



UC Leuven
Limburg
MOVING MINDS

Exchange Programme

Business Management - Office Management



Faculty of Management
Academic year 2019-2020

TARGET GROUP

The **fall semester** is aimed at **business students** with a **specialisation in Marketing**. 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 faculties of the UC Leuven-Limburg. During this week students get a lot of practical information they need for a successful study period in Leuven. Meanwhile the students also have the opportunity to look for accommodation. This week also creates possibilities to socialize with international and local students. We **strongly advise** students to participate in this **introduction week**. More information on the introduction week is available [here](#).

COURSES

After the introduction week the students follow courses during 13 weeks. The Faculty of Management offers a wide range of courses (see overview of the courses on the next page). 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.

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.

Students are advised **to take minimum 20 ECTS**.

OVERVIEW OF THE COURSES OF THE FALL PROGRAMME¹

| ECTS-code | Course unit | ECTS |
|-------------------------------|--|------|
| Business Management | | |
| MNB71X | Economics (BBM) | 4 |
| MNB72X | ICT (BBM) | 3 |
| MNB96X | Multimedia (BBM) ² | 3 |
| MME93A | Financial Management (BME) | 3 |
| MNB58B | Seminar 1 (BBM) | 3 |
| MNB75X | Ethics (BBM) | 4 |
| Marketing | | |
| MNB80X | Introduction to Marketing (BBM) | 4 |
| MNB83X | Marketing communication Concepts (BBM) | 3 |
| MME07A | Consumer Behaviour (BME) | 3 |
| MME89A | Market Research: Set Up (BME) | 3 |
| MME90A | Market Research: Processing (BME) | 3 |
| MNB19X | Multimedia for Marketers (BME) ² | 4 |
| MNB95X | Sales Management & Strategy (BBM) | 4 |
| MNB94X | CRM (BBM) | 4 |
| MNB98X | International Strategic Marketing (BBM) | 3 |
| MME88A | Marketing Management (BME) | 4 |
| MME87A | Sales skills (BME) | 4 |
| Communication | | |
| MNB82X | Communication Management (BBM) | 3 |
| MNB34X | French: starters (BME) ³ | 5 |
| MNB51X | Business French: basic (BME) ³ | 5 |
| MNB38X | Business French: intermediate (BME) ³ | 5 |
| MNB35X | German: starters (BME) ³ | 5 |
| MNB52X | Business German: basic (BME) ³ | 5 |
| MNB36X | Spanish: starters (BME) ³ | 5 |
| MNB53X | Business Spanish: basic (BME) ³ | 5 |
| Information Technology | | |
| MEX11T | Object-Oriented Systems Analysis | 5 |
| MEX09T | Enterprise Content Management | 6 |
| MBI50B | Big Data | 3 |

¹ 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

² It is not possible to take both courses: the content of both courses is the same

³ 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

SCHEDULE

| | From | Till |
|------------------------------|-------------|-------------|
| Introduction week | 09-09-19 | 13-09-19 |
| Lectures and seminars | 16-09-19 | 25-10-19 |
| Fall break | 28-10-19 | 01-11-19 |
| Lectures and seminars | 04-11-19 | 20-12-19 |
| Christmas holidays | 23-12-19 | 03-01-20 |
| Study and examination period | 06-01-20 | 31-01-20 |

EXAMS

The study and examination period is scheduled in January

APPLICATION PROCEDURE

See www.ucll.be/international/exchange-programmes/exchange-student-application

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. 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.

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 faculties of the UC Leuven-Limburg. During this week students get a lot of practical information they need for a successful study period in Leuven. Meanwhile the students also have the opportunity to look for accommodation. This week also creates possibilities to socialize with international and local students. We **strongly advise** students to participate in this **introduction week**. More information on the introduction week is available [here](#).

COURSES

After the introduction week the students start with 2 weeks of project work. This project runs in co-operation with 2nd years marketing students and the business world and discusses the topic of International Marketing. **The project International Marketing and International Week is a compulsory subject.**

This project will be followed by courses during 11 weeks. These courses are largely organised by the **Faculty of Management**. 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, have a wide range of courses (see overview of the courses on the next page). 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.

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.

Students are advised **to take minimum 20 ECTS**.

During the International Week students work together with Belgian and other international students in a project. 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 PROGRAMME¹

| ECTS-code | Course unit | ECTS |
|--|---|------|
| Business Management | | |
| MEX09A | Database Management (EEE) | 3 |
| MNB17X | Financial Management (BBM) | 3 |
| MGD24A | Cross-Cultural Communications (CIP) | 3 |
| MNB70X | Cross-Cultural Management (BBM) | 6 |
| MGD23A | Social & Ethical Issues in Information Technology (CIP) | 3 |
| MEX04A | Sustainability and Business (EEE) | 3 |
| MGD26A | UN Sustainable Development Goals (CIP) | 3 |
| Marketing and Event Management | | |
| MNB85X | Marketing Communication Strategy (BBM) | 4 |
| MNB84X | Product and Brand Management (BBM) | 3 |
| MNB53B | Market Data Analysis (BBM) | 3 |
| MNB18X | Innovation Management (BBM) | 4 |
| MEX69A | International Strategic Marketing (EEE) | 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 (MK) ² | 4 |
| Communication | | |
| MEX | Business English (EEE) ³ | 3 |
| MEX12A | Organisational Communication (EEE) | 4 |
| MEX59A | Business French (intermediate – upper-intermediate) ⁴ | 3 |
| MEX61A | Business German (intermediate – upper-intermediate) ⁴ | 3 |
| Law | | |
| MEX07A | Contract Law (EEE) | 3 |
| MEX23A | Intellectual Property Law (EEE) | 3 |
| MEX17A | Comparative Law (EEE) | 4 |
| MEX70A | European Law (EEE) | 3 |
| MEX68A | International Law and International Law Week (RP) ⁵ | 4 |
| MNB74X | Law (2BBM) | 4 |
| <p>¹ 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>² Compulsory subjects except for students taking course MEX68A. A contribution of approximately 100 euro will be charged</p> <p>³ Students with IELTS 6,5 or TOEFL 79 only</p> <p>⁴ Minimal required level B1</p> <p>⁵ A contribution of approximately 150 euro will be charged</p> | | |

SCHEDULE

| | From | Till |
|------------------------------|-------------|-------------|
| Introduction week | 03-02-20 | 07-02-20 |
| Project Work | 10-02-20 | 21-02-20 |
| Lectures and seminars | 24-02-20 | 27-03-20 |
| International Marketing Week | 30-03-20 | 03-04-20 |
| Easter holidays | 06-04-20 | 17-04-20 |
| Lectures and seminars | 20-04-20 | 22-05-20 |
| Study and examination period | 25-05-20 | 03-07-20 |

EXAMS

The study and examination period is scheduled in June.

APPLICATION PROCEDURE

See www.ucll.be/international/exchange-programmes/exchange-student-application

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