University of Paris - IUT de Paris
- Ireland, Technological University Dublin
- Italy, University of Bologna
- The Netherlands, Avans University of Applied Sciences

### Bilateral Agreements

- Brazil, Santa Catarina State University
- Mexico, Tecnológico de Monterrey
- Republic of Korea, INHA University
- Thailand, PIM-Panyapiwat Institute of Management

Further information on exchange studies can be found on our website, [www.hb.se/utbyte](http://www.hb.se/utbyte) In case of questions, feel welcome to contact the International Office at [exchange@hb.se](mailto:exchange@hb.se)

Happy reading!

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## Austria

### Alpen Adria University of Klagenfurt

*“Klagenfurt is a small and friendly city: 100,000 people live here in the most southerly provincial capital in Austria. The University of Klagenfurt, also known as the Alpen-Adria Universität (AAU), is located in the west of the city, about 5 minutes away from Lake Wörthersee by bike.*

*The University of Klagenfurt’s position between the cultures of the Alps and the Mediterranean brings with it a wealth of options for day trips and leisure. For example, you can:*

- *go hiking or ski in the Gerlitzen mountains within 30 minutes*
- *swim in the Italian seas within two hours*
- *be at the Venice Biennale within two and a half hours*
- *stroll through the Old Town in Rovinj, Croatia, in three hours”<sup>1</sup>*

This university has been very popular among the Event Management students the past years for a lot of reasons. The courses are relevant for Event student and the student life has proven as very various with a lot of sports activities on campus.

One academic semester of full time studies correspond to 30 ECTS.

NOTE: Before registration the university will charge you a Student Union Fee. The payment details will be sent out to you after being admitted. For more information, please turn to AAU International Office.

#### Examples of courses that previous students have studied are:

- Diversity competence in a globalised world (4 ECTS)
- Complaint Management (4 ECTS)
- BUS:5: Public Management (4 ECTS)
- Risk management (2 ECTS)
- People and Organization (4 ECTS)
- Sociology: Business and society (4 ECTS)
- Englisch Für studierende aller studien III (4 ECTS)
- Creativity in Business and Society (4 ECTS)

**Number of places:** 2 students per academic year  
2 places dedicated to SGEMA

#### Academic Calendar 2023/2024:

- Semester 1: 2023-10-01 - 2024-02-29 (kurserna slutar 31 januari)
- Semester 2: n/a

#### Useful Links:

[University Webpage](#)

[University webpage for incoming students](#)

[Academic calendar](#)

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<sup>1</sup> Alpen Adria website [Accessed 31 October 2023]

## Belgium

### HOGENT University

*"We are situated in Flanders' most popular student city Ghent, also known as Europe's best kept secret and the most authentic historic city in the world. Every year, Ghent attracts 70,000 students for higher education studies, which effectively makes it the higher education capital of Flanders.*

*HOGENT strives to excel in education, research, service provision and practice of the arts. Through the expertise of its staff and graduates and the valorisation of its research, HOGENT is making a valuable contribution to a critical, creative and open society."*<sup>2</sup>

Exchange students from Borås access courses part of the *School of Business and Management*. One academic semester of full time studies correspond to 30 ECTS.

Event students are recommended to choose courses from *Commercial track* or *Finance track*.

**Number of places:** 4 students per academic year.  
2 places is dedicated to SGEMA.

#### **Academic Calendar 2023/2024:**

- Semester 1: 21 August 2023 – 2 February 2024
- Semester 2: 8 February 2024 – 23 June 2024

#### **Useful Links:**

[University Webpage](#)

[University Webpage for Incoming Students](#)

[Course Catalogue](#)

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<sup>2</sup> HOGENT website [accessed 22 April 2021]

## Finland

### JAMK University of Applied Sciences

*“JAMK University of Applied Sciences is an international higher education institution with expertise in 8 different fields of study. We are your global partner whether you want to develop individuals in your organisation or an entire education system. Furthermore, JAMK is an excellent partner in academic staff and student mobility.*

*JAMK has several campuses in the city of Jyväskylä and a campus in Saarijärvi. City of Jyväskylä is located in Central Finland.”<sup>3</sup>*

Exchange students from Borås are recommended to explore the course offer taught at the *School of Business*. One of the unique profiles at JAMK is their specialisation in *Sport Business*. One academic semester of full-time studies corresponds to 30 ECTS.

