

**BUSINESS STUDIES DEPARTMENT**  
**Campus Geel**  
**Campus Turnhout**

[www.khk.be](http://www.khk.be)



**Bachelor  
of  
Business Management  
Office Management  
Applied Computer Science**

**KATHOLIEKE HOGESCHOOL KEMPEN**

**Campus Geel**

**BUSINESS STUDIES DEPARTMENT**

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ASSOCIATIE  
K.U.-LEUVEN





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**WORDT NOG AANGEPAST**



## SINCERELY YOURS

Thank you for your interest in our departments.

This brochure provides you with ample information on **Business Management**, **Office Management** and **Applied Computer Science** study programmes at the **Katholieke Hogeschool Kempen** (KHK).

It tells you what you are going to study, how many credits your study programme is, how we will guide you through the curriculum and what the content of your future job is likely to be.

Studying at the campus in Geel or in Turnhout does not really make a difference. Both *Business Studies Departments* offer the same study programmes, as they are both part of the same *Katholieke Hogeschool Kempen*, or in English "*Kempen University College*".

*Katholieke Hogeschool Kempen* stands for innovation and quality, for a highly practical approach and close relationship with corporate life. Gradually we will help you gain knowledge and skills, with plenty of opportunities for personal development.

We permanently interact with the Belgian and international business world. Work placements and assignments with companies and institutions, both at home and abroad, enable students to gain substantial practical experience. Talk to business people: they appreciate our graduates for their versatile knowledge and skills.

Talk to our teachers, too: they take great pride in their jobs when transferring new insights and skills. They also take their mentoring task seriously. After all, they are there to help you.

What's more, simply talk to our students. They can tell you about the open-minded atmosphere at our campuses. We don't beat about the bush, but cherish direct contact - that's the motto we are proud of.

Are you not interested in the well-trodden paths? We believe in flexibility and a wide range of choices.

We do not propose a fixed curriculum but leave it up to you to partly supplement it with subjects of your own choice.

Or maybe you already have some working experience. That's why we take into account previously acquired experience and let you focus on the new challenges.

More and more professional Bachelors decide to study on after they have finished their degree and decide to go for a Master at the university. We have developed several extra courses to bridge the gap towards the Master's degree.

But maybe you would prefer to follow our postgraduate training course for strategic SME management at our own department.

Welcome aboard!

Trudo Breesch  
*Head of Department Turnhout*

Thierry Taverna  
*Head of Department Geel*



# THREE-TWO-ONE

## **Three**

**Business Management, Office Management** and **Applied Computer Science** are the three bachelor programmes we offer at the *Business Studies Department*. After three years students are awarded a bachelor's degree.

## **Two**

Within the Katholieke Hogeschool Kempen, there are two co-departments in Business Studies, just as there are two Health Care and Teacher Training co-departments. This new construction is the result of a merger of the different former colleges which our University College originated from.

## **One**

The training programmes in these co-departments are identical, which is why we have only edited one brochure for both. Some of our trainings and options are offered both in Geel and in Turnhout, without any real differences. In that case, you can choose which campus you'd like to subscribe. In all other cases, you simply choose a training offered in Geel or in Turnhout.



# STUDIES AT THE KHK

## BUSINESS STUDIES DEPARTMENT

First year Basic training	Second and third year Options
<ul style="list-style-type: none"><li>• Business Management</li></ul>	<ul style="list-style-type: none"><li>• Accountancy and Taxation</li><li>• Logistics*</li><li>• Finance and Insurance</li><li>• Marketing</li><li>• Legal Practice</li></ul>
<ul style="list-style-type: none"><li>• Office Management</li></ul>	<ul style="list-style-type: none"><li>• Management Assistant</li><li>• Business Translation and Interpreting</li><li>• Medical Management Assistant**</li><li>• Commercial Support*</li><li>• Event and Project Management**</li></ul>
<ul style="list-style-type: none"><li>• Applied Computer Science*</li></ul>	<ul style="list-style-type: none"><li>• Application Development***</li><li>• Systems and Networking***</li><li>• Software Management***</li></ul>

\* Only in Geel

\*\* Only in Turnhout

\*\*\* Major in the third year



# THE KEMPEN: AT HOME AND AWAY

## At home...

A practical training would be incomplete without a thorough introduction to corporate life, which is why we organise work placements in the third year. They account for a quarter of the study programme. We can rely on more than 300 national and international companies and institutions to welcome our students.

Your benefit? Firstly, it is an ideal opportunity for you to explore the professional world in all its aspects: working methods and techniques, demands, working rhythm etc. Your work placement is your first professional experience, definitely an asset when applying for a job.

Work placements are assessed both by our lecturers and company supervisors. We are very glad we can use their feedback to adapt our training programmes to current needs.

We are delighted to see that a number of our students are asked to start their careers in the companies that they did their work placements with.

## ...and away

Internationalisation is not just a concept on paper. Our institution, and the co-departments *Business Studies Departments* in particular, offer you plenty of international initiatives and contacts.

During your studies, you can obtain the **Certificat pratique de français commercial et économique**, from the *Chambre de Commerce et d'Industrie de Paris*. Our University College is authorised to teach and test *le français des affaires* according to the strict methods and standards of the *CCIP*.

Due to our cooperation with the *Goethe-Institut*, we also offer you the possibility of obtaining two German certificates, which are recognised

throughout the world. The **Zertifikat Deutsch als Fremdsprache (ZdaF)** is proof of a solid basic knowledge of German, whereas the **Zertifikat Deutsch für den Beruf (ZDFB)** demonstrates your proficiency in German business communication.

Our department in Geel is also authorised as a *Registered Examination Centre for the London Chamber of Commerce and Industry*, which enables KHK students (and any other learners) to obtain the international LCCI certificate **English for Business**, a real asset on the way to an international career.

What's more, you can fulfil your third-year work placement in a company abroad. Due to our close relations with international institutions, we can offer you instructive traineeships in virtually any European country of your choice.

Katholieke Hogeschool Kempen is a member of several networks through which our students and lecturers can participate actively in international exchanges, in study periods and placements abroad.

Our European programmes, the International Business Module, and placement facilities offer our incoming international students a unique opportunity to extend horizons, to learn to think the European way, to improve language skills and to learn to work and live independently, aspects that are increasingly important in a modern professional environment.

Evidently, these international diplomas and work placements provide students with excellent opportunities to an interesting, internationally oriented job.



## OUR INDIVIDUAL SERVICE

We do not like to beat about the bush: some serious efforts will be required, as former students will confirm. But they will also admit that they got return on investment: a degree that gives you every opportunity of finding the right job. Your motivation and dedication are essential to success while we guarantee optimal coaching.

### **Individual coaching**

During the academic year we organise several activities that are optional or part of the curriculum. A survey:

For first-year students we organise **orientation and introduction days**, during which they get acquainted with their fellow-students and lecturers. Interactively, students gather information about their studies and about student life.

An **introduction to our multimedia library** will inform you about all possibilities to gain essential information.

*Learn more and better, in less time:* not merely a slogan but the formula of the sessions **Efficient Study Method**. From the start of the academic year you can learn in small groups, how to achieve positive results with an efficient study method. During six weeks in a row a lecturer gives you tips about efficient study methods, management of leisure time and study time, long-term planning, etc. Moreover, individual coaching is offered as well.

Have you got any further questions about a lesson, a subject, a course? Just make an appointment with a **tutor** for additional explanation.

### **Exams**

The proof of the pudding is in the eating. Testing is the best way to find out whether you are on the right track. That is why we organise permanent evaluation for several courses. These tests evaluate your understanding of

the matter, the marks of which will be added to your final exam marks.

The January exams are the first serious test. Have you been using the right study method? Are the results of all your efforts sufficient? How thorough is your understanding of the matter? The marks you obtained offer an adequate answer to these questions

### **Help**

An ombudsperson is available during exam periods. He/she is a lecturer (not your teacher) who acts as an independent party whenever you have problems taking exams. The ombudsperson mediates between students and lecturers or the entire exam committee.

If you failed your exams, or if your marks turn out to be unexpectedly disappointing, we will still be there for you. After proclamation of the results you will be able to discuss your marks with our lecturers.

### **Electronic Learning Platform 'Toledo'**

We use our electronic learning platform 'Toledo' together with our partners in the association KULeuven (an association with the internationally renowned catholic university of Louvain). Toledo provides you with courses online, but not only courses. On it you will also find presentations from other students or lecturers, exercises, solutions to exercises, etc... It is also a very important means of communication with email, chat box, group tasks, discussion panels, messaging, virtual classrooms. You can even use it to pass tests. The only thing you need is an internet connection, username and a password and we supply you with these.

