

EXCHANGE PROGRAMMES MANAGEMENT LEUVEN

UC LEUVEN-LIMBURG (UCLL)

UC Leuven-Limburg is a University of Applied Sciences that takes **internationalisation** at heart by, among others, attracting foreign students for degree and exchange programmes. Every year **over 600 international students** visit UC Leuven-Limburg for a degree or exchange programme.

Our campus Proximus Heverlee is situated near Leuven, **in the heart of Europe** with fast and easy access to Belgium's surrounding countries.

The attraction of a student city such as Leuven is its small size and the safe, green surroundings. With an overwhelming offer of student activities, festivals, performances, cultural centres or museums, you will find it **impossible to be bored**.



BECOMING A STUDENT IN LEUVEN

If you are looking for a life-changing experience as an **exchange student**, studying at the faculty of Management in Leuven may be exactly what you are looking for.

WELCOME DAYS

Every semester starts with welcome days. During these days you get a lot of **practical information** you need for a successful study period in Leuven. Meanwhile you have the opportunity to look for **accommodation**. These first days also create possibilities to **socialize** with international and local students.

CONTACT

Mario De Wolf & Hilde Evers
incoming.man.leuven@ucll.be

OUR EXCHANGE PROGRAMMES

Our faculty of Management offers a **fall and a spring programme**. Students attending courses at our faculty cover a **wide range of management subjects**. The majority of the courses are structured in an interactive, coached self-teaching format. Their subject matter will be acquired not only through lectures but also through self-study guided by the coaches.

We **encourage the interaction** of exchange students with degree students. Therefore exchange students can select courses from our English bachelor's degree programmes. They are also involved in cooperative projects together with local students and businesses.

MORE DOCUMENTATION

Check our programmes in English
www.ucll.be/en

General UCLL information
www.ucll.be



UCLL - CAMPUS PROXIMUS

Geldenaaksebaan 335
 3001 Heverlee (Leuven), Belgium
 +32 16 375 340

Programme details
 > SEE BACKSIDE



FALL
PROGRAMME

2023-2024

TAUGHT IN
ENGLISH

FROM MID-SEPTEMBER
TO END OF JANUARY

Students can compose a 30 ECTS study programme* selected from a wide range of courses in the fields of marketing, entrepreneurship,

- Business Management
- Marketing and Event Management
- Communication
- ...

Subject	ECTS	Subject	ECTS		ECTS
Business Management		Marketing and Event Management (continued)		Information Technology	
Economics	4	Sales Management	4	Business Solutions Platforms Project	6
ICT	3	CRM	4	Law	
Business Ethics	3	Visual Storytelling	3	Comparative Law	3
Financial Management	3	Brand Identity & Graphic Design	4	International and European Law	5
Seminar	3	Strategic Marketing	4		
Ethics	4	Design Thinking	3		
Supply Chain Management	4	Communication			
Management Accounting	3	Soft Skills	3		
Quality Management	3	French: starters	5		
Marketing and Event Management		French: basic	5		
Introduction to Marketing	4	Business French: advanced	5		
Digital Marketing Essentials	4	German: starters	5		
Consumer Behaviour	4	German: basic	5		
Digital Marketing	3	Spanish: starters	5		
Market Research: Set Up	5	Spanish: basic	5		
Market Research: Processing	3	Copywriting	3		
Sales skills	4	Business English 1 & Reporting Techniques	4		
		Dutch Language and Culture	3		

** Programme details subject to changes. See www.ucll.be/international for the most recent version.
ECTS = European Credit Transfer System: 1 credit = 25 to 30 hours study load time.