Recommended programs for Event students (2022):

- Sports Management
- Tourism Management

**Number of places:** 4 students per academic year.  
1 place is dedicated to SGEMA.

**Academic Calendar 2023/2024:**

- Semester 1: 21 August 2023 – 19 December 2023
- Semester 2: 3 January 2024 – 10 May 2024

**Useful Links:**

[University Webpage](#)

[University Webpage for Incoming Students](#)

[Course Catalogue](#) (Choose School of Business to proceed)

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<sup>3</sup> JAMK website [accessed 10 December 2019]

## France

### University of Paris – IUT de Paris

*“The University Institute of Technology (IUT) of Paris – Rives de Seine, with the aim of preparing students to enter the labor market or further their studies, combines theoretical knowledge with practical components through supervised projects, seminars with experts, role playing, mandatory internships and the possibility to participate in work-study programs. What’s more is that many of our classes are taught entirely by players in the corporate world. As a result, the qualifications granted by our Institute are widely recognized and universally appreciated for their quality.”<sup>4</sup>*

Exchange students from Borås are to choose the course offer within *Business Studies* (semester 3 or 5) and *Business Administration* (semester 3 or 5) One academic semester of full-time studies corresponds to 30 ECTS.

**Number of places:** 6 students per academic year.

**Academic Calendar:**

<https://u-paris.fr/en/university-calendar/>

**Useful Links:**

[University Webpage](#)

[Studying at IUT de Paris](#)

[Course Catalogue](#)

[Video -A day with an Erasmus student at IUT de Paris](#)

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<sup>4</sup> IUT de Paris website [accessed 12 August 2024]

## Ireland

### Technological University Dublin

*"TU Dublin, Ireland's first Technological University, is where career-focused students, dedicated staff and academic excellence in science, the arts, business, engineering and technology converge to create the leaders of tomorrow. We offer an inclusive and open learning experience with pathways to graduation, from Apprenticeship to PhD. Our 28,500 students learn in a practice-based environment informed by the latest research and enabled by technological advances."<sup>5</sup>*

Exchange students from Borås are to apply to *College of Business - School of Marketing and Entrepreneurship*. One academic semester of full-time studies corresponds to 30 ECTS.

#### Examples of courses that previous students have studied:

- Digital Marketing (5 ECTS)
- Communications 2 (5 ECTS)
- New Venture Creation (5 ECTS)
- Performance Management (5 ECTS)
- Strategic Management Tools (5 ECTS)
- Media Communications (5 ECTS)

**Number of places:** 5 students per academic year.  
1 place is dedicated to SGEMA.

#### Academic Calendar 2023/2024

- Semester 1: 9 September 2023 – 12 January 2024
- Semester 2: 13 January 2024 - 13 May 2024

#### Useful Links:

[University Webpage](#)

[University Webpage for Incoming Students](#)

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<sup>5</sup> TU Dublin website [accessed 11 December 2019]



## Italy

### University of Bologna

University of Bologna is one of the world's oldest universities and consist of five different campuses, where Borås' exchange agreement is only valid for Campus Forlì. Students apply to courses within *Economics and Management*. Students should note that many courses relate to Economics (nationalekonomi) rather than Business Administration.

Exchange students from Borås may apply to courses at other campuses, however, minimum 50% of the courses must be at Campus Forlì. One academic semester of full time studies correspond to 30 ECTS.

**Number of places:** 6 students per academic year.  
2 places dedicated to SGEMA

**Academic Calendar:**

<https://corsi.unibo.it/1cycle/Management/academiccalendar>

**Useful Links:**

[University Webpage](#)

[University Webpage for Incoming Students](#)

[Course Catalogue](#)

## The Netherlands

### Avans University of Applied Sciences

*"Avans University of Applied Sciences was formed in 2004 as the result of a merger between Hogeschool Brabant and Hogeschool 's-Hertogenbosch. These educational institutions were already working together closely at the time, operating under one Executive Board.*

*The basic principle of Avans University of Applied Sciences is rooted in and springs from its social environment. To maintain and expand its value within its environment, Avans must continue to meet the changing demands of the labour market and the world of work.*

*For many years Avans has maintained a leading position in the national ranking systems among universities of applied sciences."*<sup>6</sup>

Avans has two campuses; Breda and s-Hertogenbosch. It is no significant difference between these, although the course offer may vary.

Exchange students from Borås should explore the course offer within *Economics and Business*. One academic semester of full-time studies corresponds to 30 ECTS.

