



ENTREPRENEURSHIP and BUSINESS INNOVATION

Exchange programme for business students

This international module has been set up to provide European and overseas students with business skills within the realm of entrepreneurship, innovative management and 21st-century new marketing strategies, financial and legal topics.



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Level & Entry Requirements

Generally the programme is at undergraduate level and is aimed at students with a general business background. Since the topics of the module mainly concentrate on marketing and entrepreneurship, students with a background in this field will be considered privileged candidates. However, applications by candidates of other fields of study will be considered for enrolment after careful examination of their study records.

Since English is the language of instruction, **a solid background in spoken and written English is required** (minimum level **B2** in the Common European Framework of Reference).

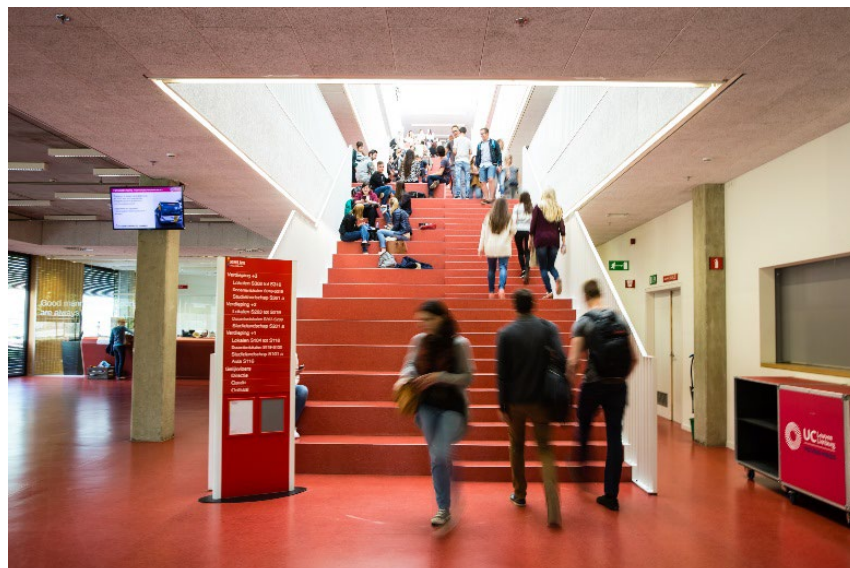
Courses available in the fall programme

ECTS code	Course title	ECTS
	Communication training English	3
	Creativity and innovation	4
	Innovative marketing concepts	4
	Leadership skills	3
	International marketing	3
	European and International Law	3
	Business Case/Practice (Logistics)	3
	Business ethics	3
	International entrepreneurship 1	4
	International entrepreneurship 2	4
	Trends in business	4
	Internal control	4
	International experience	3



Courses available in the spring programme

ECTS code	Course title	ECTS
	Dutch language and culture	3
	Communication training English	3
	E-tools I	3
	E-tools II	5
	I Living Lab (European classroom)	6
	International experience	3
	Community Design Thinking	6
	International business	3
	International experience	3
	Internship	3



Work load

Students are allowed to take up to 30 ECTS per semester. 1 ECTS credit stands for between 25 to 30 hours of work load. Before the credits can be awarded, students have to take the exams / c.q. write the papers following all courses (see also assessment and examination).

Examination and assessment

Courses and projects will be assessed with the following ECTS grading scale.

Results can be consulted online and will be sent to the student's home institution.



ECTS Grade	% of successful students normally achieving the grade	Definition
A	10	EXCELLENT - outstanding performance with only minor errors
B	25	VERY GOOD - above the average standard but with some errors
C	30	GOOD - generally sound work with a number of notable errors
D	25	SATISFACTORY - fair but with significant shortcomings
E	10	SUFFICIENT - performance meets the minimum criteria
FX	-	FAIL - some more work required before the credit can be awarded
F		FAIL - considerable further work is required

Fees & Registration

No tuition fees are charged for students from institutions UC Limburg has a bilateral Erasmus agreement with. Businet members can apply for such agreements at all times. There may, however, be expenses for course materials, excursions and social activities.

For students who **are not participating** in an exchange programme with UC Limburg, the tuition fee for this programme amounts to € 1200.

Accommodation

Participants will be able to rent student digs for the duration of their stay. Accommodation booking information will be sent to you as soon as your application form has been received.

