



ENTREPRENEURSHIP and BUSINESS INNOVATION

Exchange programme for business students

This international module has been set up to provide European and overseas students with business skills within the realm of entrepreneurship, innovative management and 21st-century new supply chain strategies, financial and legal topics.



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Management and Technology
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Level & Entry Requirements

Generally the programme is at undergraduate level and is aimed at students with a general business background. Since the topics of the module mainly concentrate on marketing and logistics, students with a background in this field will be considered privileged candidates. However, applications by candidates of other fields of study will be considered for enrolment after careful examination of their study records.

Since English is the language of instruction, **a solid background in spoken and written English is required.**

As the "Dutch survival kit" is aimed at beginners and starts from scratch, no previous knowledge of Dutch is required.

Courses available in the fall programme

ECTS code	Course title	ECTS
	Business English	3
	Innovative marketing concepts	4
	Creativity and innovation	4
	Financial topics	3
	Management skills	5
	Exploring new markets	3
	International Law	5
	Business Case/Practice (Logistics)	3
	Internal control	5
	Business ethics	3
	International entrepreneurship 1	4
	International experience	3
	Dutch Survival kit*	3
	Belgium in a business context*	3
	Total	51

* these course units will open only if we have a minimum of 6 signatures

Courses available in the spring programme

ECTS code	Course title	ECTS
	Business English	4
	Communication skills English	3
	E-tools	5
	International entrepreneurship 2	4
	International experience	3
	Community Design Thinking	12
	Total	31



Work load

Students can take up to 30 ECTS per semester. 1 ECTS credit stands for between 25 to 30 hours of work load. Before the credits can be awarded, students have to take the exams / c.q. write the papers following all courses (see also assessment and examination).

Examination and assessment

Courses and projects will be assessed with the following ECTS grading scale.

Results can be consulted online and will be sent to the student's home institution.



ECTS Grade	% of successful students normally achieving the grade	Definition
A	10	EXCELLENT - outstanding performance with only minor errors
B	25	VERY GOOD - above the average standard but with some errors
C	30	GOOD - generally sound work with a number of notable errors
D	25	SATISFACTORY - fair but with significant shortcomings
E	10	SUFFICIENT - performance meets the minimum criteria
FX	-	FAIL - some more work required before the credit can be awarded
F		FAIL - considerable further work is required

Fees & Registration

No tuition fees are charged for students from institutions UC Limburg (former Katholieke Hogeschool Limburg) has a bilateral Erasmus contract with. Businet members can apply for such contracts at all times. There may, however, be expenses for course materials, excursions and social activities.

For students who **are not participating** in an exchange programme with UC Limburg, the tuition fee for this programme amounts to € 1200.

Accommodation

Participants will be able to rent student digs for the duration of their stay, with the help of UCLL. The monthly rent amounts to approx. € 300. Accommodation booking information will be sent to you as soon as your application form has been received.

Application

The application deadline for this international module is **15th June 2018 (fall semester) and 15th November 2018 (spring semester)**.

The online application form can be found at <https://www.ucll.be/international/exchange-programmes/exchange-student-application>

Please send the following documents to the contact below:

- **application form (can be found further on in this bundle)**
- **requirement form English Proficiency for exchange students (can be found further on in this bundle)**
- **full CV and covering letter**
- **learning agreement**
- **most recent transcript of records from home institution**

Miche Broekmans,
UC Limburg Management
Agoralaan, gebouw B – bus 2, B-3590 Diepenbeek
micheline.broekmans@ucll.be



Course Descriptions:

BELGIUM IN AN INTERNATIONAL BUSINESS CONTEXT*	
Course coordinator	UCLL M&T – Management Limburg
Type of course	Guest lectures, excursions, seminar
Language	English
Period	September-January
Prerequisites	an open mind
Mode of assessment	Students will be assessed on their activities and performance during the course and will prepare a portfolio which they have to present at the end of the module.
ECTS credits	3
Course objectives	Students should be able to adapt to a Flemish / Belgian business context and be able to describe the main differences with the context of their own country.
Course Content	The course 'Belgium in an international business context' is focused on business culture in Flanders and Belgium in an international context. Via guest lectures given by professional teachers, international business managers, European politicians and field trip visits to places of interest such as the port of Antwerp, the European parliament, some Belgium- based companies, ... the students will be invited to discuss cultural differences within a business environment.
Literature	Course materials will be given to the students