### **Studying without Frontiers**

#### **Internationalisation**

When it comes to internationalisation, our department is a trendsetter. At the Business Studies department the Bologna agreement

for higher education is not just a theoretical concept, but it is applied to a whole range of opportunities. The Business Studies Department is an active member of Businet, a European organisation of economic higher education.

In your last three months you can do an internship in another European country. Our university college has concluded collaboration agreements with partners in some 15 countries, which include Finland, United Kingdom, Ireland, Hungary, Poland, Italy, France, Spain and Portugal. It is up to you to choose where you want to go. We will organise your stay, your internship and solid financial support from one of the European scholarship programmes. A few of our students have done internships outside Europe in Japan, China and the United States, which are also possibilities.

If you would like to have a more elaborated foreign experience then you have the possibility of studying abroad for your entire last year with a comparable programme as the one we have, but with the additional asset of an international dimension, fully recognized by the home institution.

If you are considering adding an extra dimension to your studies, personality and diploma through internationalisation, contact our person responsible for internationalisation who will be ready to answer all of your questions and guide you to far horizons.

In the Geel media library you can browse the European Documentation Centre, the only one in the Kempen.

Every year, we hold an information evening where enthusiastic former students share their international experience.

### ***Internationalisation @ home***

Every year our department welcomes foreign students in our 'International Business Module'.

Foreign guest teachers give classes to second and third year groups and a few of your own teachers acquire international experience by teaching in a foreign country themselves. Of course we also encourage your input to make the stay of the foreign students as pleasant as possible. This way we work together on the internationalisation of the university college.

These European programmes offer you a unique chance to broaden your horizons, thinking like a European, better your language skills and learn to work and live on your own. These are all aspects that are becoming increasingly important in the current business world.

If you work at one of our practice firms you will also acquire practical experience at foreign trade shows and you will get the chance of making a trip abroad with your classmates. Annually, we also offer you 'International days': guest speakers from various countries come and explain why international thinking and intercultural communication is so important for students of the Business Studies Department.

Moreover, we are slowly but surely integrating videoconferencing and international projects in the curriculum. For our graduates all our foreign certificates and internships are also a great springboard to an interesting, internationally oriented and flexible job!

### ***Also at our Walloon friends***

As a student of the Business Studies Department you will also get a chance to get to know your Walloon fellow countrymen better and improve your skills in their language. You can do this by going through a project week in Mouscron, by way of an internship or to go and study at one of our French-language partner colleges or by making sure that the Walloon students at our school feel right at home. You will begin doing this by taking a three-day familiarisation with Wallonia and German-speaking Belgium in the first year.



# BUSINESS MANAGEMENT

## Common first year

'Business as usual'? Well, not quite. Competition is constantly expanding, investments are growing, and legislation is becoming increasingly complex by changing constantly. Throughout the previous decades the economic landscape has not become a friendlier one. Risks are inevitable, but with the right training and business policy they become a fascinating challenge.

Trade and industry are looking for people who can show broad personal background and diverse competences. That is why we opted for a common first year, in which all students attend the same courses that focus on economic education and on communicative skills, irrespective of their final options. Consequently, from the second year you can make a choice between Accountancy and Taxation, Logistics Management, Finance and Insurance, Marketing or Legal Practice. You will find information on these options on the next pages.

The business world needs people with an academic training. Our course is very specifically designed for the skills a manager expects. That is why there is a common first year in which we mostly focus on academic training and communication skills. You will also get a broad economic training in which you will be encouraged to develop your managerial skills. You will be initiated in the principles of economy, bookkeeping, and bank and insurance systems.

At the same time, you will also get an overview of the various aspects explored in the various options.

This way you do not need to hurry your decision and can make an informed choice. After the first year you can choose one of the options. In the second and third year you can further develop your communication, management and ICT skills. The more profession specific competencies will also be addressed extensively. The course activities will become increasingly practical in nature and concretely suited to the option you have chosen. You will participate in many types of projects where you can put the knowledge you have acquired to use right away.

Common first year	Second and third year Options
<ul style="list-style-type: none"><li>• Business Management</li></ul>	<ul style="list-style-type: none"><li>• Accountancy and Taxation</li><li>• Logistics*</li><li>• Finance and Insurance</li><li>• Marketing</li><li>• Legal Practice</li></ul>

\* Only in Geel

## Programme schedule First year

Subjects	credits
Accountancy	6
Banking and Insurance	5
Logistics	5
Marketing	5
Economics & Statistics	8
Law	5
Tax Law	5
Computer applications	5
Communication in foreign languages	10
English for Business	
French for Business	
Personal Development Track	6
Communicative & Social Skills	
Study Track & portfolio	
<b>TOTAL</b>	<b>60</b>

Each contact hour lasts 60 minutes.

The number of credits approximately tells you what the study load is. One credit is approx. 25 to 30 hours of study (including contact hours) for the standard student. The credits do not give an exact indication of the time a student has to spend on a subject. Therefore the study effort for a subject can be quite different for different students.

## **Option Accountancy-Taxation**

### ***Course content***

Efficient accounting is the first requirement of a sound economic, financial and fiscal business policy. We find it essential to teach the skills necessary for the job and therefore train our students to become professionally competent people.

Of course, as a bookkeeper - tax specialist, you must have more than one string to your bow. We make sure that you obtain the competencies to do general and analytic accounting, corporate accounting, corporate legislation and accounting legislation. We will see to it that you will find your way in financial analysis, cost accounting, budgeting and auditing. Finally, we will help you master several software packages and tax law to be ready for the challenges of corporate life.

We will offer several challenges. The bookkeeper - tax specialist has indeed an important function, as he will be advising the manager. That is why one has to be able to find the strengths and weaknesses of the internal organisation, detect possible problems and make suggestions in order to steer the company organisationally, economically and financially.

### ***Career prospects***

Once you have graduated, you can start working as an accounting and finance expert in small to medium-sized enterprises (SMEs) and large companies.

We find that graduates often work as cost-accountants, assistant accountants, head-bookkeepers, project leaders, budget managers, assistants to the financial manager and controllers. They may be in charge of stock administration or of sales administration.

Bookkeeping, accountant and company auditor offices also hire them. You can also set up as a self-employed tax counsellor. You have acquired a sufficient theoretical and practical expertise to do so, not only in the field of personal and corporate income tax, VAT and customs law, but also of excise duties and succession and registration duties.

If you'd like to be a certified accountant you will have to pass an exam at the *Instituut der Accountants en Belastingconsulenten* (Institute of Accountants and Tax Counsellors) and fulfil a work placement with a certified accountant (see: [www.iec-ieb.be](http://www.iec-ieb.be)).

**Option Accountancy-Taxation  
Programme schedule Second Year**

<b>Subjects</b>	<b>credits</b>
Corporate Accounting	7
Financial Analysis	7
Direct Taxes	6
Indirect Taxes	3
Social Legislation	3
Management Accounting	6
Mathematics of Finance and Computer Applications	4
Communication in foreign languages	8
Business and Legal English	
Business and Legal French	
Personal development Track	4
Communication & Social Skills	
Ethics	
Study Track & portfolio	
<b>TOTAL</b>	<b>60</b>

**Option Accountancy-Taxation  
Programme schedule Third Year**

<b>Subjects</b>	<b>credits</b>
Consolidation	3
Bookkeeping and legislation	6
Indirect Tax Systems: VAT	5
Direct taxes:	6
Corporate Taxes	
Communication in foreign languages	4
Business and Legal English	
Business and Legal French	
Personal development track	6
Communication & Social Skills	
Religion and meaning of life	
Study track & portfolio	
Work Placement	18
Final Project/ portfolio	6
Broadening courses	6
<b>TOTAL</b>	<b>60</b>

Each contact hour lasts 60 minutes.

The number of credits approximately tells you what the study load is. One credit is approx. 25 to 30 hours of study (including contact hours) for the standard student. The credits do not give an exact indication of the time a student has to spend on a subject. Therefore the study effort for a subject can be quite different for different students.

## **Option Finance and Insurance**

### **Course content**

In recent years banks and insurance companies have diversified their services considerably. This diversity and the increased interest of the private consumer in financial operations have created a substantial demand for experts in the field of bank and insurance products.

Business enterprises and industrial companies are in need of professional employees in order to work out their financial policies.

The option *Finance and Insurance* trains students to become a competent professional. After all, it combines a thorough general training in economics, law and finances with a detailed study of insurance.

The Finance curriculum you will help you gain a broad understanding of various aspects, both economic and financial: monetary and capital markets (such as the Stock Exchange), credits, investment techniques, financial agencies, national and international financial transactions.

During the study programme of Insurance you become acquainted with various aspects of the world of insurance: industrial accident insurance, material damage insurance, liability insurance, personal insurance and claim settlement. A work placement will provide a taste of the necessary practice.