Academic calendar

Start academic year	19 September 2022
Fall break	31 October - 6 November 2022
End of classes	23 December 2022
Christmas break	26 December – 8 January 2023
Exam period	9 January – 3 February 2023
Results available	2 February 2023
Start spring term	13 February 2023
Easter break	3 – 16 April 2023
Exam period	30 May – 1 July 2023
Results available	30 June 2023

Nomination and Application

Information on nomination and application procedures and the relevant deadlines can be found on our website: <https://www.ucll.be/en/programmes/exchange-programmes/application-exchange-programmes>

Course Descriptions:

LEADERSHIP SKILLS	
Course coordinator	UCLL – Management Limburg, Management studies
Type of course/ procedure	Lectures, case studies, exercises
Language	English
Period	September-January
Mode of assessment	Oral Exam
ECTS credits	3
Course objectives	Students will learn about management skills and understand their meaning and importance. They should also be able to apply these skills in real-life situations.
Course Content	Good management is the foundation of organizational success. This course is focused on the skills a good manager should have and on how he/she can develop these skills. It also focuses on how you can work better in a team.
Bibliography	Course documents will be given to the students.

EUROPEAN & INTERNATIONAL LAW

Course coordinator	UCLL – Management Limburg, Law studies
Type of course/ procedure	Lectures, case studies, exercises
Language	English
Period	September-January
Mode of assessment	Written Exam
ECTS credits	3
Course objectives	Students should be able to understand the basics of EU law and international law.
Course Content	This course contains an introduction to EU law and international law. EU law is focussed on organisation and competition law. Furthermore the relationship between EU law and national law will be described. In International law the students will also learn the basics of the international organisations, jurisdiction, applicable law and enforcement.
Bibliography	Course documents will be given to the students.

INTERNATIONAL MARKETING

Course coordinator	UCLL – Management Limburg, Marketing studies
Type of course/ Procedure	Classroom session, lectures, case studies
Language	English
Period	September-January
Prerequisites	General knowledge of marketing principles.
Mode of assessment	Group project (70%) and individual oral defense (30%)
ECTS credits	3
Course objectives	The objective is to launch a Belgian product on a foreign (English-speaking) market. By doing so the students analyse the challenges and opportunities that come with internationalization. What needs to be done when a company enters a completely new market with one of their products? What are some major challenges related to cultural differences and another consumer behaviour?
Course Content	<p>The course provides a detailed perspective on the challenges and opportunities of international markets and how cultural differences influence the 4 P's of marketing. Reasons to go international are discussed. Students work on a project to launch a Belgian product on a foreign English-speaking country. They develop a plan of action to service their target group of consumers.</p> <ul style="list-style-type: none"> Consumer behaviour in international markets Positioning of international marketing Opportunities and challenges of international marketing The role of culture Motives for and against internationalization Successful internationalization Views on internationalization

TRENDS IN BUSINESS/ TENDANCES ET ACTUALITÉ

Course coordinator	UCLL M&T – Management Limburg, Office management studies
Type of course/ procedure	Team work, presentation, paper
Language	English or combination English-French
Period	September-January
Mode of assessment	Students will be assessed on their participation, presentation and contribution to the paper.
ECTS credits	4
Course objectives	Students become aware of the current trends in business and their impact on the economy in general.
Course Content	Students will study business trends in today's world. They will either focus on the international world of business in English or combine English and French as work languages. Topics may vary as current affairs and students' interest will guide content.

Business Case/Practice: Moving Minds Logistics

Course coordinator	UCLL – Management Limburg, Logistics studies
Type of course	Project, guest lectures, seminars
Language	English
Period	September – January
Prerequisites	General business background
Mode of assessment	Students will be assessed on their attitude, skills, activities and performance during a multidisciplinary project (Business case, viz. Logistics Management, Marketing Management, SME Management, ...).
ECTS credits	3
Course objectives	The student will participate as a team player, showing the necessary (soft) skills. The student will contribute to his/her team assignment, viz. a problem presented by a business organization for which a logistically sound solution needs to be worked out.
Course Content	The actual content depends on the problem presented by the business organization. A strong focus will be put on multidisciplinary thinking and cooperating irrespective of the main subject.
Literature	Course materials will be given to the students.