DUTCH SURVIVAL KIT*

Course coordinator	UCLL M&T – Management Limburg
Type of course	language seminar, excursions
Language	Dutch
Period	September-January
Prerequisites	an open mind / no previous knowledge of Dutch required
Mode of assessment	Students will be assessed on their activities and performance during the course.
ECTS credits	3
Course objectives	At the end of course the students should be able to communicate in Dutch on common topics. They should be able to socialize, ask for information, shop, travel around in Flanders and Holland by using functional and notional Dutch.
Course Content	<p>The 'Dutch Survival Kit' is a course for beginners and only requires your willingness to learn a new foreign language. As instructions and explanations will be partly given in English, a good practical knowledge of this language will be required.</p> <p>The course is activity-based and aims at developing oral communicative skills.</p> <p>Students will often work in teams and will regularly be sent to neighbouring Hasselt or Maastricht to practise their Dutch skills in the field. Since the course is solely based on activities, it is essential that students attend all classes.</p>
Literature	Books C., Le Page E., Peeters I.: "Zo gezegd 1.1 Nederlands als tweede taal" Uitgeverij Pelckmans

BUSINESS ENGLISH

Course coordinator	UCLL M&T – Management Limburg (Marketing and Logistics)
Type of course/ Procedure	Lectures, assignments The programme will be based upon the needs of the participants, developing language skills through discussion, role-plays, presentations, vocabulary development, language analysis and frequent group and individual feedback.
Language	English
Period	September-January
Mode of assessment	Students will be assessed on the basis of their participation during the lectures and real business cases.
ECTS credits	3
Course objectives	<p>Logistics requires a higher degree of international coordination to ensure the smooth flow of goods, information and other resources from the point of origin to the clients and end-users.</p> <p>English is the language used as the tool of communication between different nationalities to manage this complex and challenging process. This makes English an invaluable skill for all levels of management working within the Supply Chain and Logistics function.</p> <p>On completion the students will be able to:</p> <ul style="list-style-type: none">• develop the language needed for planning cost effective and flexible supply chain solutions• define in English the challenges of managing international supply chains extending over the national borders• use the English language needed to focus on the challenges of transport and distribution

FINANCIAL TOPICS

Course coordinator	UCLL M&T – Management Limburg, Finance studies
Type of course/ Procedure	Classroom session, lectures, case studies
Language	English
Period	September-January
Prerequisites	General knowledge of the financial services industry and its products.
Mode of assessment	Oral examination (80 %) + paper (20%)
ECTS credits	3
Course objectives	Objective is to create a detailed understanding of the regulatory environment of financial institutions, the root causes which resulted in the financial crisis and subsequent global economic downturn, the role and responsibilities of the various actors and parties involved as well as the consequences on the future operating environment & models of banks/insurance companies. Also, special attention is given to the asset class Real Estate (commercial & residential).
Course Content	The course provides a detailed perspective on the organization of the financial services sector and its regulations, past & present. Also, the course zooms in on the root causes which caused the financial crisis in 2008 and the subsequent global economic recession and sovereign debt crisis. A detailed clarification is given on role and responsibilities of key actors and parties involved. The measures taken to address the key issues and to prevent future catastrophe are elaborated upon, such as new regulations and the internal control environment (a.o. compliance procedures). The impact on the operating environment of financial institutions, the future challenges as well as the strategic and tactical responses of banks are clarified. Special attention is given to Real Estate. This asset class was at the centre of the Financial Crisis and the sector has suffered substantially in most Western – European countries. Nevertheless, Real Estate continues to be perceived as an interesting asset class for the (prudent) investor.