One of the most significant features of our study programme is that you obtain the required professional know-how with regard to *insurance conciliation and the distribution of insurance policies*, as described in the Royal Decree of 25/03/1996 (Belgisch Staatsblad 03/04/1996).

It goes without saying that we also offer you a thorough accounting and fiscal training. Language and communicative skills in Dutch, French and English form a major aspect of your training as well.

### **Career prospects**

The combined training of Finance and Insurance offers you a wide range of future career possibilities on a constantly expanding job market.

You can apply for a job with banks and insurance companies, exchange agencies and listed companies. In these sectors you can work as an office manager, office employee, commercial agent or account manager. You will also be able to assist as a risk assessor, a file administrator, investment consultant or credit analyst.

In companies you may become a credit control co-ordinator, a treasurer, risk manager or exchange risk manager.

Or you can opt for an independent career as a professional insurance broker.

**Option Finance and Insurance  
Programme schedule Second Year**

<b>Subjects</b>	<b>credits</b>
Banking & Insurance Cases & Projects	3
Finance	10
Financial Techniques	
Credits	
Financial Management	
Financial Markets	7
Financial Analysis	3
Tax law	3
Insurance	10
Liability Insurance	
Material Damage Insurance	
Communication in foreign languages	8
Business and Legal English	
Business and Legal French	
Personal Development Track	4
Communicative & Social Skills	
Ethics	
Study Track & Portfolio	
Broadening courses	12
<b>TOTAL</b>	<b>60</b>

## Option Finance and Insurance Programme schedule Third Year

Subjects	credits
Finance	3
Investment	3
Personal Insurance	7
Personal Insurance	
Industrial Accident Insurance	
Insurance: applications	4
Claim Settlement	
Practica Insurance	
Marketing of Services and sales techniques	3
Communication in Foreign Languages	4
Business and Legal English	
Business and Legal French	
Personal Development Track	6
Communicative & social Skills	
Religion and meaning of life	
Study Track & Portfolio	
Work Placement	18
Final Project/Portfolio	6
Broadening Courses	6
<b>TOTAL</b>	<b>60</b>

Each contact hour lasts 60 minutes.

The number of credits approximately tells you what the study load is. One credit is approx. 25 to 30 hours of study (including contact hours) for the standard student. The credits do not give an exact indication of the time a student has to spend on a subject. Therefore the study effort for a subject can be quite different for different students.

## **Option Logistics Management**

### **Course content**

Managers of the 21st century attach ever more importance to logistics. They like to control the entire goods and information flow and organise it efficiently, from the moment raw materials are being supplied until the customer receives the finished product. That is why managers try to transform different activities such as purchase, production, stock, transfer, transport and distribution into one single integrated chain. The result: lower costs and a better customer service.

In Logistics Management, we train you to be a staff member capable of analysing and solving logistic and transport problems. That is why we teach you the different aspects of transport, forwarding and logistics through a wide range of practical subjects. Special attention is paid to the extensive national and international legislation for transport of goods, its organisation and the intermediaries involved. You will get to know everything about V.A.T., Customs and Excise legislation, goods and transport insurance, techniques of international trade and integral logistics.

As the international dimension of logistics management is self-evident, we offer you plenty of opportunities to improve your Dutch, French, English and German or Spanish communication skills.

Guest speakers, company visits and a work placement in the final year offer a practical touch to a theoretical training. Contacts with the business world allow you to get to know your future field of working.

### **Career prospects**

Why this programme?

Every day in a dynamic and flexible team you make a number of decisions in a variety of situations: you help reduce waiting lists at a hospital, solve traffic queues, prepare transport and border documents, plan the production of MP3 players or send containers filled with DVDs from Antwerp to Seattle.

As a logistics manager you have the skills to co-ordinate the flow of goods on a national and international scale, not only from harbours and airports, but also from SMEs and large corporations in your neighbourhood. You are able to ensure that clients of companies, distribution centres and transporters gladly want to pay for the logistics service you provide. It is important to keep in mind that logistics is and remains people work where personal contact is key.

Moreover, the business world has pointed out to officials that there is a lack of logistics managers.

***To top it all off: our training is officially recognized by the Belgisch Instituut voor Transportorganisatoren (Belgian Institute for Transport Organisers, BITO). After completing your work placement and a practical exam you obtain the proficiency certificate needed to be a transport broker.***

**Option Logistics Management  
Programme schedule Second Year**

<b>Subjects</b>	<b>credits</b>
Logistics cases and projects	3
Web and Office Applications	5
Logistics Management	5
Transport	8
Maritime Transport	
Air Transport	
VAT, Customs and Excise Legislation	5
International Trading Methods	6
Economic Geography	
Techniques of foreign trade	
Financial Management and Risk Management	4
Financial Management	
Transport Insurance	
Business English	4
Business French	4
Personal Development	4
Communication & Social Skills	
Ethics	
Study track & Portfolio	
Broadening courses	12
<b>TOTAL</b>	<b>60</b>

**Option Logistics Management  
Programme schedule Third Year**

<b>Subjects</b>	<b>credits</b>
Logistics Management	3
Transport	6
Road Transport	
Rail Transport	
VAT, Customs and Excise Legislation	4
Transport Management	3
Business English	4
Business French	4
Personal Development	6
Communicative & Social Skills	
Religion and Meaning of Life	
Study Track & Portfolio	
Work Placement	18
Final Project/Portfolio	6
Broadening Courses	6
<b>TOTAL</b>	<b>60</b>

Each hour of class is 60 minutes.

The number of credits approximately tells you what the study load is. One credit is approx. 25 to 30 hours of study (including classes) of the standard student. The credits do not give an exact indication of the time a student has to spend on a subject. The study effort for a subject can be quite different for different students.

## **Option Marketing**

### **Course content**

Marketing is essential in modern corporate life. Both multinationals and small SMEs have to grasp current marketing theories and apply them actively.

We consider a thorough theoretical knowledge very important and we make it no secret. On the other hand we make sure that you are indeed able to apply the acquired knowledge in the real world. Indeed, a large part of your training will consist of exploring realistic and practical situations and in doing active market research for companies: *the real thing!*

We want you to become experts at the different company marketing policies. That is why such courses as purchasing policies and sales management will be on the curriculum, as well as cost accounting and budgeting, and market research, marketing mix strategies, advertising and direct marketing. We teach you computer applications which will be indispensable in your future job as a marketer.

In the third year you will explore more areas, e.g. business-to-business marketing, services marketing and international marketing. We also give special attention to strategic management, which scrutinizes the strategic policies of a company.

During the entire training, languages are an essential part of the schedule. For today's marketers, languages are an absolute necessity if they'd like to operate in an international environment. At the end of the curriculum you will be able to manage adequately in Dutch, English, French and German.

We also consider practical experience of paramount importance. That's why you will be invited to attend seminars and company visits in Belgium and abroad, during which managers and commercial executives elucidate marketing issues. And let's not forget the three-month work placement in the third year during which you put your knowledge into practice.

### **Career prospects**

The option Marketing prepares students for jobs as commercial executives. You can obtain jobs in the services sector, with banks and insurance companies, in the processing industry and in wholesale distribution.

Some graduates are working in national companies, while others choose an international career. Inside companies our graduates take up posts as purchasers and sales representatives. Some get to work in marketing consultant or advertising agencies. Many marketing graduates find interesting jobs in the commercial departments of companies, in the commercial director's office, the budgeting department, etc.

**Option Marketing**  
**Programme schedule Second Year**

<b>Subjects</b>	<b>credits</b>
Marketing cases & projects	9
Marketing communication	5
Commercial skills	5
Market Research	5
Current Marketing Topics	5
ICT in Marketing	5
Business English	5
Business French	5
Personal Development Track	4
Communicative & Social skills	
Ethics	
Study Track & portfolio	
Broadening courses	12
<b>TOTAL</b>	<b>60</b>

## Option Marketing Programme schedule Third Year

Subjects	credits
Strategic Management	5
Applied Marketing	12
Marketing Seminars	
Relation Marketing	
Social Marketing	
Business Marketing	
Multimedia	3
Communication in foreign languages	4
Business English	
Business French	
Personal Development Track	6
Communicative & social skills	
Religion & Meaning of life	
Study Track & Portfolio	
Work Placement	18
Final Project/portfolio	6
Broadening Courses	6
<b>TOTAL</b>	<b>60</b>

Each contact hour lasts 60 minutes.

The number of credits approximately tells you what the study load is. One credit is approx. 25 to 30 hours of study (including contact hours) for the standard student. The credits do not give an exact indication of the time a student has to spend on a subject. Therefore the study effort for a subject can be quite different for different students.

