

## Exchange Programme

# Business Management Organisation & Management



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# WELCOME TO UCLL UNIVERSITY OF APPLIED SCIENCES

## FACULTY OF MANAGEMENT, CAMPUS PROXIMUS

The Faculty of Management, campus Proximus, located in Leuven, offers a Fall and a Spring semester. Both semesters are aimed at **business students**. All courses in this programme will be taught in English. Please take into account that a **beginner's level of English** is **not sufficient** (B2 required) to follow the courses and to take the exams.

## WELCOME DAYS

Each semester starts with Welcome Days. These days are organised by the UCLL for all the international students who attend courses at the different faculties of the UCLL. During these days students get a lot of practical information they need for a successful study period in Leuven. These days also create possibilities to socialize with international and local students. We **strongly advise** students to participate in these **Welcome Days**. More information on the Welcome Days is available [here](#).

## COURSES

The Faculty of Management offers a wide range of courses (see preliminary overview of the courses on the next pages). The time schedule of the courses will be available at the beginning of the semester. Some courses might be scheduled at the same day/time. In that case, students can select another course at the beginning of the semester.

Students are advised **to take minimum 20 ECTS**.

During Spring semester, The Faculty of Management offers also **the European University - International Innovation Lab**, a unique 30-ECTS package (see below).

## SCHEDULE

	From	Till
<b>Fall semester</b>		
Welcome Days	11-09-23	15-09-23
Course weeks	18-09-23	27-10-23
Fall break	30-10-23	03-11-23
Course weeks	06-11-23	22-12-23
Christmas holidays	25-12-23	05-01-24
Study and examination period	08-01-24	02-02-24
<b>Spring semester</b>		
Welcome Days	05-02-24	09-02-24
Course weeks	12-02-24	29-03-24
Easter holidays	01-04-24	12-04-24
Course weeks	15-04-24	24-05-24
Study and examination period	27-05-24	05-07-24

## APPLICATION PROCEDURE

Students from partner institutions need to be nominated by their International Office via **Mobility-Online**. As soon as they are nominated, they will have to complete their application in Mobility-Online.

## OVERVIEW OF THE COURSES OF FALL SEMESTER

Code	Course unit	ECTS
<b>Business Management</b>		
MBO60D	Business Ethics (EPM3) <sup>1</sup>	3
MNB71X	Economics (BBM1)	4
MNB75X	Ethics (BBM3) <sup>1 4</sup>	4
MME12B	Financial Management (BME2)	3
MNB72X	ICT (BBM1)	3
MBA26A	Management accounting (AF3)	3
MBO66D	Quality Management (B&L3)	3
MNB60B	Seminar 2 (BBM2)	3
MNB87X	Supply Chain Management (BBM2)	4
<b>Marketing and Event Management</b>		
MNB19X	Brand Identity & Graphic Design (BBM2)	4
MNB81X	Consumer Behaviour (BBM1)	4
MNB94X	CRM (BBM3) <sup>4</sup>	4
MNB01B	Design Thinking (BBM3) <sup>4</sup>	3
MKM26A	Digital Marketing (KMO3) <sup>1</sup>	3
MBK25A	Digital Marketing Essentials (MK2) <sup>1</sup>	4
MNB80X	Introduction to Marketing (BBM1)	4
MNB54B	Market Research: Set Up (BBM2)	5
MEX80A	Market Research: Set Up (BME)	3
MEX81A	Market Research: Processing (BME)	3
MNB95X	Sales Management (BBM3) <sup>4</sup>	4
MNB41X	Sales Skills (BBM2)	4
MEX78A	Strategic Marketing (BME2)	4
MNB96X	Visual Storytelling (BBM1)	3

Code	Course unit	ECTS
<b>Communication</b>		
MNB77X	Copywriting (BBM2)	3
MNB82X	Soft skills (BBM1)	3
MNB34X	French starters (BBM2) <sup>2</sup>	5
MNB51X	French basic (BBM3) <sup>2</sup>	5
MNB38X	Business French advanced (BBM2) <sup>2</sup>	5
MNB35X	German starters (BBM2) <sup>2</sup>	5
MNB52X	German basic (BBM3) <sup>2</sup>	5
MNB36X	Spanish starters (BBM2) <sup>2</sup>	5
MNB53X	Spanish basic (BBM3) <sup>2</sup>	5
MNB43X	Business English 1 & Reporting techniques (BBM1) <sup>3</sup>	4
MGD35A	Dutch Language and Culture (TIP)	3
<b>Law</b>		
MBF90A	Comparative Law (RP3)	3
MBP44A	International & European Law (RP3)	5

<sup>1</sup> A combination of course MBO60D and course MNB75X is not possible.  
A combination of course MKM26A and course MBK25A is not possible.