MANAGEMENT SKILLS

Course coordinator	UCLL M&T – Management Limburg, Management studies
Type of course/ procedure	Lectures, case studies, exercises
Language	English
Period	September-January
Mode of assessment	Oral Exam
ECTS credits	5
Course objectives	Students will learn about management skills and understand their meaning and importance. They should also be able to apply these skills in real-life situations.
Course Content	Good management is the foundation of organizational success. This course is focused on the skills a good manager should have and on how he/she can develop these skills. It also focuses on how you can work better in a team.
Bibliography	Course documents will be given to the students.

INTERNATIONAL LAW

Course coordinator	UCLL M&T – Management Limburg, Law studies
Type of course/ procedure	Lectures, case studies, exercises
Language	English
Period	September-January
Mode of assessment	Written Exam
ECTS credits	5
Course objectives	Students should be able to understand the basics of EU law and international law.
Course Content	This course contains an introduction to EU law and international law. EU law is focussed on organisation and competition law. Furthermore the relationship between EU law and national law will be described. In International law the students will also learn the basics of the international organisations, jurisdiction, applicable law and enforcement.
Bibliography	Course documents will be given to the students.

EXPLORING NEW MARKETS

Course coordinator	UCLL M&T – Management Limburg, Marketing studies
Type of course/ Procedure	Classroom session, lectures, case studies
Language	English
Period	September-January
Prerequisites	General knowledge of marketing principles.
Mode of assessment	Group project (70%) and individual oral defense (30%)
ECTS credits	3
Course objectives	The objective is to launch a Belgian product on a foreign (English-speaking) market. By doing so the students analyse the challenges and opportunities that come with internationalization. What needs to be done when a company enters a completely new market with one of their products? What are some major challenges related to cultural differences and another consumer behaviour?
Course Content	<p>The course provides a detailed perspective on the challenges and opportunities of international markets and how cultural differences influence the 4 P's of marketing. Reasons to go international are discussed. Students work on a project to launch a Belgian product on a foreign English-speaking country. They develop a plan of action to service their target group of consumers.</p> <ul style="list-style-type: none"> Consumer behaviour in international markets Positioning of international marketing Opportunities and challenges of international marketing The role of culture Motives for and against internationalization Successful internationalization Views on internationalization

Business Case/Practice

Course coordinator	UCLL M&T – Management Limburg, Logistics studies
Type of course	Project, guest lectures, seminars
Language	English
Period	September – January
Prerequisites	General business background
Mode of assessment	Students will be assessed on their attitude, skills, activities and performance during a multidisciplinary project (Business case, viz. Logistics Management, Marketing Management, SME Management, ...).
ECTS credits	3
Course objectives	The student will participate as a team player, showing the necessary (soft) skills. The student will contribute to his/her team assignment, viz. a problem presented by a business organization for which a logistically sound solution needs to be worked out.
Course Content	The actual content depends on the problem presented by the business organization. A strong focus will be put on multidisciplinary thinking and cooperating irrespective of the main subject.
Literature	Course materials will be given to the students.

INNOVATIVE MARKETING CONCEPTS & CREATIVITY/INNOVATION

Course coordinator	UCLL M&T – Management Limburg – Marketing studies
Type of course	60% Lectures and seminars / 40% teamwork; Case studies, simulation exercises, real business challenges, lectures and group discussions. Mixed classes: both Flemish and exchange students will participate.
Language	English
Period	September – January
Prerequisites	general business background / basic knowledge of marketing is an asset
Mode of assessment	Students will be assessed on the basis of a written and oral exam, a paper and the student participation during the real business cases
ECTS credits	4 + 4
Course objectives	The aim of this module is to provide foreign participants with a range of skills and knowledge that will enable them to better implement creativity in a business context overall and in the marketing context in particular.
Course Content	<p>Creativity Management: Cases and Concepts</p> <ul style="list-style-type: none"> introduction to creativity the link between creativity and innovation the business need for innovation individual preferences for problem solving building intrinsic motivation elements of an innovative business environment <p>Managing Creativity: Tools and Techniques</p> <ul style="list-style-type: none"> skills to solve problems differently tools to stimulate individual and team creativity group techniques to work on challenges introducing newness in a business context challenges with the introduction of new products and services

