



## 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**.

## SCHEDULE

	From	Till
<b>Fall semester</b>		
Welcome Days	16-09-24	20-09-24
Course weeks	23-09-24	25-10-24
Fall break	28-10-24	01-11-24
Course weeks	04-11-24	20-12-24
Christmas holidays	23-12-24	03-01-25
Study and examination period	06-01-25	31-01-25
<b>Spring semester</b>		
Welcome Days	03-02-25	07-02-25
Course weeks	10-02-25	04-04-25
Easter holidays	07-04-25	21-04-25
Course weeks	22-04-25	23-05-25
Study and examination period	26-05-25	04-07-25

## 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
MBA69A	Management accounting (AF3)	4
MBO66D	Quality Management (B&L3)	3
MNB87X	Supply Chain Management (BME)	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
MNB20B	Digital Marketing Essentials (BBM2) <sup>1</sup>	4
MNB80X	Introduction to Marketing (BBM1)	4
MNB22B	Market Research: Set Up (BBM2)	4
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
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, MBK25A and MNB20B 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
MNB21B	Digital Marketing Advanced (BBM2)	3
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

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