## **Option Legal Practice**

### **Course content**

When you study the ever increasing number of laws, bills and decrees issued by the Belgian government, the communities, regions, the European Union, you realise their complexity. Consequently more and more citizens lose track. Even companies, agencies and organisations are having a hard time to cope. Experts wanted!

In our *Legal Practice* option we concentrate on various legal branches such as civil, commercial and labour law, as well as on criminal law, administrative and fiscal law and insurance law. You learn to understand and analyse legal texts correctly.

Practical examples show how to solve legal problems so that you will soon be capable of drawing up, controlling and following up legal files.

We also train you to draw up various contracts and give legal advice.

*Legal Practice* studies take you further than purely legal training, though. A comprehensive economic basis with accountancy, computer applications and company organisation provide ample opportunity to expand competences. Languages are an important part of the programme as well.

In the third year a work placement of twelve weeks will complete your training in order to get acquainted with your future working environment!

### **Career prospects**

After having received a thorough basic training that is linked to a specialist legal approach, you will have little trouble finding a job.

You can get to work in the traditional legal sectors such as law firms, bailiff's and notary's offices, court registries, legal and fiscal advice offices and the Criminal Investigation Department.

Employment can also be found in legal departments or personnel departments of businesses.

A degree in legal practice studies guarantees employment opportunities with social secretariats, with trade unions and employers' organisations, health insurance funds and committees for the self-employed. Banks, insurance and leasing companies and real estate brokers will welcome legal staff members.

Finally, we must not forget the public sector. In various ministries, provincial governments and local authorities (e.g. the *Ombudsman Bureau*) there is room for people with a thorough legal knowledge.

**Option Legal Practice  
Programme schedule Second Year**

<b>Subjects</b>	<b>credits</b>
Legal practice cases & projects	3
Civil Law	11
Law of obligations	
Special agreements	
Law of persons, Family Law, Law of matrimonial property, Law of inheritance	
Judicial Private Law	4
Labour Law and Social Security Law	4
Insurance Law	11
Liability insurance	
Industrial Accidents	
Material damage insurance	
Personal insurance	
Fiscal Law- Income Tax	3
Communication in foreign languages	8
Business & Legal English	
Business & Legal French	
Personal Development Track	4
Communicative & Social Skills	
Ethics	
Study Track & Portfolio	
Broadening Courses	12
<b>TOTAL</b>	<b>60</b>

**Option Legal Practice  
Programme schedule Third Year**

<b>Subjects</b>	<b>credits</b>
Trade Law and Corporation Law	4
Labour Law and Social Security Law	3
Administrative and Public Law	4
Criminal Law and Criminal Proceedings	3
Editing and analysing legal documents	3
Fiscal Law : Inheritance and Registration	3
Communication in foreign languages	4
Business & Legal English	
Business & Legal French	
Personal Development Track	6
Communicative & Social Skills	
Religion & Meaning of Life	
Study Track & Portfolio	
Work Placement	18
Final Project/Portfolio	6
Broadening courses	6
<b>TOTAL</b>	<b>60</b>

Each contact hour lasts 60 minutes.

The number of credits approximately tells you what the study load is. One credit is approx. 25 to 30 hours of study (including contact hours) for the standard student. The credits do not give an exact indication of the time a student has to spend on a subject. Therefore the study effort for a subject can be quite different for different students.



# OFFICE MANAGEMENT

Companies, institutions, organisations, institutes and multinationals: how could they function without efficient administrative support? Adequate office management is the nervous system of any company.

In Office Management, we train you to become a staff member who knows exactly how to run a secretarial department. Besides knowledge and skills in Dutch and foreign languages communication, a number of personal qualities are essential to acquire, such as sociability, discretion, responsibility, organisational talents and taking initiative.

During the first year a thorough study of languages and a broad economic training are on offer. But you will also get an introduction to basic economics, law, accounting and banking.

Of course, we will train technical secretarial skills such as word processing and computer applications. A state-of-the-art computer configuration which is kept up-to-date, adapted to the specific needs of the business world is at your disposal

After the first common year, you have five options to choose from;

## Office Management

First year Basic training	Second and third year Options
<ul style="list-style-type: none"><li>• Basic training</li></ul>	<ul style="list-style-type: none"><li>• Management Assistant</li><li>• Business Translation and Interpreting</li><li>• Medical Management Assistant**</li><li>• Commercial Support*</li><li>• Event and Project Management**</li></ul>

\* Only in Geel

\*\* Only in Turnhout

## Programme schedule First year

Subjects	credits
Languages & communication	40
Dutch	7
French	11
English	11
German	11
ICT	6
Office Management	8
Companies & Economics 1	4
Companies & Economics 2	4
Personal Track	6
Social Skills	3
Self-Management	3
<b>TOTAL</b>	<b>60</b>

Each contact hour lasts 60 minutes.

The number of credits approximately tells you what the study load is. One credit is approx. 25 to 30 hours of study (including contact hours) for the standard student. The credits do not give an exact indication of the time a student has to spend on a subject. Therefore the study effort for a subject can be quite different for different students.

## **Option Management Assistant**

### ***Course content***

If you choose the Management Assistant option in the second year, you will be prepared for the challenging, flexible and rewarding position of personal assistant. Language proficiency and skills will have to be combined. Gradually your foreign language command in English, French, and German or Spanish will be refined through both oral and written assignments, enabling you to face the requirements of modern business. Correspondence, telephoning and taking minutes are intensively practised. Your personal taste for trade and entrepreneurship will be sharpened in subjects like human resources management, social legislation and marketing.

Übung macht den Meister. During the final year you will get the opportunity to go on a three-months' work placement to test your knowledge and skills in a real business environment, be it in a multinational, a SME or a public organisation. Moreover, the final year offers you a lot of opportunities to acquire an insight into the corporate world through guest speakers and company visits. We take advantage of every possible occasion to prepare you optimally for your future employment.

### ***Career prospects***

The stereotypical image of a secretary has long been abandoned.

Today, managers are on the look-out for personal assistants they can rely on while continuously devising new projects and ideas. The qualifications their secretaries should live up to are: professionalism, organisational and creative talents, and a co-operative personality. In addition, external and internal communicative skills in Dutch and three foreign languages are equally indispensable to function efficiently, as well as a thorough command of various computer applications: word processing, spread sheets and presentation packages.

Both in multinationals, in SMEs and public organisations, the future profile of a secretary will evolve from junior secretary to personal assistant. Former KH Kempen-students have taken jobs as receptionists, executives at travel agencies, departmental secretaries, PR assistants, translators, junior secretaries and personal assistants.

Students who graduate in this option or in Business Translation-Interpreting may obtain the Medical Management Assistant diploma after successfully completing one additional year.

**Option Management Assistant  
Programme schedule Second Year**

<b>Subjects</b>	<b>credits</b>
Languages & Communication	31
Dutch	4
French	9
English	9
German	9
ICT	5
Management Assistant	19
Practice Firm & Projects	12
Management	3
Business & Economics	4
Personal Track	5
Choice courses	5
<b>TOTAL</b>	<b>60</b>

**Option Management Assistant  
Programme schedule Third Year**

<b>Subjects</b>	<b>credits</b>
Languages & Communication	24
Dutch	3
French	7
English	7
German	7
ICT	3
Management Assistant	10
Practice Firm & Projects	5
Management, Business & Economics	5
Personal Track	23
Religion & Meaning of Life	3
Final Report	5
Work Placement	15
<b>TOTAL</b>	<b>60</b>

Each contact hour lasts 60 minutes.

The number of credits approximately tells you what the study load is. One credit is approx. 25 to 30 hours of study (including contact hours) for the standard student. The credits do not give an exact indication of the time a student has to spend on a subject. Therefore the study effort for a subject can be quite different for different students.

Bachelors in Office Management can obtain the diploma Medical Secretariat in one year.

This training only involves the professionally oriented subjects of the Medical Secretariat option (2<sup>nd</sup> and 3<sup>rd</sup> years), complemented with a three-months' work placement.

## **Option Business Translation and Interpreting**

### **Course content**

The option Business Translation and Interpreting does not lead to a specific career but puts the emphasis on the training of all-round and communicative employees, able to fulfil the needs of the business in which they will function. Your position may be that of a much appreciated translator in various company departments, you may be the editor of documents and reports, as well as the interpreter in hands-on situations.

During the courses you will build up expertise in ready-to-use foreign language skills. The excellent command of your mother tongue is the basis on which you will learn to translate correctly, assisted by the most advanced computer technology and software packages.

As a future translator you will also gain insight into the basics of marketing and the political, socio-cultural and economic aspects of the countries of your chosen languages.

During the interpreting course you will pick up the knack of transferring oral messages from one language to another, which requires communicative proficiency. At seminars and during a three-months' work placement in the third year, you will get the opportunity to practise in real-life situations.