Literature	Course materials will be given to students Isaksen, S., Meeting the Innovation Challenge: Leadership for transformation and growth. Isaksen S.G., K. B. Dorval & D. J. Treffinger (2000), Creative Approaches to Problem Solving. Robinson A. G. & Stern S. (1997). Corporate Creativity Tidd, J., Bessant J. & Pavitt K. (2001). Managing Innovation Nadler, G. & Hibino S. (1998). Breakthrough Thinking Nadler, G. & Hibino S. (1999). Creative Solution Finding
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BUSINESS ETHICS

Course coordinator	UCLL M&T – Management Limburg, Office management studies
Type of course/ Procedure	Seminars, Case studies, assignments, documentary.....
Language	English
Period	September - January
Mode of assessment	Students are expected to attend all seminars and tutorials. To receive credit, students must complete the required coursework to a satisfactory standard.
ECTS credits	3
Course objectives	In this course we will look at ethics and business ethics theory, the stakeholders model and its implications. The ethical dimension to global business developments will be discussed. An ethical decision model will be taught that will enable the student to analyse relevant case studies.

INTERNAL CONTROL

Course coordinator	UCLL M&T – Management Limburg, Accounting studies
Type of course/	Lectures, case studies, exercises
Language	English
Period	September - January
Prerequisites	Basic knowledge of the main business processes
Mode of assessment	Oral exam
ECTS credits	5
Course objectives	Students should be able to understand the meaning and importance of internal control and should be able to analyse and design a business information system.
Course Content	This course is focussed on corporate governance and internal control principles. Internal control measurements ideally to be taken in all business processes (finance, logistics, sales, HR, ...) are described. Students will also learn the basics of flowcharting, sampling and business process analysis. Furthermore the link with internal and external auditing will be described.
Bibliography	Course documents will be given to the students.

INTERNATIONAL EXPERIENCE

Course coordinator	UCLL M&T – Management Limburg, Management studies
Type of course/	Seminar – Study Visit – International week
Language	English
Period	September - January and February - June
Prerequisites	Fluent in English: a solid background on both oral and written English is required. General business background.
Mode of assessment	Students will be assessed on the basis of a portfolio describing the international activities the student organized and/or participated in (study trip/international week/ ...). The student has to prove that he or she developed the 'international competences'. The assessment given will be PASS or NO PASS.
ECTS credits	3
Course objectives	Developing the international and intercultural competences.
Course Content	Organising and taking part in study trips, international weeks abroad, ...

INTERNATIONAL ENTREPRENEURSHIP 1

Course coordinator	UCLL M&T – Management Limburg, Management studies
Type of course/	Seminars – International week – Group work & individual work
Language	English
Period	September - January
Prerequisites	Fluent in English: a solid background on both oral and written English is required. General business background.
Mode of assessment	Students will be assessed on their participation in class debates, in group work, etc. There will also be a final assessment at the end of the course.
ECTS credits	4
Course objectives	Developing the international and intercultural competences. Developing entrepreneurial skills.
Course Content	You will develop both your entrepreneurial and your intercultural competencies by working on both the theoretical framework and on business cases: e.g. Theoretical foundations of international entrepreneurship, SMEs in Europe, Readiness for internationalization & Motives and drivers for internationalization, Market entry strategies & business plan, Intercultural skills in negotiation, ...

INTERNATIONAL ENTREPRENEURSHIP 2

Course coordinator	UCLL M&T – Management Limburg, Management studies
Type of course/	Seminars – International week – Group work & individual work
Language	English
Period	February - June
Prerequisites	Fluent in English: a solid background on both oral and written English is required. General business background.
Mode of assessment	Students will be assessed on their participation in class debates, in group work, etc. There will also be a final assessment at the end of the course.
ECTS credits	4
Course objectives	Developing the international and intercultural competences. Developing entrepreneurial skills.
Course Content	You will develop both your entrepreneurial and your intercultural competencies by working on both the theoretical framework and on business cases: e.g. Development of internationalization strategy; Intercultural Dimension (e.g. 5-Forces, DESTEP, PESTEL); Project Management; International Entrepreneurship Mindset; Consultancy skills, ...

