

Exchange studies autumn 2027

Event Management
SGEMA25h



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
- Belgium, Vives University of Applied Science – *NEW 2027/2028*
- 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)
- Ireland, Technological University Dublin
- Italy, University of Bologna
- Lithuania, Vilnius University
- Netherlands, Avans University of Applied Sciences
- Netherlands, Inholland University of Applied Sciences

Bilateral Agreements

- Brazil, Santa Catarina State University
- Mexico, Tecnológico de Monterrey
- Republic of Korea, INHA University

Further information on exchange studies can be found on our website, www.hb.se/utbyte

You can also find this partner information in [SoleMove](#) – *Destination Search* (Tag “Event Management”)

In case of questions, feel welcome to contact the International Office at exchange@hb.se

Happy reading!

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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”¹*

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)
- Introduction to international business (4 ECTS)
- Gender and media: representing, producing, consuming (4 ECTS)
- Risk management (2 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

Autumn semester: October – January

Link to current [Academic calendar](#)

Useful Links:

[University Webpage](#)

[University webpage for incoming students](#)

¹ Alpen Adria website [Accessed 31 October 2023]

Belgium

HOGENT University

“HOGENT University of Applied Sciences and Arts (Belgium) is located in the vibrant student city of Ghent, one of Belgium’s most attractive and international study destinations. HOGENT offers practice-oriented education with a strong focus on applied sciences, business, technology, design, and the arts. Exchange students can choose from a range of English-taught programmes and benefit from modern facilities, close industry connections, and a welcoming international community.”

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:

Autumn semester: September – February

Useful Links:

[University Webpage](#)

[University Webpage for Incoming Students](#)

[Course Catalogue](#)

Belgium

Vives University of Applied Sciences - **NEW 2027/2028**

“VIVES University of Applied Sciences is one of the largest institutions of its kind in Belgium, welcoming more than 19,500 students across seven campuses in five West Flemish cities: Bruges, Kortrijk, Ostend, Roeselare, and Torhout. Located in the heart of Europe, VIVES offers a wide range of professionally oriented programmes that prepare students for the challenges of today’s globalised and fast-paced world. Brugge is the capital of West Flanders in northwest Belgium, widely celebrated as the “Venice of the North”. Famous for its perfectly preserved medieval architecture, romantic canals, and cobblestone streets, its entire historic city center is recognized as a UNESCO World Heritage Site.”

Event Management students can choose courses *Vives Business Academy* at campus Brugge, please follow link below.

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

Number of places: 2 students per academic year

Academic Calendar:

Autumn semester: September – January

Useful Links:

[University Webpage](#)

[Exchange studies at Vives](#)

[Courses in Brugge](#)

[Housing information](#)

Finland

JAMK University of Applied Sciences

“JAMK University of Applied Sciences (Finland) is a modern and internationally oriented university located in Jyväskylä, one of Finland’s most vibrant student cities. JAMK is known for its practical, career-focused education, strong connections with industry, and wide range of courses taught in English. Exchange students benefit from innovative learning environments, excellent student support services, and an active international community while experiencing the unique lifestyle and natural beauty of Central Finland.”

Exchange students from Borås are recommended to explore the course offer taught at the *School of Business*.

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

Recommended programs for Event students:

- Business (Bachelor)
- Tourism Management (Bachelor)

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

Academic Calendar:

Autumn semester: August – December

Useful Links:

[University Webpage](#)

[University Webpage for Incoming Students](#)

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

France

IGENSIA Group

“IGENSIA Group is a higher education institution in France that offers career-oriented programs in fields linked to business and professional development, attracting students from around the world. It provides opportunities for international students to study full degrees, join exchange programs, or take short courses, with teaching available in both English and French.

The group is made up of several specialized schools, particularly in business-related fields, such as ICD Business School for commerce and marketing.”

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 (depending on campus)

Useful Links:

[University Webpage](#)

[ICD Business School](#)

[The American Business School of Paris](#)

France

University of Paris – IUT de Paris

“Université Paris Cité is one of France’s leading multidisciplinary universities and home to IUT de Paris – Rives de Seine, where students benefit from small class sizes and teaching that combines theory and practice. The institute offers courses in areas such as Business and Administration, Sales and Marketing, Information and Communication, and Statistics.

