



Exchange Programme

Business Management - Office Management



Faculty of Management
Academic year 2018-2019

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.

COURSES

After the introduction week the students follow courses during 13 weeks. The Faculty of Management and Technology 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.

OVERVIEW OF THE COURSES OF THE FALL PROGRAMME¹

ECTS-code	Course unit	ECTS
Business Management		
MNB71X	Economics (BBM)	4
MNB72X	Data and ICT Tools (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
MNB08X	Multimedia for Marketers (BME) ²	3
MNB95X	Sales Management (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
MNB10X	Business English 1 & Reporting Techniques (BBM) ⁴	4
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
<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 It is not possible to take both courses: the content of both courses is the same</p> <p>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</p> <p>⁴ Students with IELTS 6,5 or TOELF 79 only</p>		

SCHEDULE

	From	Till
Introduction week	10-09-18	14-09-18
Lectures and seminars	17-09-18	26-10-18
Fall break	29-10-18	02-11-18
Lectures and seminars	05-11-18	21-12-18
Christmas holidays	24-12-18	04-01-19
Study and examination period	07-01-19	01-02-19

EXAMS

The study and examination period is scheduled in January

APPLICATION PROCEDURE

See www.ucll.be/international/programmes/exchange-students/leuven

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.

COURSES

After the introduction week the students start with 2 weeks of project work. This project runs in cooperation 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 and Technology**. 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 and Technology, 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.

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
MNB73X	Financial Management (BBM)	4
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
MNB99X	Marketing & Innovation (BBM)	3
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		
MNB11X	Business English 2 (BBM) ³	3
MEX12A	Organisational Communication (EEE)	4
MEX58A	Translation English/Spanish ⁴	3
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	Business and Social 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 TOELF 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	04-02-19	08-02-19
Project Work	11-02-19	22-02-19
Lectures and seminars	25-02-19	29-03-19
International Marketing Week	01-04-19	05-04-19
Easter holidays	08-04-19	22-04-19
Lectures and seminars	23-04-19	24-05-19
Study and examination period	27-05-19	05-07-19

EXAMS

The study and examination period is scheduled in June.

APPLICATION PROCEDURE

See www.ucll.be/international/programmes/exchange-students/leuven

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