BUSINESS ENGLISH

Course coordinator	UCLL M&T – Management Limburg, Logistics studies
Type of course/	Seminars – Group work & individual work
Language	English
Period	February - June
Prerequisites	Fluent in English: a solid background on both oral and written English is required. General business background.
Mode of assessment	Students will be assessed on their participation in class debates, in group work, etc. There will also be a final assessment at the end of the course.
ECTS credits	4
Course objectives	Develop oral and written communication skills in English: correspondence, debates, presentations, etc.
Course Content	English commercial correspondence, Business vocabulary, Business themes in current affairs, Professional presentation skills.

COMMUNICATION SKILLS ENGLISH

Course coordinator	UCLL M&T – Management Limburg, Office Management studies
Type of course/	Seminars – Group work & individual work
Language	English
Period	February - June
Prerequisites	Fluent in English: a solid background on both oral and written English is required. General business background.
Mode of assessment	Students will be assessed on their participation in class debates, in group work, etc. There will also be a final assessment at the end of the course.
ECTS credits	3
Course objectives	Develop oral and written communication skills in English
Course Content	Communication training based on current and business themes: discussions, telephoning, writing skills, vocabulary building, project work.

E-TOOLS

Course coordinator	UCLL M&T – Management Limburg, Office Management studies
Type of course/	Seminars – Group work & individual work
Language	English
Period	February - June
Prerequisites	Fluent in English: a solid background on both oral and written English is required. General business background & knowledge of MS Office software
Mode of assessment	Students will be assessed on their participation in class debates, in group work, etc. There will also be a final assessment at the end of the course on computer.
ECTS credits	5
Course objectives	being able to employ relevant ICT tools <ul style="list-style-type: none">• being able to select and use the most appropriate ICT tool in a given situation• being able to keep track of profession-relevant developments with regard to ICT and adopt them
Course Content	Desktop publishing: Adobe Photoshop & Adobe InDesign Online support tools: Digital forms (Google Forms, Zoho, ...), Project management software (Podio, ...), Cloud storage (Sharepoint, Dropbox, OneDrive)

COMMUNITY DESIGN THINKING

Course coordinator	UCLL
Type of course/	Seminars – Group work & individual work
Language	English
Period	February - June
Prerequisites	Fluent in English: a solid background on both oral and written English is required. General business background & knowledge of MS Office software
Mode of assessment	Students will be assessed on their participation in class debates, in group work, etc.
ECTS credits	12
Course objectives	<ul style="list-style-type: none"> - become familiar with design thinking - work in multidisciplinary groups on wicked community problems
Course Content	<ul style="list-style-type: none"> - theoretical background: design thinking concept - field projects in multidisciplinary teams centered on wicked community problems



ENTREPRENEURSHIP and BUSINESS INNOVATION

2018-2019 STUDENT APPLICATION FORM

I would like to apply for the Entrepreneurship and Business Innovation programme in the

- fall semester
- spring semester

of academic year 2018-2019.

SENDING INSTITUTION

Name and full address: [Click here to insert text](#)

Department coordinator - name, telephone and telefax numbers, e-mail box: [Click here to insert text](#)

Institutional coordinator - name, telephone and telefax numbers, e-mail box: [Click here to insert text](#)

STUDENT'S PERSONAL DATA

(to be completed by the student applying)

- Family name: [Click here to insert text](#)
- First name: [Click here to insert text](#)
- Date of birth: [Click here to insert a date](#)
- Sex: [Choose an item](#)
- Nationality: [Click here to insert text](#)
- Place of Birth: [Click here to insert text](#)
- Current address: [Click here to insert text](#)
- Current address is valid until: [Click here to insert a date.](#)
- Permanent address (if different): [Click here to insert text](#)
- Tel.: [Click here to insert text](#)
- Email address: [Click here to insert text](#)

LANGUAGE COMPETENCE

Please also include the requirement form English language proficiency for exchange students.