### **Career prospects**

Graduates in *Business Translation and Interpreting* find their way on the job market quite quickly in various functions and professional situations with common requirements: a fluent command of three foreign languages on an advanced level, outstanding communication skills, a legal and administrative basis and a thorough knowledge of computer applications.

All kinds of sectors will be open to you: the industrial and commercial sectors, the services sector as well as the non-profit sector. You can make a career in organisations or companies that take care of their own multilingual internal and external communication. Only rarely do these companies call for external help, e.g. in cases of time pressure or for technical translations. Our graduates are working for translation services or in translation offices – often as freelancers.

Both in multinationals and in export oriented SMEs you will be able to show our proficient knowledge of economic, political and socio-cultural aspects of the countries the languages of which you have studied. Your communicative proficiency and your hands-on expertise will enable you to start a career as a freelancer, or with public relations firms and advertising agencies. Company translators and interpreters may be in charge of the oral and written communication of foreign companies, they may conduct guided tours to foreign visitors, or they represent the company with customers, on fairs, in tourist services etc.

Your communication skills in Dutch and in different foreign languages are highly appreciated, as are your social and intercultural skills.

**Option Business Translation and Interpreting  
Programme schedule Second Year**

<b>Subjects</b>	<b>credits</b>
Languages & Communication	24
Dutch	4
French	7
English	7
German	6
ICT	3
Business Translation & Interpreting	28
French: Translation and Interpreting	7
English: Translation and Interpreting	7
German: Translation and Interpreting	7
Computer-Assisted Translation and Terminology Management and Terminology Management	3
Project	4
Personal Track	5
Choice courses	5
<b>TOTAL</b>	<b>60</b>

## Option Business Translation and Interpreting Programme schedule Third Year

Subjects	credits
Languages & Communication	13
Dutch	3
French	3
English	3
German	4
ICT	3
Business Translation & Interpreting	19
Translation Company Linguapolis & Project	16
Management , Business & Economics	3
Personal Track	25
Ethical business	5
Final Report	5
Work Placement	15
<b>TOTAL</b>	<b>60</b>

Each contact hour lasts 60 minutes.

The number of credits approximately tells you what the study load is. One credit is approx. 25 to 30 hours of study (including contact hours) for the standard student. The credits do not give an exact indication of the time a student has to spend on a subject. Therefore the study effort for a subject can be quite different for different students.

Bachelors of Office Management can obtain the diploma of Medical Secretariat in one year.

This training only involves the professionally oriented subjects of the Medical Secretariat option (2<sup>nd</sup> and 3<sup>rd</sup> year), complemented with an extensive work placement of 12 weeks.

## **Event and Project Management**

### **Course Content**

Event and Project Management is the perfect study programme for anyone who loves action and wants to have a career in the exciting world of events, projects, tourism, conferences, fairs, etc. This sector is in full expansion worldwide and offers good career opportunities.

Since Event and Project Management is part of Office Management it also focuses on three core skills: communication, information management and organisation. You will develop these skills not only during classes, but also in the field. Thanks to your practical knowledge you will learn about every organisational aspect of projects and events. You have no problems with public relations and contacts with the media are your cup of tea. You write up clear-cut contracts and keep a sharp eye on the financial and safety aspects. All these subjects will be offered in learning modules and seminars, while the actual practice will take place on the job.

As of the second year you can participate in training internships. You will be involved in all kinds of projects and events. Your tasks will vary and include:

- Assisting with the organisation of a corporate conference
- Assisting clients at the counter of a tourist agency
- Helping to organise a concert or a festival
- Greeting and welcoming in a hotel or at an event
- Helping to organise a domestic and a foreign fair
- Organising a sporting event
- Etc.

In the third year you can choose a project or event that you would like to work on as an internship for three months.

### **Career Prospects**

The range of sectors in which you can work as an Event and Project Manager is very broad.

- Event agencies
- Tourist agencies
- Conference and seminar centres
- Cultural centres
- Hotels
- Leisure sector
- Etc.

The nature of these sectors guarantees ever-changing and challenging work: as an Event and Project Manager you will be part of the motor of the organisation. You will ensure professional, internal and external communication as a practical person who enjoys coordinating.

### Option Event and Project Management Programme schedule Second Year

Subjects	credits
Languages & Communication	31
Dutch	4
French	9
English	9
German	9
ICT	5
Event and Project Management	19
Placements & Projects	12
Event Management	3
Tourism, Communication & Media	4
Personal Track	5
Choice courses	5
<b>TOTAL</b>	<b>60</b>

### Option Event and Project Management Programme schedule Third Year

Subjects	credits
Languages & Communication	24
Dutch	3
French	7
English	7
German	7
ICT	3
Event & Project Management	10
Projects	5
Event Management, Tourism & Communication	5
Personal Track	23
Ethical business	3
Final Report	5
Work Placement	15
<b>TOTAL</b>	<b>60</b>

Each contact hour lasts 60 minutes.  
The number of credits approximately tells you what the study load is. One credit is approx. 25 to 30 hours of study (including contact hours) for the standard student. The credits do not give an exact indication of the time a student has to spend on a subject. Therefore the study effort for a subject can be quite different for different students.

## **Option Commercial Support**

### ***Course Content***

Thanks to the Commercial Support study programme you will become an Office Manager with a definite commercial sense. Here, language and communication skills are essential. For Dutch, French and English, the basis of the joint first year will be extended and aimed at the verbal and written skills required in the business world, with a lot of emphasis on correspondence, making calls, presentations, taking minutes, etc. You will also familiarise yourself with the specific aspects of the business world such as law, personnel policy and social legislation. And... your computer and secretarial skills will be developed significantly.

Moreover, you will be offered a large choice of commercially oriented courses. You will get acquainted with the broad range of internal and external communications and more specifically with the tasks of a marketing and communication agency or the communication department at a company. You will learn to deal with budgets and participate in sales meetings. Clients without a doubt make up the most important part of a company and you will also learn the necessary techniques for managing relationships with your clients using the appropriate knowledge.

It is also important to apply your theoretical knowledge in practice. You will do so during real-life company assignments where you will for example draw up a communication plan or execute market research.

To improve your French you will take an intensive language immersion course of an entire week, offered at our partner university college in Hainaut. During this project week you will organise a Dutch language immersion together with your fellow students for your French colleagues at Mouscron.

Moreover, you will have enough opportunities to use your commercial and organisational skills in our practice firms that you will manage together with your classmates. You will also do business with other training firms from around the world. Almost every aspect of company management will be addressed: purchasing, sales, promotion, client follow-up, complaint management, etc. With your training firm you will even participate in a few trade fairs, which of course require much preparation beforehand. During the company work placement and in the third year you will have many opportunities to use your commercial training and language skills. During twelve weeks you will take your first steps in the business world and test your training out in the real world.

Would you like to expand your view of the business world with a course that is not part of your programme option? In the second year you may take a course in another study programme. You will have the chance to familiarise yourself with the technical side of computers. This will give you the opportunity to determine in part the concrete make-up of your curriculum, giving your studies an additional personal touch.

### ***Career Prospects***

For many years there has been an increasing demand on the job market for employees with a commercial sense, combined with business communication studies in Dutch, French and English. With the Commercial Support study option we want to meet these demands by providing multilingual professionals with a strong commercial background who have excellent assets to offer the business world.

An Office Manager is the main contact person for colleagues, clients and suppliers, and actively contributes to the sales and purchasing process. The tasks vary enormously: supporting the sales organisation, handling requests for quotations, making appointments, greeting and visiting clients together with the

Account Manager, proposing and organising marketing and promotion campaigns, conducting market research, etc. With your commercial insight you will be the right person for Customer Relations Managements and you will be able to handle direct marketing, public relations and copywriting.

**Option Option Commercial Support  
Programme schedule Second Year**

<b>Subjects</b>	<b>credits</b>
Languages & Communication	22
Dutch	4
French	9
English	9
ICT	5
Commercial Support	28
Practice Firm & Projects	12
Commercial Skills	5
Marketing Communication	5
Cases & Marketing Projects	3
Introduction to law	3
Personal Track	5
Choice courses	5
<b>TOTAL</b>	<b>60</b>

**Option Option Commercial Support  
Programme schedule Third Year**

<b>Subjects</b>	<b>credits</b>
Languages & Communication	17
Dutch	3
French	7
English	7
ICT	3
Commercial Support	15
Practice Firm & Projects	5
Applied Marketing	7
Personnel Management	3
Personal Track	25
Ethical business	5
Final Report	5
Work Placement	5
<b>TOTAL</b>	<b>60</b>

Each contact hour lasts 60 minutes.

