



## Exchange Programme

# Business Management - Office Management



Faculty of Management & Technology  
Academic year 2017-2018

# FALL PROGRAMME

## TARGET GROUP

The **fall semester** is aimed at **business students** with a **specialisation in Marketing**. Students mainly follow courses in the 2<sup>nd</sup> year of the BME-programme (Bachelor of Business Management-Marketing in Europe) with a focus on marketing topics. Students are advised to follow 30 ECTS credits. All courses in this programme will be taught in English. Please take into account that a **beginner's level of English is not sufficient** (preferably B2) to follow the courses and to take the exams. The number of Exchange students enrolled in this programme is limited.

## INTRODUCTION WEEK

The programme starts with an introduction week. This week is organised by the UC Leuven-Limburg for all the international students who attend courses at the different departments of the UC Leuven-Limburg. It is meant as a first introduction to the Dutch language and it also creates possibilities to socialize with international and local students. Meanwhile the students also have the opportunity to look for accommodation.

## COURSES

After the introduction week the students follow courses during 13 weeks. These courses are largely organised by the **Faculty of Management and Technology**. One course (Europe in 936 minutes) is organised by the UC Leuven-Limburg for all students (gOPO).

Students who attend courses at the Faculty of Management and Technology, have a wide range of subjects (see overview of the courses). 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, you can select another course at the beginning of the semester.

Most of the courses are build up in the form of interactive coached self-teaching. This means that the subject matter of these courses will not only be acquired by lectures but also by self-study supervised by the lecturer.

## OVERVIEW OF THE COURSES OF THE FALL PROGRAMME<sup>1</sup>

ECTS-code	Course unit	ECTS
<b>Business Management</b>		
MNB71X	Economics (1BBM)	4
MNB72X	Spreadsheets for Marketeers (1BBM)	3
MNB96X	Multimedia (1BBM) <sup>2</sup>	3
MME23A	Sustainability and Business (2BME)	3
MGD05A	Europe in 936 minutes (gOPO)	3
MME51X	Financial Management (2BME)	4
MNB58B	Seminar 1 (1BBM)	3
<b>Marketing</b>		
MNB80X	Introduction to Marketing (1BBM)	4
MNB83X	Marketing communication Concepts (1BBM)	3
MME26X	Advertising (2BME)	3
MME07A	Consumer Behaviour (2BME)	3
MME27X	Sales Management (2BME)	3
MME25X	Strategic Marketing (2BME)	4
MME28X	Market Research (2BME)	6
MNB08X	Multimedia for Marketeers (2BME) <sup>2</sup>	3
MNB87X	Supply Chain Management (2MK)	4
<b>Communication</b>		
MNB82X	Communication Management (1BBM)	3
MNB34X	French: starters (2BME) <sup>3</sup>	5
MNB51X	Business French: basic (2BME) <sup>3</sup>	5
MNB38X	Business French: intermediate (2BME) <sup>3</sup>	5
MNB10X	Business English 1 & Reporting Techniques (1BBM)	4
MNB35X	German: starters (2BME) <sup>3</sup>	5
MNB52X	Business German: basic (2BME) <sup>3</sup>	5
MNB36X	Spanish: starters (2BME) <sup>3</sup>	5
MNB53X	Business Spanish: basic (2BME) <sup>3</sup>	5
MME10X	Academic writing (2BME)	3
<p><sup>1</sup> 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, you can select another course at the beginning of the semester.</p> <p><sup>2</sup> It is not possible to take both courses: the content of both courses is more or less the same.</p> <p><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.</p>		

## SCHEDULE

	<b>From</b>	<b>Till</b>
Introduction week	11-09-17	15-09-17
Lectures and seminars	18-09-17	24-10-17
Fall break	30-10-17	03-11-17
Lectures and seminars	06-11-17	22-12-17
Christmas holidays	25-12-17	05-01-17
Study and examination period	08-01-18	02-02-18

## EXAMS

The study and examination period is scheduled in January

## APPLICATION PROCEDURE

See [www.ucll.be/international/programmes/exchange-students/leuven](http://www.ucll.be/international/programmes/exchange-students/leuven)

# SPRING PROGRAMME

## TARGET GROUP

The **spring semester** is aimed to **all business** students. Students can choose from a wide range of courses specially designed for Exchange 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** (preferably B2) to follow the courses and to take the exams.

