



**UC** Leuven  
Limburg  
MOVING MINDS

# Exchange Programme for Erasmus Students

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**Department of Business Studies**  
**Academic year 2015-2016**

# FALL PROGRAMME

## TARGET GROUP

The **fall semester** is aimed at **business students** with a **specialisation in Marketing**. Students 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 Erasmus 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 **Department of Business studies**. One course (Europe in 936 minutes) is organised by the UC Leuven-Limburg for all students (gOPO).

Students who attend courses at the Department of Business studies, have a wide range of subjects (see overview of the courses). 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.

## EXAMS

The study and examination period is scheduled in January

## APPLICATION PROCEDURE

See [www.leuvenuniversitycollege.be](http://www.leuvenuniversitycollege.be)

## SCHEDULE

	<b>From</b>	<b>Till</b>
Introduction week	07-09-15	11-09-14
Lectures and seminars	14-09-15	30-10-15
Fall break	02-10-15	06-10-15
Lectures and seminars	09-11-15	18-12-15
Christmas holidays	21-12-15	01-01-16
Study and examination period	04-01-16	29-01-16

## OVERVIEW OF THE COURSES OF THE FALL PROGRAMME

<b>ECTS-code</b>	<b>Course unit</b>	<b>ECTS</b>
<b>Business Management</b>		
MME23A	Sustainability and Business (2BME)	3
MCM05A	European Business Law (BAB)	3
MCM27A	Project Management (BAB)	3
MGD05A	Europe in 936 minutes (gOPO)	3
<b>Marketing</b>		
MME26X	Advertising (2BME)	3
MME07A	Consumer Psychology (2BME)	3
MME27X	Sales Management (2BME)	3
MME25X	Strategic Marketing (2BME)	4
MME28X	Market Research (2BME)	6
MME29X	Public Relations (2BME)	3
<b>Communication</b>		
MNB34X	Business French: basic (2BME) <sup>1</sup>	5
MNB38X	Business French: intermediate (2BME) <sup>1</sup>	5
MEX01A	Business English 1 (EEE)	3
MNB35X	Business German: basic (2BME)	5
MNB36X	Business Spanish: basic (2BME)	5
MME10X	Academic writing (2BME)	3
<p><sup>1</sup> It is not possible to choose and Business French basic and Business French intermediate. Depending of your level of French the lecturers will decide in the beginning of the semester in which course you will be enrolled.</p>		

# 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 Erasmus 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 **Department of Business studies**. Other courses are organised by the UC Leuven-Limburg for all the Erasmus 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 Department of Business studies, have a wide range of subjects (see overview of the courses). 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 business game. The project International Marketing and International Week is a compulsory subject. A contribution of approximately 90 euro is asked for the International Week. It has to be paid at the beginning of the semester.

## EXAMS

The study and examination period is scheduled in June.

## **SCHEDULE**

	<b>From</b>	<b>Till</b>
Introduction week	01-02-16	05-02-16
Project Work	08-02-16	19-02-16
Lectures and seminars	22-02-16	18-03-16
International Marketing Week	21-03-16	25-03-16
Easter holidays	28-03-16	08-04-16
Lectures and seminars	11-04-16	20-05-16
Study and examination period	23-05-16	30-06-16

## **APPLICATION PROCEDURE**

See [www.leuvenuniversitycollege.be](http://www.leuvenuniversitycollege.be)

## OVERVIEW OF THE COURSES OF THE SPRING PROGRAMME

ECTS-code	Course unit	ECTS
<b>Business Management</b>		
MEX09A	Database Management (EEE)	3
MEX14A	Financial Management (EEE)	3
MGD24A	Cross-Cultural Communications (CIP)	3
MGD23A	Social & Ethical Issues in Information Technology (CIP)	3
MEX04A	Sustainability and Business (EEE)	3
<b>Marketing and Event Management</b>		
MEX03A	Advertising (EEE)	3
MEX05A	Consumer Marketing (EEE)	3
MNB26X	Internet Marketing (2BBM) <sup>1</sup>	3
MNB27X	Public Relations (2BBM) <sup>1</sup>	3
MEX20A	Strategic Event and Risk Management (EEE)	4
MEX21A	Project Management: techniques and methods (EEE)	3
MBO12B	Video (2MA-EPM)	3
MBM56B	Project International Marketing & Intern. Week (2MK) <sup>2</sup>	4
<b>Communication</b>		
MEX02A	Business English 2 (EEE) <sup>3</sup>	4
MEX08A	Crash Course English (EEE) <sup>3</sup>	4
MEX12A	Organisational Communication (EEE)	4
MEX16A	Dutch (CIP)	3
<b>Law</b>		
MEX07A	Contract Law (EEE)	3
MEX23A	Intellectual Property Law (EEE)	3
MEX17A	Comparative Law (1RP)	4
MGD22A	European Studies (CIP)	3
MNB04X	International Business Law (1BBM) <sup>1</sup>	3
MBM55B	International Law (2RP)	3
MEX22A	Project International Law Week and European Inst. <sup>4</sup>	4
MMW29X	Project Legal documents <sup>4</sup>	5
<p><sup>1</sup> Limited places available</p> <p><sup>2</sup> Compulsory subjects</p> <p><sup>3</sup> It is not possible to choose and Business English 2 and Crash Course English. Depending of your level of English the lecturers will decide in the beginning of the semester in which course you will be enrolled.</p> <p><sup>4</sup> For Law students only - a contribution to cover the costs will be charged</p>		

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