Mother tongue: Click here to insert text						
Language of instruction at home institution (if different): Click here to insert text						
Other languages	I am currently studying this language		I have sufficient knowledge to follow lectures		I would have sufficient knowledge to follow lectures if I had some extra preparation	
	Yes	No	Yes	No	Yes	No
Insert language 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insert language 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insert language 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insert language 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WORK EXPERIENCE RELATED TO CURRENT STUDY (if relevant)

Type of work experience	Firm/organisation	Dates	Country
Click here to insert text	Click here to insert text	Click here to insert a date	Click here to insert text
Click here to insert text	Click here to insert text	Click here to insert a date	Click here to insert text
Click here to insert text	Click here to insert text	Click here to insert a date	Click here to insert text

PREVIOUS AND CURRENT STUDY

Diploma/degree for which you are currently studying:
Click here to insert text

Number of higher education study years prior to departure abroad:
Click here to insert text

Have you already been studying abroad?
Yes No

If Yes, when? At which institution?
Click here to insert text

The attached transcript of records includes full details of previous and current higher education study. Details not known at the time of application will provided be at a later stage.

Date:

Signature of applicant:

Signature and stamp of contact person at home university:

.....

The deadline for enrolment is
15th June 2018 (fall term)
15th November 2018 (spring term)

More information on accommodation and life in Limburg, can be found on the international pages of our website: <https://www.ucl.be/international>



REQUIREMENT FORM ENGLISH LANGUAGE PROFICIENCY FOR EXCHANGE STUDENTS

PART I

- This form is required for non-native English applicants and is to be attached to the application file
- It is to be signed by the applicant
- It is to be signed by the responsible person at the partner university

As an exchange student you must be sufficiently proficient in English to be accepted as an exchange student. Although the language of instruction in our institution is Dutch, most of you come for course modules or project work conducted in English. You must be able to understand what is said, and you are expected to actively participate in discussions and group work. You will write reports or papers, make presentations and write exams in English. It is therefore mandatory that you have sufficient English language skills so you are able to:

- understand general and academic topics presented in English, both orally and written
- master a varied vocabulary so you can participate in conversations and discussions
- account for contents and viewpoints in different types of English texts
- express your ideas in English, orally and in writing
- give a detailed and coherent oral and written account of a known topic in adequate English

Complete the following:

I hereby confirm that I have the English skills listed above.

Name: [Click here to insert text](#)
Home institution: [Click here to insert text](#)
Home language: [Click here to insert text](#)
Signature:

Additional information regarding your language proficiency in English.

Formal: What courses have you taken in English, including the courses you are taking now?
[Click here to insert text](#)

Informal: What other experience have you got with the English language (e.g. friends, trips abroad, reading, etc.)?
[Click here to insert text](#)

PART II

This part is to be completed by a professor who is able to judge the level of the student's English skills.

Instruction

This form is part of the student application to participate in the international programmes of UCLL, Belgium. Please answer the questions below. Participants should be able to attend university lectures in the English language, participate in seminar discussions, take notes and understand written materials in their field.

Thank you in advance for your assistance.

1. How was the language evaluation determined?

- Based on knowledge of applicant's coursework at this institution
- Written examination
- Oral examination

2. Please indicate your opinion of the applicant's present language ability in each one of the following categories.

a) Listening comprehension

- None
- Uncomplicated sentences
- Understands simple conversations
- Understands conversations on simple academic topics
- Understands sophisticated discussions of academic topics

b) Speaking ability

- None
- Able to complete structurally simple, short phrases
- Uses basic grammatical structure
- Can handle a wide range of conversational situations
- Can participate in discussion on proposed field of study

c) Reading ability

- None
- Limited to simple vocabulary and sentence structure
- Understands conventional topics and non-technical subjects
- Understands materials which contain idioms and specialized terminology
- Understands sophisticated materials, including those in proposed field of study

3. Please add any additional comments relating to the applicant's linguistic ability

Click here to insert text

4. Please mark as appropriate:

- I do not recommend the applicant for study abroad in the English language.
- I conditionally recommend the applicant for study abroad in the English language.
Under what conditions: Click here to insert text
- I unconditionally recommend the applicant for study abroad in this language.

Name: [Click here to insert text](#)

Position: [Click here to insert text](#)

Contact details: [Click here to insert text](#)

Signature:

Date: [Click here to insert a date.](#)