SPRING
PROGRAMME

2023-2024

TAUGHT IN
ENGLISH

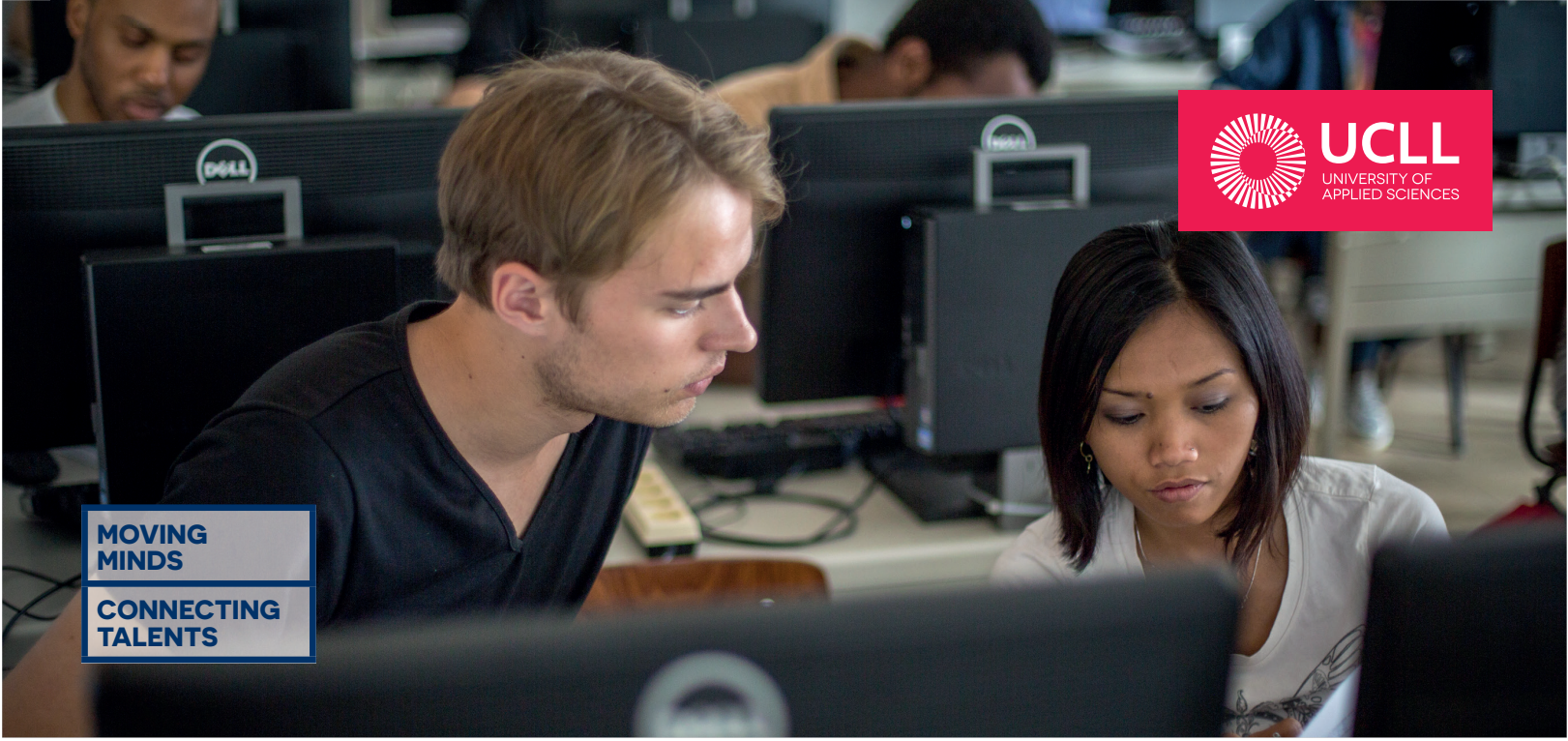
FROM MID-FEBRUARY
UNTIL END OF JUNE

Students can compose a 30 ECTS study programme** selected from a wide range of courses in the fields of:

- Business Management
- Marketing and Event Management
- Communication
- Law
- ...

Subject	ECTS	Subject	ECTS
Business Management		Marketing and Event Management (continued)	
Management	3	Strategic Marketing	4
Intercultural Communications	3	Market research: Processing	5
Cross-Cultural Management	4	Strategic Event and Risk Management	4
Social & Ethical Issues in Information Technology	3	Project Management: techniques and methods	3
Sustainability and Business	3	Webdesign	4
UN Sustainable Development Goals	3	Communication	
Business Management	3	Business English 2	3
International Business	3	Law	
Marketing and Event Management		Law	4
Marketing Communication Strategy	5	European University - International Innovation Lab*	
Product and Brand Management	3	European University: I Living Lab 2	3
Marketing Data Analysis	3	European University: International Innovation Labs	24
Innovation Management	4	European University: Explore learning snacks 2	3
Digital Marketing	4	Information Technology	
Concepts Data & Analytics	4	Business Solutions Platforms	5
Dashboarding	4		

* To be taken as a package and only accepted after selection procedure
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MOVING
MINDS

CONNECTING
TALENTS