



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 PROGRAMME<sup>1</sup>

ECTS-code	Course unit	ECTS
<b>Business Management</b>		
MNB71X	Economics (BBM)	4
MNB72X	ICT (BBM)	3
MNB96X	Multimedia (BBM) <sup>2</sup>	3
MME93A	Financial Management (BME)	3
MNB58B	Seminar 1 (BBM)	3
MNB75X	Ethics (BBM)	4
<b>Marketing</b>		
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) <sup>2</sup>	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
<b>Communication</b>		
MNB82X	Communication Management (BBM)	3
MNB34X	French: starters (BME) <sup>3</sup>	5
MNB51X	Business French: basic (BME) <sup>3</sup>	5
MNB35X	German: starters (BME) <sup>3</sup>	5
MNB52X	Business German: basic (BME) <sup>3</sup>	5
MNB36X	Spanish: starters (BME) <sup>3</sup>	5
MNB53X	Business Spanish: basic (BME) <sup>3</sup>	5
<b>Information Technology</b>		
MBI81X	Object-Oriented Systems Analysis	5
MEX09T	Enterprise Content Management	6
MBI50B	Big Data	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 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	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](http://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 2<sup>nd</sup> years marketing students and the business world and discusses the topic of International Marketing. **The course 'Project 2 & International Marketing 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 PROGRAMME<sup>1</sup>

ECTS-code	Course unit	ECTS
<b>Business Management</b>		
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
<b>Marketing and Event Management</b>		
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 Week (MK) <sup>2</sup>	4
<b>Communication</b>		
MEX47A	Business English (EEE) <sup>3</sup>	3
MEX12A	Organisational Communication (EEE)	4
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
MEX70A	European Law (EEE)	3
MEX68A	International Law and International Law Week (RP) <sup>5</sup>	4
MNB74X	Law (2BBM)	4
<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 MEX68A. A contribution of approximately 100 euro will be charged</p> <p><sup>3</sup> Students with IELTS 6,5 or TOEFL 79 only</p> <p><sup>4</sup> Minimal required level B1</p> <p><sup>5</sup> A contribution of approximately 150 euro will be charged</p>		

## **SCHEDULE**

	<b>From</b>	<b>Till</b>
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](http://www.ucll.be/international/exchange-programmes/exchange-student-application)

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