

# Exchange Programme

Business Management  
Organisation & Management  
Human Resources Management



Mario De Wolf - Hilde Evers  
International Officers  
[incoming.man.leuven@ucll.be](mailto:incoming.man.leuven@ucll.be)

**UCLL University of Applied Sciences**  
**Faculty of Management**

B Leuven18  
Geldenaaksebaan 335 – 3001 HEVERLEE

# WELCOME TO UCLL UNIVERSITY OF APPLIED SCIENCES

## FACULTY OF MANAGEMENT, CAMPUS CONNECT

The Faculty of Management, campus Connect, 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	14-09-26	18-09-26
Course weeks	21-09-26	30-10-26
Fall break	02-11-26	06-11-26
Course weeks	09-11-26	18-12-26
Christmas holidays	21-12-26	01-01-27
Examination period	04-01-27	29-01-27
<b>Spring semester</b>		
Welcome Days	01-02-27	05-02-27
Course weeks	08-02-27	26-03-27
Easter holidays	29-03-27	09-04-27
Course weeks	12-04-27	21-05-27
Study and examination period	24-05-27	26-06-27

## 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<sup>1</sup>

Code	Course unit	ECTS
<b>Business Management</b>		
MBO60D	Business Ethics (EPM3) <sup>2</sup>	3
MNB71X	Economics (IBM1)	4
MNB75X	Ethics (IBM3) <sup>2</sup>	4
MME12B	Financial Management (BME2) <sup>5</sup>	3
MNB72X	ICT (IBM1)	3
MBA69A	Management accounting (AF3)	4
MBO66D	Quality Management (B&L3)	3
MNB66B	Supply Chain Management (BME)	4
MNB65B	Business Management (IBM1)	3
<b>Marketing and Event Management</b>		
MNB19X	Brand Identity & Graphic Design (IBM2) <sup>5</sup>	4
MNB81X	Consumer Behaviour (IBM1)	4
MNB67B	Dashboarding (IBM3) <sup>5,6</sup>	4
MNB01B	Design Thinking (IBM3) <sup>5</sup>	3
MKM26A	Digital Marketing (KMO3) <sup>2</sup>	3
MBK25A	Digital Marketing Essentials (MK2) <sup>2</sup>	4
MNB20B	Digital Marketing Essentials (IBM2) <sup>2</sup>	4
MNB36B	Digital Marketing Essentials (BME) <sup>2</sup>	3
MNB80X	Introduction to Marketing (IBM1)	4
MNB22B	Market Research: Set Up (IBM2) <sup>5</sup>	4
MEX80A	Market Research: Set Up (BME) <sup>5</sup>	3
MEX81A	Market Research: Processing (BME) <sup>5</sup>	3
MNB95X	Sales Management (IBM3) <sup>5</sup>	4
MNB41X	Sales Skills (IBM2) <sup>5</sup>	4
MNB96X	Visual Storytelling (IBM1) <sup>5</sup>	3

Code	Course unit	ECTS
<b>Communication</b>		
MNB77X	Copywriting (IBM2) <sup>5</sup>	3
MNB82X	Soft skills (IBM1) <sup>5</sup>	3
MNB34X	French starters (IBM2) <sup>3</sup>	5
MNB51X	French basic (IBM3) <sup>3</sup>	5
MNB38X	Business French advanced (IBM2) <sup>3</sup>	5
MNB36X	Spanish starters (IBM2) <sup>3</sup>	5
MNB53X	Spanish basic (IBM3) <sup>3</sup>	5
MNB43X	Business English 1 & Reporting techniques (IBM1) <sup>4</sup>	4
MGD35A	Dutch Language and Culture (TIP)	3
<b>Law</b>		
MBF90A	Comparative Law (RP3)	3
MBP44A	International & European Law (RP3)	5
<b>HRM</b>		
TBA	Personal Talent Management (HRM)	3
TBA	Organisational Design & Development (HRM)	5

<sup>1</sup> All the information on this page may be subject to change.

<sup>2</sup> A combination of course MBO60D and course MNB75X is not possible.  
A combination of course MKM26A, MBK25A, MNB20B and MNB36B is not possible.

<sup>3</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>4</sup> This course will be taught on a level of IELTS 7.

<sup>5</sup> Limited places available. Contact [incoming.man.leuven@ucll.be](mailto:incoming.man.leuven@ucll.be) to check the availability.

<sup>6</sup> Thorough knowledge of Excel is essential.

## OVERVIEW OF THE COURSES OF SPRING SEMESTER<sup>1</sup>

Code	Course unit	ECTS
<b>Business Management</b>		
MNB23B	Management (IBM1)	3
MNB17B	Cross-Cultural Management (IBM1)	4
MBO38D	International Business (EPM2)	3
MGD24A	Intercultural Communications (TIP)	3
MGD23A	Social & Ethical Issues in Information Technology (TIP)	3
MEX04A	Sustainability and Business (EEE)	3
<b>Marketing and Event Management</b>		
MNB61B	Concepts Data & Analytics (IBM2) <sup>2</sup>	4
MNB21B	Digital Marketing Advanced (IBM2) <sup>2</sup>	3
MNB18B	Marketing Communication Strategy (IBM1)	5
MNB53B	Marketing Data Analysis (IBM1)	3
MNB55B	Market Research: Processing (IBM2) <sup>2</sup>	5
MNB84X	Product and Brand Management (IBM1)	3
MEX21A	Project Management: techniques and methods (EEE)	3
MEX20A	Strategic Event and Risk Management (EEE)	4
MNB90X	Strategic Marketing (IBM2) <sup>2</sup>	4
MNB19B	Webdesign (IBM1)	4

Code	Course unit	ECTS
<b>Communication</b>		
MNB44X	Business English 2 (IBM1) <sup>3</sup>	3
MNB25B	Dutch Starters (IBM1)	3
TBA	English for HRM (HRM) <sup>3</sup>	3
TBA	Français des Ressources Humaines (HRM) <sup>4</sup>	3
<b>Law</b>		
MNB74X	Law (IBM2) <sup>2</sup>	4
<b>HRM</b>		
TBA	Personal Talent Management (HRM)	3

<sup>1</sup> All the information on this page may be subject to change.

<sup>2</sup> Limited places available. Contact [incoming.man.leuven@ucll.be](mailto:incoming.man.leuven@ucll.be) to check the availability.

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

<sup>4</sup> This course will be taught on a level of B1.