The number of credits approximately tells you what the study load is. One credit is approx. 25 to 30 hours of study (including contact hours) for the standard student. The credits do not give an exact indication of the time a student has to spend on a subject. Therefore the study effort for a subject can be quite different for different students.

## **Option Medical Management Assistant**

### ***Course content***

As a medical management assistant you should be able to cope with a wide range of tasks, making sure everything works fluently. The doctor or the hospital's management executive must be able to rely on the efficient execution of your tasks.

Discretion, organisational talent, punctuality and an established sense of responsibility will therefore become your personal assets during our training. But also foreign language command, flexibility, tact and communicative skills as well as a genuine interest in the medical world are indispensable to be appreciated in the fascinating medical environment.

Therefore we will take you on anatomy, pathology and first aid courses during the second year. Gradually you'll learn to find your way in medical and administrative practice by attending seminars and workshops. Subjects like First Aid, Health Care Policy, Judicial Health Care Aspects and Medical Dossier add to your future expertise.

During your traineeship in the third year you will get the hang of real practice which will make you feel capable of dealing with any administrative aspect of your future job. Of course, foreign language skills will be refined further and subjects like Psychology and Hygiene complete the picture of a fully trained employee.

### ***Career prospects***

The medical management assistant has administrative expertise and management qualities which are related to medical knowledge and social skills. The professional profile comprises two clear components: the management assistant functions and the medical context. That's why medical management assistants not only find jobs in

the hospital and welfare sector, but also with specialists and GPs, in group practices, centres for medical expertise, industrial medicine services and the pharmaceutical sector.

The management assistant function covers a wide range of responsibilities. You'll welcome patients and visitors either personally or by telephone, you'll be in charge of organising meetings and manage diaries and take care of both business and medical correspondence. Furthermore, you'll follow up files for medical expertise, which means you'll be in charge of correspondence with solicitors, insurance companies and courts; you'll collect fees, enter data into the computer and edit texts. Finally, you'll become familiar with filing and classifying documents as well as with human relations and PR.

The tasks we've mentioned require autonomy and creativity whereas management of information requires an insight into the structure and functioning of the organisation, combined with an indispensable and thorough knowledge of Dutch and adequate knowledge of the different foreign languages. The medical component requires a specific expertise to supply logistic assistance to the medical, paramedical and nursing aspect, e.g. with preparation and follow-up of consultations, house calls, preparation and assistance with lab analyses and medico-technical functions.

Moreover, the hospital sector requires a managerial qualification which implies responsibility and reporting on the level of co-ordination of the central medical secretariat, organisation and management of the central medical files and of medical registration. The supply of staff services, such as problem analysis, statistic data processing, surveying and social marketing is also one of the tasks of a medical secretariat.

**Option Medical Management Assistant\***  
**Programme schedule First Year**

<b>Subjects</b>	<b>credits</b>
Languages & Communication	29
Dutch	7
French	11
English	11
ICT	6
Medical Management Assistant	19
Companies & Economics 1	4
Companies & Economics 2	4
Medical Terminology	4
Healthcare Policy	6
Personal Track	6
Social Skills	3
Self-Management	3
<b>TOTAL</b>	<b>60</b>

**Option Medical Management Assistant\***  
**Programme schedule Second Year**

<b>Subjects</b>	<b>credits</b>
Languages & Communication	26
Dutch	5
French	7
English	7
German	7
ICT	6
Medical Management Assistant	28
Medical Sciences	8
Medical Data: management and analysis	7
Deontology	3
Legal aspects of health care	4
Health Care policy	3
Seminar	3
<b>TOTAL</b>	<b>60</b>

**Option Medical Management Assistant\***  
**Programme schedule Third Year**

<b>Subjects</b>	<b>credits</b>
Languages & Communication	21
Dutch	3
French	6
English	6
German	6
ICT	4
Medical Management Assistant	35
First Aid	3
Medical Registration	4
Psychology	4
Hygiene	3
Seminar	3
Religion and meaning of life	3
Work placement	10
Final project	5
<b>TOTAL</b>	<b>60</b>

Each contact hour lasts 60 minutes.

The number of credits approximately tells you what the study load is. One credit is approx. 25 to 30 hours of study (including contact hours) for the standard student. The credits do not give an exact indication of the time a student has to spend on a subject. Therefore the study effort for a subject can be quite different for different students.



# APPLIED COMPUTER SCIENCE

## **What is it?**

Let's face it: information society is here to stay. At home as well as in companies we make use of increasingly powerful PCs and user-friendly software packages.

Along with the growing number of computer users, there is a rising demand for qualified computer experts, who can develop new applications and keep up the existing ones. Constantly growing networks in a client-server environment call for experts with a profound knowledge of network systems and operating systems of personal computers, mini and mainframes. More and more often computer experts have to provide training and support for users. These experts need sound language and communication skills, and they are expected to start functioning in companies as soon as they have been recruited. Therefore a company-oriented training with ample attention for everyday practice is absolutely essential.

In the first year of the training the emphasis is on acquiring a basic knowledge. You will learn to draw up well-structured and easy-to-maintain programmes based on a third-generation language. On PC level you will learn to master basic software packages. From the start we also pay special attention to economic background and language training.

During the second year, programming is still important, but it will also be complemented by systems analysis. You will become familiar with the consecutive steps and techniques of structured methods of analysis. You will learn to develop a complete application in a team, from the initial description of the problem to the technical design of the programme itself. You will learn the art of structuring data, and of designing and managing data banks. Of course you will also become an expert at the most important PC packages.

In the third year we prepare you for the latest developments in the world of computer science. Object-oriented analysis and programming, and fourth-generation tools are on the menu, next to data communication and network management. You will continue to perfect your knowledge of PC software, with special emphasis on integrating various applications. A three-months' work placement will offer an excellent opportunity to gain experience and prove that you can indeed put the acquired knowledge into practice.

## **Infrastructure**

To put theory into practice, the Katholieke Hogeschool Kempen has a number of Windows 2000 and 2003 servers, a LINUX server, and an IT lab with 350 PCs, which can be found in different rooms and which are linked by an ultra-fast glass fibre network. Students cannot only use these in classes, they can also book one for free to use in their leisure time. Internet access is freely available.

## **Career prospects**

Once you have graduated in Applied Computer Science, you have ample opportunities to find a job in SMEs as well as in large companies, in the industry as well as in banks and software houses.

Our graduates easily find employment as programmers, analyst programmers and systems analysts. Their most important tasks are software development, especially programming, and software maintenance. Installing networks takes up an important place too. In view of the fast evolution in the world of computers, graduates are called upon more and more often to support end-users.

## **Together with the industry**

For years the Applied Computer Science programme has made a point of teaching the

latest technology and systems, offering you the possibility of obtaining internationally recognised certificates that command respect in the business world. Such certificates are additional assets on top of your diploma and most companies will be amazed you have already obtained them during your college studies.

To offer you these certificates we have concluded partnerships with a few leading companies and organisations.

### **Cisco**

The Applied Computer Science programme was one of the initiators to have the KH Kempen recognised as a Regional Cisco Academy. Now it can give classes in Cisco technology.

Cisco is worldwide market leader in network infrastructure and Internet technology, training our teachers in recent technology.

The Applied Computer Science programme of the Business Studies Department is a local Cisco academy itself. During second and third-year classes in data communication you will follow an online course in Cisco technology, with Cisco learning material and tests. The school has two labs where you can install and configure a real network in a small group. After every Cisco semester you will receive a partial certificate.

Once you have successfully completed the four semesters, you can take an exam for the highly prized Cisco Certified Network Associate (CCNA) certificate at an external exam centre such as the VUE and Prometric.

### **Microsoft**

Our IT lab has concluded an agreement with Microsoft for the Authorised Academic Training Program. A few of our teachers are Microsoft Certified Professionals as well, which means that we can use the official Microsoft courses in classes, preparing you for a Microsoft certificate recognised in the business world.

For more information: Microsoft Certified Professional Program. (MCP; see <http://www.microsoft.com/train-cert/mcp/mcse/requirements.asp>)

### **Oracle**

The Applied Computer Science programme also participates in the Oracle Academic Initiative, which means that we can offer you all of Oracle's state-of-the-art, professional software. Not only will you learn how to work with Oracle RDBMS, the industry standard in the field of databases, but also with sophisticated analysis and development tools such as Oracle Designer. The business world will be able to appreciate your experience with these programmes, as Oracle happens to be one of the most important IT companies in the world.

### **IBM**

We also have good relations with IBM. The Applied Computer Science programme is a member of the IBM Scholars Program. IBM provides an abundance of material, research reports, courses and software. This material will help you design object-oriented applications with Rational Rose, the market leader in system develop using UML, the universal notation technique. UML is to an IT specialist what technical drawings are to an engineer.

