

Blended Learning Course Schedule

Estimated dates when lessons start and end for each course unit. The exact schedule will be provided on the school intranet.

Fall term 2014

Unit	Start of lessons	End of lessons	Visiting Professor
4: Marketing Principles	September 8	November 21	Dr. Francis Piron, Professor, Shantou University, China
1: Business Environment	September 29	December 9	Martin Desmaras, M.Sc., Managing Director at Crossbridge Consulting, Canada
15: Managing Business Activities to Get Results	October 27	February 2, 2015	Dr. Humberto Florez, Adjunct faculty, Nova Southeastern University, Florida International University, Universidad ESAN
3: Organisations and Behaviour	November 17	February 11, 2015	Dr. Rosmini Omar, Associate Professor, Universiti Teknologi Malaysia, Malaysia
Winter break (no lessons)	December 18	January 6, 2015	

Spring term 2015

Unit	Start of lessons	End of lessons	Visiting Professor
14: Working with and Leading People	January 7	March 24	Dr. Julia Milner, Lecturer, Sydney Business School, University of Wollongong, Australia
19: Marketing Planning	January 26	April 9	Stavros Sindakis, Ph.D., Assistant Professor of Innovation Management Bangkok University
7: Business Strategy	February 16	May 5	César Baena, Ph.D., Professor, Kedge Business School, France
16: Managing Communications, Knowledge and Information	March 9	May 27	Martin Desmaras, M.Sc., Managing Director at Crossbridge Consulting, Canada
Easter break	April 3	April 6	

Summer term 2015

Unit	Start of lessons	End of lessons	Visiting Professor
17: Marketing Intelligence	April 13	June 23	Dale Fodness, Ph.D., Associate Professor of Marketing, University of Dallas, USA
2: Managing Financial Resources and Decisions	May 7	July 6	David Fagan, M.Sc., MBA Tutor, Open University Business School, UK
6: Business Decision Making	May 26	September 8	Costas Theodoridis, Ph.D., Senior Lecturer in International Marketing, Manchester Metropolitan University Business School, UK
Summer break	July 7	August 2	
8: Research Project	August 31	October 22	David S.A. Guttormsen, Ph.D., Lecturer, University of Exeter Business School, UK

Fall term 2015

Unit	Start of lessons	End of lessons	Visiting Professor
5: Aspects of Contract and Negligence for Business	September 9	November 18	Dr. Christiana Sappa, Assistant Professor in Business Law, ESCP Europe Business School, France
13: Personal Development	August 28	December 10	Ms. Heidi Viljamaa, Master of Arts in Psychology, Founder at UP Tools & UP Partners, Finland
41: Contemporary Issues in Marketing Management	September 22	December 8	Antoine Eid, Ph.D., Associate Faculty member, University of Leicester, Visiting Professor Nottingham Business School, UK
20: Sales Planning and Operations	November 5	December 9	David Fagan, M.Sc., MBA, Simon Heaton, MBA

HELBUS reserves the right to make changes to this schedule. TBC = to be confirmed.