**Number of places:** 14 students per academic year.  
1 places are dedicated to SGEMA.

#### Academic Calendar 2024/2025:

Semester 1: 26 August 2024 – 31 January 2025

Semester 2: 3 February 2025 – 4 July 2025

#### **Useful Links:**

[University Webpage](#)

[University Webpage for Incoming Students](#)

[Course Catalogue](#)

[Study at Avans \(You tube\)](#)

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<sup>6</sup> Avans website [accessed 11 November 2019]

## Brazil

### Santa Catarina State University

*“Santa Catarina State University (UDESC) was established in 1965 multi campus structured and focused in culture and socioeconomic profile of any region where UDESC has facilities.*

*Evaluation of Ministry of Education of Brazil ranked UDESC as the 4<sup>th</sup> best state university in Brazil and 18<sup>th</sup> among 192 evaluated.”<sup>7</sup>*

Exchange students from Borås have previously enrolled courses taught at *College of Business - ESAG, Florianópolis City*. 4 local credits at UDESC is equal to 6 ECTS. One academic semester of full-time studies corresponds to 30 ECTS. For further information on available courses, please see the Course Catalogue.

**Number of places:** 10 students per academic year.  
2 places are dedicated to SGEMA.

#### Academic Calendar 2023/2024:

- Semester 1: 7 August 2023 – 15 December 2023
- Semester 2: February 2024 – July 2024

#### Useful Links:

[University Webpage](#)  
[Course Catalogue](#)

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<sup>7</sup> UDESC website [accessed 18 October 2019]

## Mexico

### Tecnológico de Monterrey

Monterrey, known for its business profile, is an enormous university with several (31) different campuses, scattered all over the country. Exchange students from Borås are allowed to choose campus of their preference, where students in the last years have chosen Campus Guadalajara. Thus, the information (e.g. study period) may differ depending on what campus you are looking at.

18 credits at Monterrey is equal to 30 ECTS. One academic semester of full-time studies corresponds to 30 ECTS.

**Number of places:** 8 students per academic year.

**Academic Calendar 2023/2024** (<https://studyinmexico.tec.mx/en/calendar>):

- Semester 1: August 1<sup>st</sup> 2023 – December 1<sup>st</sup> 2023
- Semester 2: February 7<sup>th</sup> 2024 – June 21<sup>st</sup> 2024

#### Useful Links:

[University Webpage](#)

[Course Catalogue](#)

[Study in Mexico](#) (in collaboration with Monterrey)

## Republic of Korea

### INHA University

*“INHA University boasts a long tradition and heritage focusing on the natural sciences and engineering, and has produced generations of qualified engineers, entrepreneurs, and experts in various industrial sectors.*

*Incheon, INHA University’s hometown, especially since the opening of Incheon International Airport, is now gearing up to become a hub of international logistics and business for the Northeast Asian region.”<sup>8</sup>*

INHA University is located in Incheon, Korea’s third largest city by population (2,7 million). Seoul is located approximately one hour by metro, an affordable way for students to transport.

Exchange students from Borås are required to study minimum 6 courses, often corresponding to 18 INHA credits. INHA offer a lot of courses in Business. Often, students must combine courses from different departments. In the application, exchange students apply for one department and will be given priority to these courses during registration. At the second step of the registration, exchange students may select courses from other departments as well, but on the principle first come, first served.

**Number of places:** 12 students per academic year.  
1 places are dedicated to SGEMA.

#### **Academic Calendar 2024/2025:**

- Semester 1: 2 September 2024– 20 December 2024

#### **Useful Links:**

[University Webpage](#)

[University Webpage for Incoming Students](#)

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<sup>8</sup> INHA website [accessed 18 October 2019]

## Thailand

### PIM-Panyapiwat Institute of Management

*“Panyapiwat Institute of Management (PIM) is Thailand’s first and largest Corporate **University**, founded in 2007. PIM are fully accredited by the Ministry of Education and the courses are approved by the Office of Higher Education Commission (OHEC).*

*You will find the university 25 km outside of Bangkok. Accommodations are found within 10-15 walking distance.”<sup>9</sup>*

PIM is a well-known partner for exchange students from Borås and considered as very popular for a number of reasons. During Autumn 2024 we are happy to announce this partner university for Event Management students for their exchange semester.

1 credit at PIM is equal to 2 ECTS. One academic semester of full-time studies corresponds to 30 ECTS or 15 PIM credits.

**Number of places:** 6 students per academic year.

**Academic Calendar:**

- Autumn 2024: 7 August 2024 – 15 December 2024

**Useful Links:**

[University Webpage](#)

[International program website](#)

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<sup>9</sup> PIM website (accessed 10 nov 2023)