### **Competencies in Applied Computer Science**

In our programme we strive to teach you a number of core skills. The core skills of a good Bachelor in Applied Computer Science are established in consultation with all the IT programmes of the association KULeuven.

The eight core skills are specifically chosen: experts from the business world and the different Applied Computer Science studies came to the conclusion that these are the skills that will make you a top IT specialist.

1. Handling data
2. Analysing
3. Problem solving
4. managing systems – applications – databases
5. project work
6. communicating
7. adapting personal behaviour
8. Quality work

We have used these characteristics as a basis for putting together your study programme, as our teaching methods are also geared towards this. There is much experience and knowledge at your disposal in your study programme. Every one of these core skills is further detailed into 'partial skills', which you will acquire as an accomplished Bachelor in Applied Computer Science.

**Course content**

**Options**

You get a thorough computer science programme with a very large common basis. The three options offered are indeed a crowning work.

If you opt for application development you will get additional hours of analysing and programming, so that your abilities as a 3D & multimedia developer will stand out. We will teach you far-reaching object-oriented programming with VB.NET and Java on servers as well as clients. These client computers can be desktops, laptops, PDAs and mobile phones. Besides your extensive knowledge of object orientation we offer you the possibility of using these techniques on a special platform, so that you can program 3D games and multimedia.

If you see your future in software management you will have additional opportunities to improve your IT project management skills. You must be responsible for the service level of the entire IT process. To do so you will set up new software test procedures and guide the process in order to put this software into production.

If you feel compelled towards systems and network administration you will get additional classes in the design and administration of IT systems in order to profile yourself as a future system architect. You will learn how to install and maintain a company network safely and securely.

The figure shows you that besides the 'main' common part there is also a clear overlap between the different study options:

- Application development and software management mostly share aspects of data processing.
- Software management and systems and network administration share an interest in ITIL (Information Technology Infrastructure Library).
- Systems and network administration has an additional focus on programming in common with application development.

As for content you will have a rich and varied selection at your disposal, as the choice is up to you. And if you want, you can give your studies an international dimension with projects, internships and studies in Europe, the United States or Asia.

First year Basic training	Second and third year Options
<ul style="list-style-type: none"> <li>• Applied Computer Science*</li> </ul>	<ul style="list-style-type: none"> <li>• Application Development***</li> <li>• Systems and Networking***</li> <li>• Software Management***</li> </ul>

\*\*\* Major in the third year

### **A job in the IT sector or as an IT specialist in any sector!**

Surveys show that almost all our former students had a job lined up before they graduated. Moreover, their terms of employments (salary, non-statutory benefits and conditions) were very good. During an economic recession this situation is somewhat less. Several studies have shown that in the near future there will once again be a lack of IT specialists. You therefore have many possibilities for finding a job as much in SMEs as major companies, be it in industry or the service sector. You will be working as a programmer, programmer-analyst, system analyst, consultant, system administrator or network administrator, IT project manager, 3D & multimedia developer, computer game developer, system architect, etc. You can also be hired for software support,

the installation and support of networks and assisting end users. You will ensure that IT systems are working optimally.

You will also have acquired the necessary skills to start your own business as many have done before you. Students who obtain a teacher's certificate can also work as an IT co-ordinator or IT teacher in secondary education.

### **Further studies**

As a Bachelor in Applied Computer Science you can easily switch from a Master's in Applied Computer Science Policy, a Master's in Commerce, a Master's in Industrial Sciences - ICT, Master's in Knowledge Information or Commerce Engineer in Computer Science Policy.

### **Programme schedule First Year**

<b>Subjects</b>	<b>credits</b>
Computer Architecture	5
Structured programming in Visual Basic	10
Object-oriented programming in Java	10
Web and Office Applications	5
Operating Systems Windows and Linux	5
Databases and management	5
Business Economics	5
Mathematics and statistics	5
Languages	10
<b>TOTAL</b>	<b>60</b>

Each contact hour lasts 60 minutes.

The number of credits approximately tells you what the study load is. One credit is approx. 25 to 30 hours of study (including contact hours) for the standard student. The credits do not give an exact indication of the time a student has to spend on a subject. Therefore the study effort for a subject can be quite different for different students.

## Programme schedule Second Year

Subjects	credits
Systems analysis	10
Database and SQL	5
Programming in VB.net	5
Object-oriented programming in Java	5
Internet technology	10
Data Communication	5
Entrepreneurship	10
Languages	10
<b>TOTAL</b>	<b>60</b>

Each contact hour lasts 60 minutes.

The number of credits approximately tells you what the study load is. One credit is approx. 25 to 30 hours of study (including contact hours) for the standard student. The credits do not give an exact indication of the time a student has to spend on a subject. Therefore the study effort for a subject can be quite different for different students.

## Option Programming and analysis Programme schedule Third Year

Subjects	credits
Networks	7
Systems Analysis	3
Business Projects	5
Internet topics	6
Data Communication	3
Ethical business	4
Languages	7
Operating Systems	13
Work Placement	5
Final Project	
Programming and analysis of systems and network management	
Programming languages	7
Systems management	7
<b>TOTAL</b>	<b>60</b>



# BACHELOR-AFTER-BACHELOR OF STRATEGIC SME & RETAIL MANAGEMENT

Read more about the choices in the course tables and short description of the courses.

## **Course philosophy and objective**

We teach you based on the philosophy that we want you to become a future entrepreneur with enterprising spirit, but also and especially an employee... because we know that companies are also looking for employees that are able to make the difference.

You will learn 'hands on' about business economics, collaborating with others and about yourself in an international context. And within just one year you will gain a lot of experience.

Our most important objective is to offer a Bachelor-after-Bachelor programme where acquiring knowledge of business economics is combined with acquiring the necessary practical skills and training to be an entrepreneur, so that you will be hired right away and have an important, additional asset on the job market as a Bachelor-after-Bachelor in Strategic SME & Retail Management.

## **Unique approach**

This advanced study arose out of a demand from the business world for all-around employees with a broad basis in business economics that could think at a strategic level within an SME organisation. Gradually, the business world expanded its requirements with new social and communication skills, flexibility and entrepreneurial spirit. Since then, the programme has become one of the pioneering programmes in Flanders when it comes to

entrepreneurship, internationalisation and collaboration with the business world.

## **Your choice...**

If you already have a degree in business studies, you can supplement it with a Bachelor-after-Bachelor in another field.

For graduates with an ICT background we offer the possibility of choosing the ICT Expert programme and therefore combining an additional option from Applied Computer Science with a Bachelor-after-Bachelor in Business Studies.

## **WHO WILL BE A STUDENT IN**

Bachelor-after-Bachelor in Strategic SME & Retail Management?

## **Target group**

Bachelor and Master's students from an economic or non-economic field who want to enhance their degree with a practical, business-oriented economic Bachelor-after-Bachelor.

Students in our programme come from various study fields: Bachelor of Business Management, Bachelor of Marketing, Bachelor of Office Management, Bachelor of Applied Computer Science, Bachelor of Communication, Bachelor of Agro-and Biotechnology, Bachelor of Electro mechanics, Bachelor of Logistics, Bachelor of Social Work, Bachelor of Nutrition and Dietetics, Bachelor of Orthopaedics, Bachelor of Education, Master of Applied Engineering, Master of Translation/Interpreting, etc.

### **A few testimonials**

As a Bachelor of Applied Computer Science, it was the advanced programme in Strategic SME & Retail Management that particularly appealed to me. Afterwards, it was indeed true that such a practical study had everything I needed as a student to get a good insight into what the business world could offer. The friendly atmosphere, the relationship with the coaches, the motivation and result-oriented nature of company directors and the fact that we could express ourselves in our own way was for me what made the programme a success. I now also know that I never really wanted to work as a programmer. Just give me a job with much human interaction, like a project manager or project support manager, for example. Our employer at that time became my employer. (Tom Seyen, Bachelor of Applied Computer Science)

At the beginning of the academic year we could set personal development goals. I for instance wanted to see whether I could hold my own as an Industrial Engineer in a man's world. As a leader of an IT project I was able to prove for an entire year that I was cut out for the job. During that year I also learned to delegate and say 'no'. Now with much more self-knowledge and real business skills I am able to approach a potential employer. (Nicole Greeven, Master of Applied Engineering)

The most important reason to choose Strategic SME & Retail Management was to expand my horizons from outside my first degree, namely Bachelor of Electromechanics. The pleasant classes and mature approach of most teachers was a very positive experience for me. The programme also helped me grow as a person and helped me make an informed choice for further studies. (Erwin Vanlommel, Bachelor of Electromechanics)

It was the international character of Strategic SME & Retail Management that appealed to me: you can collaborate with students from more than 10 European and other foreign countries and learn to think from other cultural viewpoints. In classes much attention was paid to the European context in which our economy functions. Because of my first degree of Bachelor of Office Management I did not have much difficulty with English as a teaching language in a number of courses. My fellow students with less language-oriented first degrees did not have a problem, either. (Katrien Raemen, Bachelor of Office Management)



# INTERNATIONAL DIMENSION

## **Classes in English**

Part of courses is taken with a group of about 20 international students who are recruited at European partner institutions of the department. You learn to make contacts easily and work in teams with people of other European nationalities and cultures. You will work in mixed groups on business projects, make strategic decisions for the business simulation, do work related to international business and learn more about the European Union and its institutions. During your practical project you can also rely upon international students to add an international dimension to your research. You will spontaneously speak English and communicate a lot better in English.

