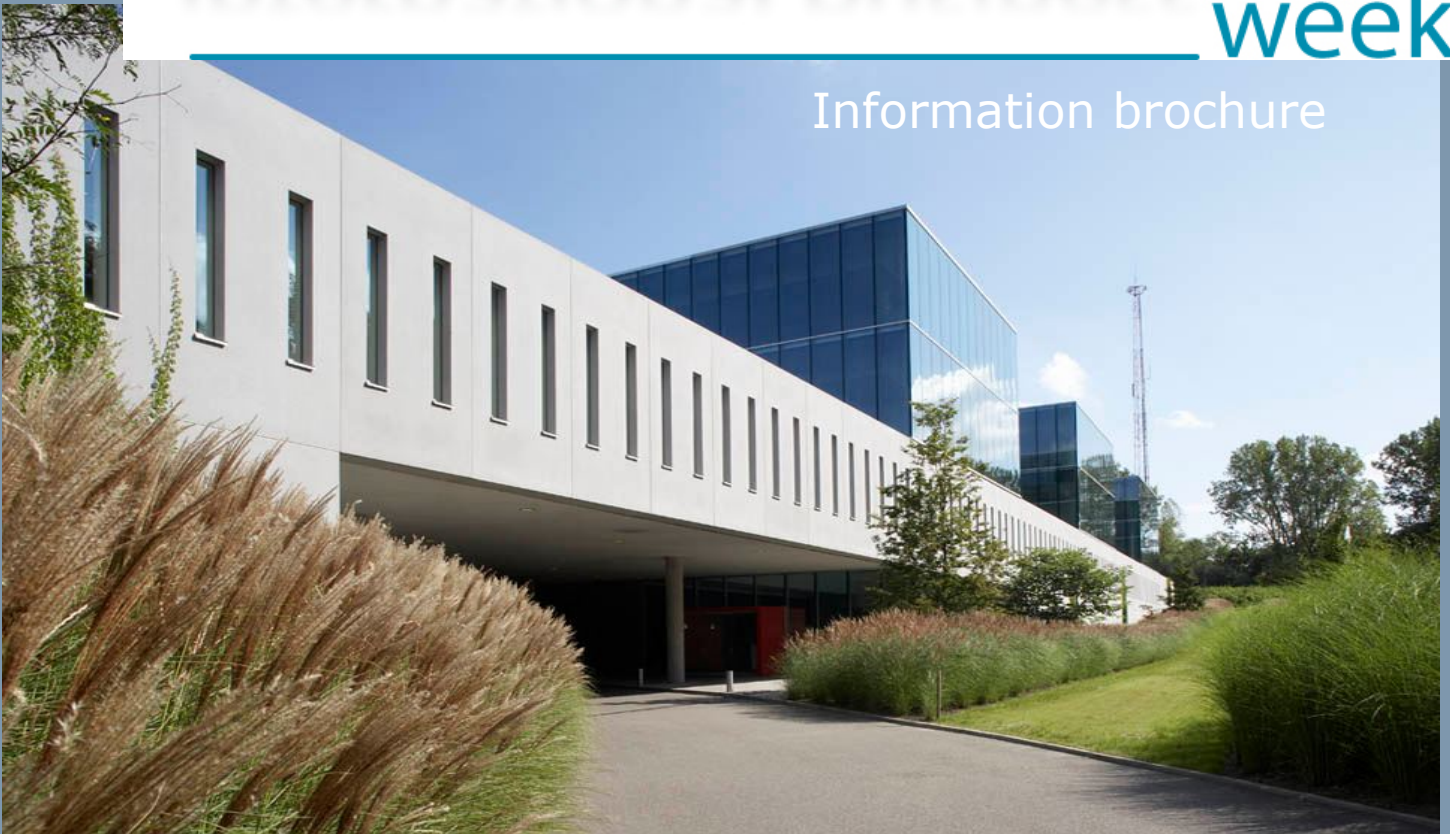




UC Leuven  
Limburg  
MOVING MINDS

# international business week

Information brochure



Proximus Campus  
Leuven  
1 – 5 March 2021



## Outline of the programme

The main target of this week is to let students work in mixed international groups on a subject that interests them, which makes them think and communicate in another language. In this way students with as main subject Business Management broaden their practical knowledge of languages and culture.