## INTRODUCTION WEEK

The programme starts with an introduction week. This week is organised by the UC Leuven-Limburg for all the international students who attend courses at the different departments of the UC Leuven-Limburg. It is meant as a first introduction to the Dutch language and it also creates possibilities to socialize with international and local students. Meanwhile the students also have the opportunity to look for accommodation.

## COURSES

After the introduction week the students start with 2 weeks of project work. This project runs in cooperation with 2<sup>nd</sup> years marketing students and the business world and discusses the topic of International Marketing.

This project will be followed by courses during 11 weeks. These courses are largely organised by the **Faculty of Management and Technology**. Other courses are organised by the UC Leuven-Limburg for all the Exchange students (Common International Programme - CIP). The 11 weeks are divided into 10 weeks of lectures and seminars and 1 International Week.

Students who attend courses at the Faculty of Management and Technology, have a wide range of subjects (see overview of the courses). 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, you can select another course at the beginning of the semester.

Most of the courses are build up in the form of interactive coached self-teaching. This means that the subject matter of these courses will not only be acquired by lectures but also by self-study supervised by the lecturer.

During the International Week students work together with Belgian and other international students in a project. **The project International Marketing and International Week is a compulsory subject**. A contribution of **approximately 100 euro** is asked for the International Week. It has to be paid at the beginning of the semester.

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

ECTS-code	Course unit	ECTS
<b>Business Management</b>		
MEX09A	Database Management (EEE)	3
MNB73X	Financial Management (1BBM)	4
MGD24A	Cross-Cultural Communications (CIP)	3
MNB70X	Cross Cultural Management (1BBM)	6
MGD23A	Social & Ethical Issues in Information Technology (CIP)	3
MEX04A	Sustainability and Business (EEE)	3
MGD26A	UN Sustainable Development Goals (CIP)	3
<b>Marketing and Event Management</b>		
MNB85X	Marketing Communication Strategy (1BBM)	4
MNB84X	Product and Brand Management (1BBM)	3
MNB53B	Market Data Analysis (1BBM)	3
MNB99X	Marketing & Innovation (1BBM)	3
MEX52A	Digital Marketing (EEE)	4
MEX57A	Public Relations (EEE)	3
MEX20A	Strategic Event and Risk Management (EEE)	4
MEX21A	Project Management: techniques and methods (EEE)	3
MBM56B	Project 2: International Marketing & International Week (2MK) <sup>2</sup>	4
<b>Communication</b>		
MNB11X	Business English 2 (1BBM)	3
MEX12A	Organisational Communication (EEE)	4
MEX58A	Translation English/Spanish <sup>3</sup>	3
MEX59A	Business French (intermediate – upper-intermediate) <sup>4</sup>	3
MEX61A	Business German (intermediate – upper-intermediate) <sup>4</sup>	3
<b>Law</b>		
MEX07A	Contract Law (EEE)	3
MEX23A	Intellectual Property Law (EEE)	3
MEX17A	Comparative Law (EEE)	4
MBM55B	International Law (2RP)	3
MNB74X	Business and Social Law (2BBM)	4
MEX25A	Project Legal documents and International Law Week (EEE) <sup>5</sup>	5
<p><sup>1</sup> 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, you can select another course at the beginning of the semester</p> <p><sup>2</sup> Compulsory subjects except for students taking course MEX25A. A contribution of approximately 100 euro will be charged</p> <p><sup>3</sup> Minimal required level B1 in English and Spanish</p> <p><sup>4</sup> Minimal required level B1</p> <p><sup>5</sup> For Law students only – visit European Institutions included - a contribution to cover the costs will be charged.</p>		

## **SCHEDULE**

	<b>From</b>	<b>Till</b>
Introduction week	05-02-18	09-02-18
Project Work	12-02-18	23-02-18
Lectures and seminars	26-02-18	24-03-18
International Marketing Week	26-03-18	30-03-18
Easter holidays	02-04-18	15-04-18
Lectures and seminars	16-04-18	25-05-18
Study and examination period	28-05-18	06-07-18

## **EXAMS**

The study and examination period is scheduled in June.

## **APPLICATION PROCEDURE**

See [www.ucll.be/international/programmes/exchange-students/leuven](http://www.ucll.be/international/programmes/exchange-students/leuven)

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