INNOVATIVE MARKETING CONCEPTS & CREATIVITY/INNOVATION

Course coordinator	UCLL – Management Limburg – Marketing studies
Type of course	60% Lectures and seminars / 40% teamwork; Case studies, simulation exercises, real business challenges, lectures and group discussions. Mixed classes: both Flemish and exchange students will participate.
Language	English
Period	September – January
Prerequisites	general business background / basic knowledge of marketing is an asset
Mode of assessment	Students will be assessed on the basis of a written and oral exam, a paper and the student participation during the real business cases
ECTS credits	4 + 4
Course objectives	The aim of this module is to provide foreign participants with a range of skills and knowledge that will enable them to better implement creativity in a business context overall and in the marketing context in particular.
Course Content	<p>Creativity Management: Cases and Concepts</p> <ul style="list-style-type: none"> introduction to creativity the link between creativity and innovation the business need for innovation individual preferences for problem solving building intrinsic motivation elements of an innovative business environment <p>Managing Creativity: Tools and Techniques</p> <ul style="list-style-type: none"> skills to solve problems differently tools to stimulate individual and team creativity group techniques to work on challenges introducing newness in a business context challenges with the introduction of new products and services

Literature	<p>Course materials will be given to students</p> <p>Isaksen, S., Meeting the Innovation Challenge: Leadership for transformation and growth.</p> <p>Isaksen S.G., K. B. Dorval & D. J. Treffinger (2000), Creative Approaches to Problem Solving.</p> <p>Robinson A. G. & Stern S. (1997). Corporate Creativity</p> <p>Tidd, J., Bessant J. & Pavitt K. (2001). Managing Innovation</p> <p>Nadler, G. & Hibino S. (1998). Breakthrough Thinking</p> <p>Nadler, G. & Hibino S. (1999). Creative Solution Finding</p>
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BUSINESS ETHICS

Course coordinator	UCLL – Management Limburg, Office management studies
Type of course/ Procedure	Seminars, Case studies, assignments, documentary.....
Language	English
Period	September - January
Mode of assessment	Students are expected to attend all seminars and tutorials. To receive credit, students must complete the required coursework to a satisfactory standard.
ECTS credits	3
Course objectives	In this course we will look at ethics and business ethics theory, the stakeholders model and its implications. The ethical dimension to global business developments will be discussed. An ethical decision model will be taught that will enable the student to analyse relevant case studies.

INTERNATIONAL EXPERIENCE

Course coordinator	UCLL – Management Limburg, Management studies
Type of course/	Seminar – Study Visit – International week
Language	English
Period	September - January and February - June
Prerequisites	Fluent in English: a solid background on both oral and written English is required. General business background.
Mode of assessment	Students will be assessed on the basis of a portfolio describing the international activities the student organized and/or participated in (study trip/international week/ ...). The student has to prove that he or she developed the 'international competences'. The assessment given will be PASS or NO PASS.
ECTS credits	3
Course objectives	Developing the international and intercultural competences.
Course Content	Organising and taking part in study trips, international weeks abroad, ...

INTERNATIONAL ENTREPRENEURSHIP 1

Course coordinator	UCLL M&T – Management Limburg, Management studies
Type of course/	Seminars – International week – Group work & individual work
Language	English
Period	September - January
Prerequisites	Fluent in English: a solid background on both oral and written English is required. General business background.
Mode of assessment	Students will be assessed on their participation in class debates, in group work, etc. There will also be a final assessment at the end of the course.
ECTS credits	4
Course objectives	Developing the international and intercultural competences. Developing entrepreneurial skills.
Course Content	You will develop both your entrepreneurial and your intercultural competencies by working on both the theoretical framework and on business cases: e.g. Theoretical foundations of international entrepreneurship, SMEs in Europe, Readiness for internationalization & Motives and drivers for internationalization, Market entry strategies & business plan, Intercultural skills in negotiation, ...