The International Business Week revolves around the concept of start-ups. Students participate in an updated version of the business game Str@tvision. The students are split up into different enterprises (groups). A set of 4 or 5 groups competes with each other and forms a market. Each enterprise has to define its objectives and make decisions to reach those objectives. At certain regular points in time the coach gives the students an update of the economic situation so that the students are able to make decisions for the following fiscal year. These decisions are of a financial and accounting as well as on a commercial level. At the end of the week, the groups present their results within their market.

We form groups of people with different nationalities. The more nationalities involved, the more interesting for the students.

We combine this business game with guest lectures, a company visit and a cultural visits.

## Groups: communication Business Week via Gmail/Social Media

A small group of Belgian students will form our Crew that will contact the students of each partner institution to give them information prior to arrival: e.g. information about the youth hostel, train schedules, bus services, clothing for the sports activity ...

A Gmail account is needed to distribute information: please include that in your registration form.

The guest students should be stimulated to reply to the mails/messages of the Belgian students.



## Presentation partner institutions

Everyone is curious to know more about the country the others come from. Students from every institution have to prepare a presentation about their country, their school, ... at home.

If different groups come from the same country, only one group should talk about the country. All students have to be up front during their own **presentation**. As the total time of presentation is limited to 1 hour, each presentation can take **no more than approximately 5 minutes**.

After these presentations the **international food event** takes place.

Since all of this will take place on Monday, students should bring their **food** to the school on **Monday**.

Please bring your **presentation on USB** plug and present it to the student crew on Monday. That enables us to prepare the technical aspect of the presentations.

## International reception

One of the objectives of the International Business Week is to familiarise with the cultures of the different participants. Therefore, as you can see in the programme, we organise an international reception on Monday evening. It is the tradition that the students of each partner institution bring some **typical food from their country**, to share with the other participants. Drinks will be supplied by us.

Please consult with your students what they will bring with them.



## Sports and recreation

In our planning we also include sports. As Leuven offers many sports facilities, options might be bowling, ice skating, ... More information on this topic will follow in due time!

## Company visit

We always offer the students the experience of visiting a company. We've visited Brewery AB Inbev and a start-up incubator before. Curious to see what this year offers? You'll find out later on!

## Cultural visit

We will most definitely show the students around our home-town and century-old Leuven and we might add a visit to another Belgian city if the final programme allows us.

### **Presentations, reception, farewell party:**

Please adjust your clothing to a professional or more festive setting.

## Certificates

The lecturers of all partner institutions put their signature on these certificates. The certificates will be available for signing in the working room reserved for foreign teachers and will be handed out at the end of the week.

No grades are given to the international students unless specifically asked for.



## Accommodation

Students stay at Youth Hostel 'De Blauwput'. Rooms are for 4-6-8 people. Bed linen is provided. Students have to bring their own towels.

If you opt for this accommodation, UC Leuven-Limburg will book accommodation from Monday 1 March until Friday morning 5 March 2021 (4 nights).

If your students need to stay more nights, please fill that in on the registration form.

**Please contact us for more information about the accommodation on [accountancyweek@ucll.be](mailto:accountancyweek@ucll.be).**

Youth Hostel De Blauwput  
Martelarenlaan 11, B-3010 Leuven  
[www.leuven-hostel.com](http://www.leuven-hostel.com)  
+32 (0)16 63 90 62

Leave the station of Leuven at the back side, walk under the road above you and turn left to the yellow building.

This is a **provisional** programme.

### **Monday**

- Official welcome at noon
- Briefing Str@tvision simulation
- Presentation partner institutions
- European aperitif

### **Tuesday**

- Guest speaker Financial planning
- Str@tvision simulation
- Guest lecture on starting a company

### **Wednesday**

- Company visit
- Cultural visit

### **Thursday**

- Sports activity
- Str@tvision simulation
- Workshop pitching
- Closing dinner and farewell party

### **Friday**

- Presentations and evaluation
- Nomination of the winning team in each market

## Accommodation for teachers

For accommodation, we would like to recommend the [Pentahotel](#), which is conveniently located at the heart of the city centre and offers a broad array of amenities. You can book your room at the UCLL discount rate (including flexible conditions and breakfast) via this [weblink](#) where the UCLL code (UCLLCOR) is already inserted. Please note that the UCLL discount rate only applies to bookings which are done through this official weblink.

If you want to participate in the Business Week Accountancy, please complete the registration form and mail it to us before **7 December 2020**.

Contact information:

[accountancyweek@ucll.be](mailto:accountancyweek@ucll.be)

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