

# *Exchange studies* autumn 2026

Study programme:  
*SGEMA24h*



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, IGENSIA Group
- France, University of Paris - IUT de Paris
- France, University of Pau and the Adour Region (UPPA) – *NEW 2026/2027*
- Ireland, Technological University Dublin
- Italy, University of Bologna
- Netherlands, Avans University of Applied Sciences
- Netherlands, Inholland University of Applied Sciences – *NEW 2026/2027*

### 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!

**Camilla Carlsson**, International Coordinator  
[camilla.carlsson@hb.se](mailto:camilla.carlsson@hb.se)



**Partner universities**  
*within EU/EAA.*

*Erasmus+ is an EU  
programme that enables  
higher education students  
to study at other European  
universities with a grant.*

## 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 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)
- Creativity in Business and Society (4 ECTS)

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

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

- Semester 1: 2024-10-01 - 2025-02-28 (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 2024/2025:

- Semester 1: 23 September 2024 – 2 February 2025
- Semester 2: N/A

#### 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 2024/2025:**

- Semester 1: 19 August 2024 – 18 December 2025
- Semester 2: N/A

**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

### IGENSIA Group

*“For more than 45 years, Groupe IGENSIA Education (formerly Groupe IGS) has welcomed hundreds of international students from around the world. Each year, they enroll in programs on Groupe IGENSIA Education's (formerly Groupe IGS) campuses in Paris, Lyon and Toulouse.”*

*All of the Groupe IGENSIA Education (formerly Groupe IGS) campuses, whether in Paris, Lyon, or Toulouse, offer students high-quality academic programs that combine student ambitions with the needs of today's companies, enabling them to become a driving force in a changing world.”*

Exchange students from the Event management program are to choose courses at the *ICD Business School* in Paris. Courses can be found in the Fact Sheet for Paris at <https://www.icd-bs.com/incoming-exchange-students>  
It is also possible to choose courses from *the American Business School in Paris*.

One academic semester of full-time studies corresponds to 30 ECTS.

**Number of places:** 2 students per academic year och which 1 place is dedicated to SGEMA.

#### **Academic Calendar:**

Autumn semester: September -December

Spring semester: January - Maj

#### **Useful Links:**

[University Webpage](#)

[ICD Business School](#)

[The American Business School of Paris](#)

## 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]

## France

### University of Pau and the Adour Region (UPPA)

*“The UPPA prepares more than 13,800 students to obtain a hundred or so degrees from Bac+1 to Bac+8, in law, economics, management, literature, languages, human sciences, sport, science and technology.*

*Multidisciplinary and multisite, UPPA benefits from an exceptional working environment on 5 campuses on a human scale: Pau, Bayonne, Anglet, Mont-de-Marsan and Tarbes.”<sup>5</sup>*

Exchange students from the Event management program are to choose courses at the *The College of European and International Studies (EEI)* in Bayonne.

One academic semester of full-time studies corresponds to 30 ECTS.

**Number of places:** 2 students per academic year och which 1 place is dedicated to SGEMA.

#### Academic Calendar:

- Autumn semester: September -mid January
- Spring semester: Mid January – end of May

#### Useful Links:

[University Webpage](#)  
[College of European and International Studies](#)  
[Courses taught in English at EEI](#)

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<sup>5</sup> UPPA website November 2025.

## 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>6</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 2024/2025**

- Semester 1: 2 September 2024 – 13 January 2025
- Semester 2: N/A

#### **Useful Links:**

[University Webpage](#)

[University Webpage for Incoming Students](#)

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<sup>6</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](#)

## 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>7</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 of which 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>7</sup> Avans website [accessed 11 November 2019]

## Netherlands

### Inholland University of Applied Sciences

*“We educate independent, critical professionals and develop applied knowledge. Our efforts make a meaningful contribution to the inclusive world of tomorrow, with a focus on fostering a sustainable living environment and a resilient society. We do this across various locations throughout the Randstad and in various fields: from health to economy, and from technology to education.*

*Inholland has seven campuses in the cultural, political and industrial heart of the Netherlands, each with its own unique character. At six of these, you can follow English-taught degree programmes or exchange courses, each offered at its dedicated location. ”*

Exchange students from Event Management can choose from several minors:

[Destination Management, Branding & Communication](#) - Amsterdam

[Event Experience](#) - The Hague

[Urban Leisure & Tourism Lab](#) - Amsterdam

[Creating Brands with Impact](#) - Haarlem / Rotterdam

[Entrepreneurship Next Gen StartUp](#) - Amsterdam

[Global Business Development](#) - Alkmaar

One academic semester of full-time studies corresponds to 30 ECTS.

**Number of places:** 3 students per academic year

#### Academic Calendar

<https://www.inholland.nl/inhollandcom/academics/academic-year/>

#### Useful Links:

[University Webpage](#)

[University Webpage for Incoming Students](#)

[Course Catalogue](#)

[FAQ for exchange students](#)

**Partner  
universities**



## Brazil

### Santa Catarina State University

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

*Evaluation of Ministry of Education of Brazil ranked UNESC as the 4<sup>th</sup> best state university in Brazil and 18<sup>th</sup> among 192 evaluated.”<sup>8</sup>*

Exchange students from Borås have previously enrolled courses taught at *College of Business - ESAG, Florianópolis City*. 4 local credits at UNESC 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 2024/2025:**

Autumn Semester: August – December

#### **Useful Links:**

[University Webpage](#)

[Course Catalogue](#)

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

## Mexico

### Tecnológico de Monterrey

Tecnológico de Monterrey is a private multiple-campus university with 26 campuses over Mexico and host over 90 000 students. Exchange students are allowed to choose among the following campuses: Ciudad de México, Guadalajara, Monterrey, Queretaro, and Santa Fe. Note that information may differ depending on what campus you are looking at.

The official [course list](#) will be published a month before the semester begins. However, most courses are annual and regularly offered in either the spring or autumn semester. Courses from the previous year can provide a good indication of what to expect.

One academic semester of full-time studies corresponds to 18 credits (30 ECTS).

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

#### [Academic Calendar](#)

Autumn Semester: August – December

#### **Useful Links:**

[University Webpage](#)

[Available campuses at Tecnológico de Monterrey](#)

[Campus Guadalajara](#)

[Course Catalogue](#) (Choose the link below 'Semester Academic Information')

[10 things to know about Tec de 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>9</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.

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

- Introduction to Hospitality Management (3 credits)
- International Service Management (3 credits)
- Digital Marketing (3 credits)
- International Marketing (3 credits)
- Design Thinking (3 credits)

**Number of places:** 12 students per academic year of which 1 place is dedicated to SGEMA.

#### Academic Calendar 2024/2025:

- Semester 1: 2 September 2024– 20 December 2024
- Semester 2: N/A

#### Useful Links:

[University Webpage](#)

[University Webpage for Incoming Students](#)

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<sup>9</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>10</sup>*

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

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 2024/2025:

- Autumn 2024: 7 August 2024 – 15 December 2024

#### Useful Links:

[University Webpage](#)

[International program website](#)

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