INTERNATIONAL ENTREPRENEURSHIP 2

Course coordinator	UCLL M&T – Management Limburg, Management studies
Type of course/	Seminars – International week – Group work & individual work
Language	English
Period	September – January
Prerequisites	Fluent in English: a solid background on both oral and written English is required. General business background.
Mode of assessment	Students will be assessed on their participation in class debates, in group work, etc. There will also be a final assessment at the end of the course.
ECTS credits	4
Course objectives	Developing the international and intercultural competences. Developing entrepreneurial skills.
Course Content	You will develop both your entrepreneurial and your intercultural competencies by working on both the theoretical framework and on business cases: e.g. Development of internationalization strategy; Intercultural Dimension (e.g. 5-Forces, DESTEP, PESTEL); Project Management; International Entrepreneurship Mindset; Consultancy skills, ...

COMMUNICATION TRAINING ENGLISH

Course coordinator	UCLL – Management Limburg, Business & Languages
Type of course/ Procedure	Classroom sessions, practice sessions, discussions, etc.
Language	English
Period	September – January
Prerequisites	B2 in English (CEFR)
Mode of assessment	Continuous assessment (written and oral tasks) and written exam
ECTS credits	3
Course objectives	Improve your communication skills in English
Course Content	Communication training in the field of business and current affairs: discussions/small talk, presentations, professional mailing, vocabulary expansion, professional written communication, ...

E-TOOLS I

Course coordinator	UCLL M&T – Management Limburg, Business & Languages
Type of course/	Seminars – Group work & individual work – Case studies
Language	English
Period	February - June
Prerequisites	Fluent in English: a solid background on both oral and written English is required. General business background & knowledge of MS Office software
Mode of assessment	Students will be assessed on their participation in class debates, in group work, etc. There will also be a final assessment at the end of the course on computer.
ECTS credits	3
Course objectives	being able to employ relevant ICT tools <ul style="list-style-type: none">• being able to select and use the most appropriate ICT tool in a given situation• being able to keep track of profession-relevant developments with regard to ICT and adopt them
Course Content	Presentations 2.0 Presentation techniques: prezi, video tutorials, office steam, kahoot, ... Online presentation tools

E-TOOLS II

Course coordinator	UCLL M&T – Management Limburg, Business & Languages
Type of course/	Seminars – Group work & individual work
Language	English
Period	February - June
Prerequisites	Fluent in English: a solid background on both oral and written English is required. General business background & knowledge of MS Office software
Mode of assessment	Students will be assessed on their participation in class debates, in group work, etc. There will also be a final assessment at the end of the course on computer.
ECTS credits	5
Course objectives	being able to employ relevant ICT tools <ul style="list-style-type: none">• being able to select and use the most appropriate ICT tool in a given situation• being able to keep track of profession-relevant developments with regard to ICT and adopt them
Course Content	Desktop publishing: Adobe Photoshop & Adobe InDesign Online support tools: Digital forms (Google Forms, Zoho, ...), Project management software (Podio, ...), Cloud storage (Sharepoint, Dropbox, OneDrive)

COMMUNICATION TRAINING ENGLISH II

Course coordinator	UCLL – Management Limburg, Business & Languages
Type of course/ Procedure	Classroom sessions, practice sessions, discussions, etc.
Language	English
Period	February - June
Prerequisites	B2 in English (CEFR)
Mode of assessment	Continuous assessment (written and oral tasks) and written exam
ECTS credits	3
Course objectives	Improve your communication skills in English
Course Content	Communication training in the field of business and current affairs: discussions/small talk, presentations, professional mailing, vocabulary expansion, professional written communication, project, ...

COMMUNITY DESIGN THINKING

Course coordinator	UCLL, all studies
Type of course/	Seminars – Group work & individual work
Language	English
Period	February - June
Prerequisites	Fluent in English: a solid background on both oral and written English is required. General business background & knowledge of MS Office software
Mode of assessment	Students will be assessed on their participation in class debates, in group work, etc.
ECTS credits	6
Course objectives	<ul style="list-style-type: none"> - become familiar with design thinking - work in multidisciplinary groups on wicked community problems
Course Content	<ul style="list-style-type: none"> - theoretical background: design thinking concept - field projects in multidisciplinary teams centered on wicked community problems

INTERNSHIP

Course coordinator	UCLL – Management Limburg
Type of course/ Procedure	Company internship
Language	English
Period	February - June
Prerequisites	B2 in English (CEFR) Have a business background in your home institution
Mode of assessment	Continuous assessment and final presentation
ECTS credits	3
Course objectives	Explore Belgian business culture
Course Content	Practical internship in a Belgian company