<sup>2</sup> It is not possible to choose, within one language, several courses. Depending on your level of the specific language the lecturers will decide in the beginning of the semester in which course you will be enrolled.

<sup>3</sup> This course will be taught on a level of IELTS 7.

<sup>4</sup> Limited places available. Contact [incoming.man.leuven@ucll.be](mailto:incoming.man.leuven@ucll.be) to check the availability.

## OVERVIEW OF THE COURSES OF SPRING SEMESTER

Code	Course unit	ECTS
<b>Business Management</b>		
MNB89X	Business Management (BBM2)	3
MNB23B	Management (BBM1)	3
MNB17B	Cross-Cultural Management (BBM1)	4
MBO38D	International Business (EPM2) <sup>1</sup>	3
MGD24A	Intercultural Communications (TIP)	3
MGD23A	Social & Ethical Issues in Information Technology (TIP)	3
MEX04A	Sustainability and Business (EEE)	3
MGD26A	UN Sustainable Development Goals (TIP)	3
<b>Marketing and Event Management</b>		
MNB61B	Concepts Data & Analytics (BBM2)	4
MNB62B	Dashboarding (BBM2)	4
MNB88X	Digital Marketing (BBM2)	4
MNB18X	Innovation Management (BBM1)	4
MNB18B	Marketing Communication Strategy (BBM1)	5
MNB53B	Marketing Data Analysis (BBM1)	3
MNB55B	Market Research: Processing (BBM2)	5
MNB84X	Product and Brand Management (BBM1)	3
MEX21A	Project Management: techniques and methods (EEE)	3
MEX20A	Strategic Event and Risk Management (EEE)	4
MNB90X	Strategic Marketing (BBM2)	4
MNB19B	Webdesign (BBM1)	4

Code	Course unit	ECTS
<b>Communication</b>		
MNB44X	Business English 2 (BBM1) <sup>2</sup>	3
<b>Law</b>		
MNB74X	Law (BBM2)	4
<b>Information Technology</b>		
MBI29H	Business Solutions Platforms (TI)	6

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<sup>2</sup> This course will be taught on a level of IELTS 7.

## DURING SPRING SEMESTER

### EUROPEAN UNIVERSITY - INTERNATIONAL INNOVATION LAB

**Do you feel like a unique and innovative experience at UCLL?**  
**The European University - International Innovation Lab might be a good choice for you!**

#### WHAT IS EUROPEAN UNIVERSITY - INTERNATIONAL INNOVATION LAB?

The European University - International Innovation Lab is a programme **worth 30 ECTS** and consists of the following parts:

- **European University: I Living Lab 2** [MGD12E] (3 ECTS)
- **European University: Explore learning snacks 2** [MGD14E] (3 ECTS)
- **European University: International Innovation Labs** [MME11B] (24 ECTS)

In the modules **I Living Lab 2** and **Explore learning snacks 2** you work on the following international competences: personal growth, intercultural competence, language skills, global engagement, international disciplinary learning, etc.

Furthermore, you participate in the **International Innovation Labs**.

During the whole Spring semester, in a team with 3 fellow students, you develop innovations for a company. You work in a small team for your company and in a big team (with the students working for other companies), which creates a unique team feeling and allows you making friends for life.

You act as a Marketing Innovation Consultant and you develop and implement innovative solutions for your company using the Design Thinking tools and methodology.

You will get the real feeling of working in a professional environment by applying your knowledge. You will be coached daily, without hindering your feeling of freedom.

In brief, in IIL you will get numerous chances to grow as a person, as well in terms of knowledge, as in terms of experience and professional skills.

In between, you also work on your thesis based on the project you developed in the International Innovation Labs.

#### WHO ARE YOU?

- You are a team player
- You are hands-on
- You can take responsibility and you can work independently
- You like to develop yourself
- You like to have a lot of fun

#### WHO CAN APPLY

- You are at least a 3rd-year-student and have a business management background
- You join us for the whole second semester and are available every day from 9.00 am till 17.00 pm

## HOW TO APPLY

- You need to be nominated by your university
- Send your CV and motivation letter to [incoming.man.leuven@ucll.be](mailto:incoming.man.leuven@ucll.be) and you will be invited for an interview

Remark: applying does not mean that you are accepted

- Subscription deadline: 29 September 2023