Located in the heart of Paris, one of Europe’s most vibrant student cities, the university provides easy access to world-class culture, history, and student life. With a strong international profile and extensive academic resources, it offers an exciting study environment in one of the world’s most iconic capitals.”

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](#)

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.”²

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

It can be challenging for Event Management students to identify relevant courses so please check course offer and course requirements before choosing this option.

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](#)

² 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."*³

Event Management students are to apply to *College of Business/Marketing*.

Campuses to choose from:

- Aungier Street
- Bolton Street
- Grangegorman Campuses

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

Autumn semester: September – January

Useful Links:

[University Webpage](#)

[University Webpage for Incoming Students](#)

[Campuses](#)

³ 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. The exchange agreement for Business Administration students is only valid for Campus Forlí. Students apply to courses within Economics and Management. Students should note that many courses relate to Economics (nationalekonomi) rather than Business Administration.

Note that Forlí is a city 78 km from Bologna.”

Students should note that many courses relate to Economics (nationalekonomi) rather than Business Administration.

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:

Autumn semester: September - December

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

Useful Links:

[University Webpage](#) (Forlí)

[University Webpage for Incoming Students](#)

[Course Catalogue](#)

Lithuania

Vilnius University

“Study at Vilnius University while being based at its Kaunas Faculty, located in Lithuania’s second-largest city, Kaunas. Students can choose from a range of English-taught courses while enjoying a welcoming international environment and vibrant student life in one of the Baltics’ most dynamic student cities.”

Event Management students should select courses from the course offer available at the Kaunas Faculty.

If course list for dedicated semester is not published, courses from the previous year can provide a good indication of what to expect.

Please turn to your international coordinator for help in making a final course selection.

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

Number of places: 4 students per academic year.

Academic Calendar:

Autumn semester: August – January

[Link to exact dates](#)

Useful Links:

[University Webpage](#)

[Information incoming students](#)

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”

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 *Business, Administration and Law*.

Note that in this university you will study a fixed minor/course package of 30 ECTS (full time studies).

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 :

Autumn semester August/September –January

Useful Links:

[University Webpage](#)

[University Webpage for Incoming Students](#)

[Course Catalogue](#)

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

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/>

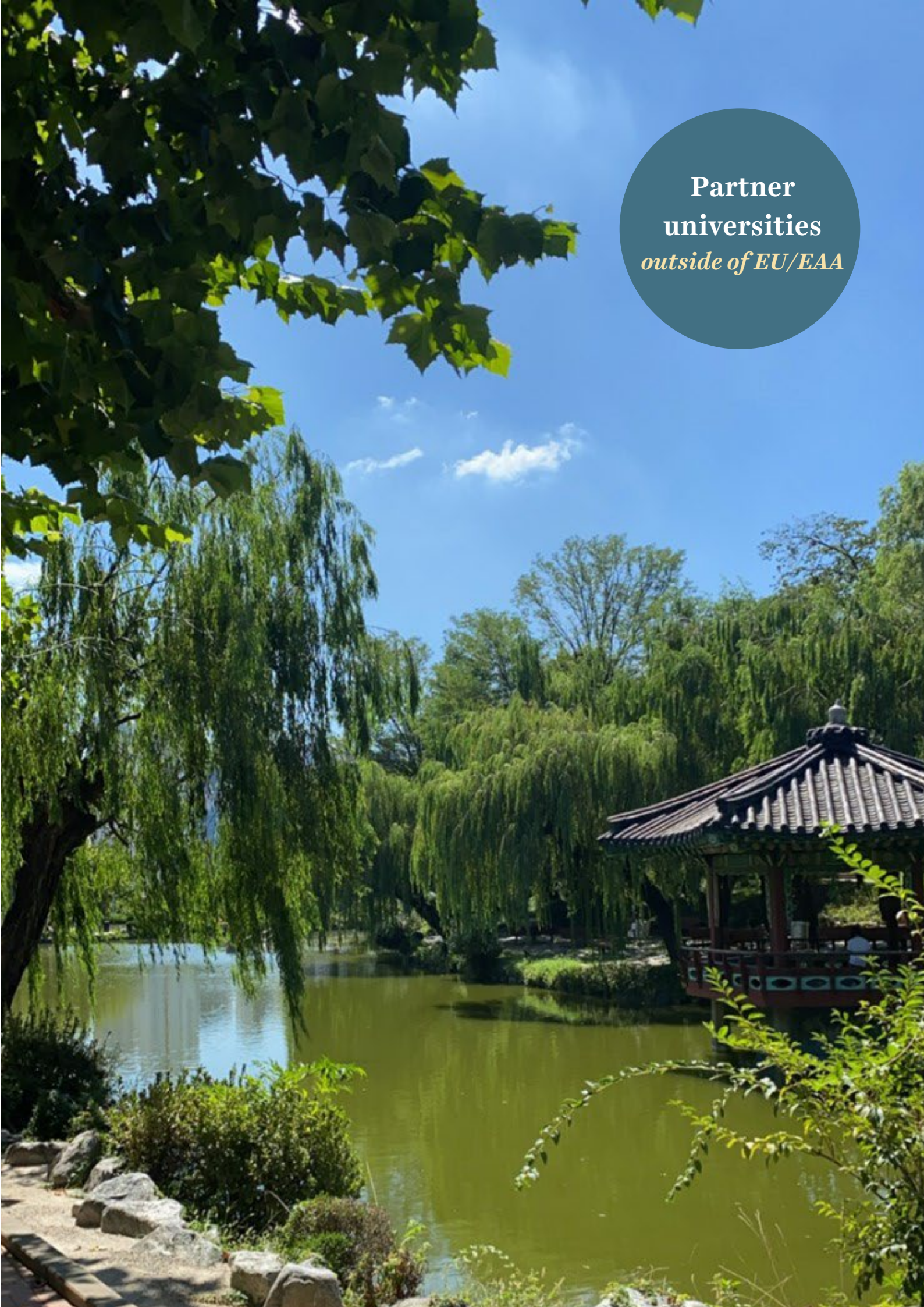
Useful Links:

[University Webpage](#)

[University Webpage for Incoming Students](#)

[Course Catalogue](#)

[FAQ for exchange students](#)

A scenic view of a traditional Korean garden. In the foreground, a stone path leads towards a pond. The pond is surrounded by lush greenery, including several large weeping willow trees with long, drooping branches. On the right side of the pond, there is a traditional Korean pavilion (Seogeomjae) with a tiled roof and wooden structure. The sky is blue with a few wispy clouds. The overall atmosphere is peaceful and serene.

Partner
universities
outside of EU/EAA

Brazil

Santa Catarina State University

“Santa Catarina State University (Universidade do Estado de Santa Catarina – UDESC) is a public university in southern Brazil, founded in 1965, with its main campus in Florianópolis and additional campuses across the state. The university hosts over 13,000 students in areas including engineering, technology, health sciences, education, arts, and social sciences, and is recognized as one of Brazil’s leading state universities, offering a strong academic environment, diverse research opportunities, and a high quality of life in a safe coastal region.

Florianópolis is the capital of the state of Santa Catarina in southern Brazil, with a population of around 500,000, including 60 000 students accross several universities. The city is partly located on Santa Catarina Island and partly on the mainland, connected by bridges. The city has reliable public transport, and access to essential services such as healthcare, libraries, and sports facilities. The local economy is strong in technology, engineering, tourism, and research, with many startups and innovation hubs. The climate is subtropical and humid, with warm summers and mild winters, and the city provides easy access to beaches, urban areas, and nature reserves, making it practical for both studying and everyday life.”

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 20 credits = 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_

Autumn Semester: August – December

Useful Links:

[University Webpage](#)

[Course Catalogue](#)

Mexico

Tecnológico de Monterrey

“El Tecnológico de Monterrey is one of Mexico’s most prestigious private universities with several different campuses scattered all over the country. Exchange students from Borås are allowed to choose campus of their preference, but the main campuses for exchange students are Monterrey, Mexico City, Santa Fe, Queretaro and Guadalajara.”

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.”⁴

INHA University is 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.

Academic Calendar:

Autumn semester_ September – December

Useful Links:

[University Webpage](#)

[University Webpage for Incoming Students](#)

⁴ 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.”⁵

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:

- Autum 2024: 7 August 2024 – 15 December 2024

Useful Links:

[University Webpage](#)

[International program website](#)

⁵ PIM website (accessed 10 nov 2023)