The international students come from all over Europe: from Portugal to Finland, but the new European Member States are also represented, such as Lithuania and Cyprus.

You will be confronted with clear differences in comprehension and approach and because of this you will gain better insight in the Belgian situation. It is clear that today small and medium-sized businesses must also profile themselves in an increasingly international way and adapt accordingly. With your international experience at the Geel campus you will be prepared.

## **International internship**

If you would like to do more and take on the challenge, then you can choose to do your practical project abroad via the department's network of partner institutions. You can then do an internship at a company or continue your research at a university college abroad. You will then be immersed in a foreign culture, get a real taste for a new language, learn to live independently and build up an international network. To be eligible for a grant you must stay abroad for 13 weeks.

## Course Content

### Common themes

Theme	Credits
Entrepreneurship and business management Strategic management Retail management Financial management Entrepreneurship Seminars: initiation to entrepreneurship Integrated business simulations Market research	9
International Trade and communication Business English Belgium in an international perspective Management of diversity The European Union European Law Communication Workshops	
Team management and personal effectiveness Project management Leading people Group dynamics Business psychology Workshops on innovation & creativity	

### Choice themes

#### Marketing or Logistics – 5 credits

##### *Marketing*

- Marketing management
- Marketing Capita Selecta
- Quality market research
- Sales Negotiations

##### *Logistics*

- Logistics management
- Transport and mobility
- Logistics Capita Selecta
- Logistics and forwarding

#### Choice themes: ICT Plus or ICT Expert – 8 credits

##### *ICT plus*

- Web design and development
- IT-terminology and technology
- Problem solving for PC and the Internet

##### *ICT Expert*

- Option: Programming and analysis
- Visual Basic (.NET)
- Java

##### *ICT Expert*

- Option: System and Network Management
- ITIL
- Network infrastructure and components
- Network management



# ENROLMENT

## **Proof of knowledge**

For the Bachelor studies, candidates have to present a secondary school diploma, or a certificate which is to be recognized and accepted by the management as equal to the formerly mentioned diploma. You can start the Bachelor-after-Bachelor of Strategic SME & Retail Management, when you have obtained a first bachelor diploma.

## **Where and when?**

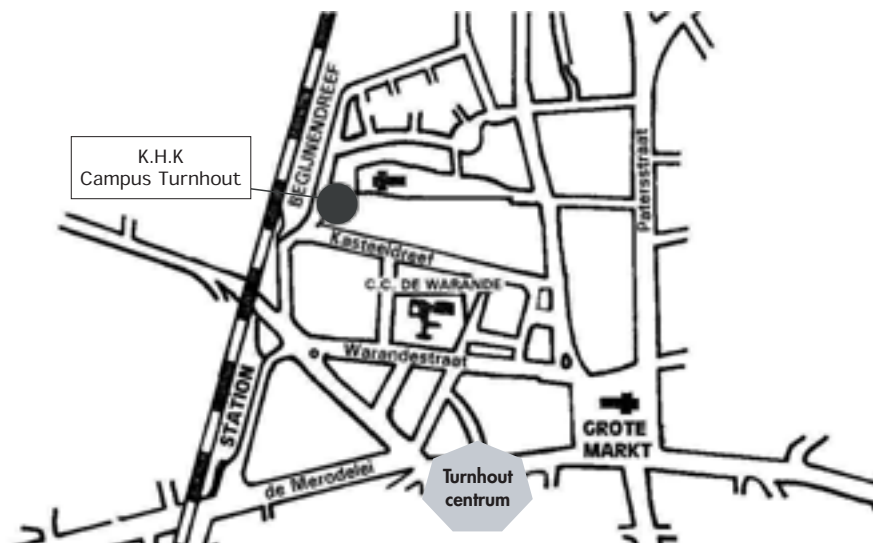
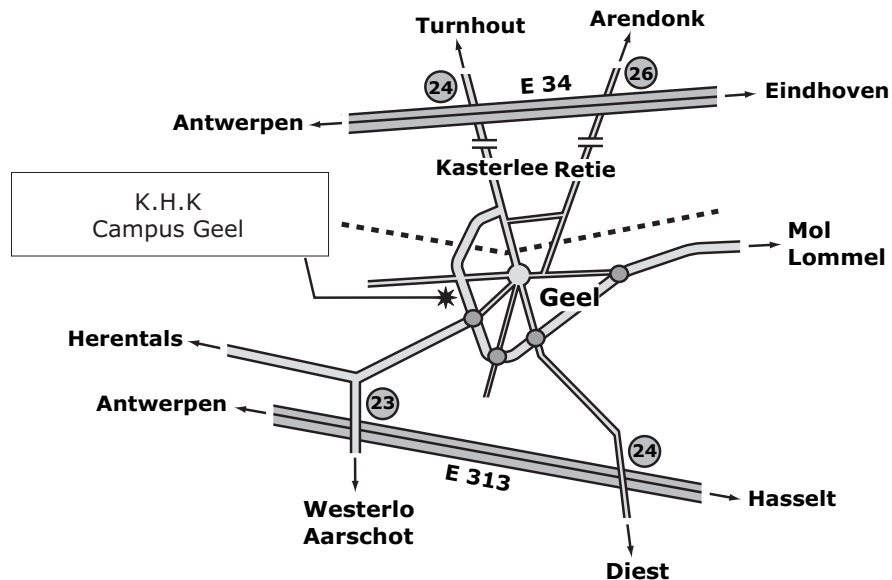
From 1st July you can enrol at the campus in Geel or Turnhout, from Monday to Saturday, between 9 and 12 a.m., or you can simply pass by for information. From 21st July until 15th August the school is closed. You can also enrol via the website [www.khk.be](http://www.khk.be)



## LOCATION AND ACCESSIBILITY

The campus in Geel of the Katholieke Hogeschool Kempen is easy to find close to the bypass road around town. You can also easily reach the campus by train or bus. Some bus routes stop at the campus and a bus shuttle service connects the campus to the railway station of Geel. You can get exact information about timetables at the reception.

In Turnhout the campus is located halfway between the Grote Markt and the railway station, close to the Warande, the renowned cultural centre.



## INDUSTRIAL ENGINEERING AND BIOTECHNOLOGY DEPARTMENT

### Campus Geel

Master of Industrial Sciences-Electromechanics  
option Automation  
option Electromechanics

Master of Industrial Sciences Electronics - ICT  
option Information and Communication Techniques  
option Electronics

Master of Biosciences  
Agriculture  
Horticulture  
Food Industry

Bachelor of Agro - and Biotechnology  
Agriculture  
Arable Farming  
Cattle breeding  
Intensive Cattle breeding  
Horticulture  
Vegetable Cultivation  
Fruit Growing  
Ornamental Plant Cultivation  
Landscape architecture  
Agro- and Food Technology  
Bionics  
Veterinary assistant

Fellow in Information Technology

Fellow in Internet and Web Development

Fellow in computer-driven Instrumentation

*Transition programme:*

*Professional Bachelor to Master of Biosciences/  
Industrial Sciences in two years*

## BUSINESS STUDIES DEPARTMENT

### Campus Geel

Bachelor of Business Management  
option Accountancy – Taxation  
option Logistics Management  
option Finance and Insurance  
option Marketing  
option Law

Bachelor of Office Management  
option Management Assistant  
option Business Translation – Interpreting

Bachelor of Applied Information Technology  
Majors:  
Programming and Analysing  
System and Network Management

*Strategic SME & Retail Management  
(postgraduate course)*

### Campus Turnhout

Bachelor of Business Management  
option Accountancy – Taxation  
option Finance and Insurance  
option Marketing  
option Law

Bachelor of Office Management  
option Management Assistant  
option Medical Secretariat  
option Business Translation – Interpreting

## SOCIAL WORK DEPARTMENT

### Campus Geel

Social worker  
option Social Work  
option Human Resource Management  
option Social-Cultural Work  
option Social Counselling

## HEALTH CARE AND CHEMISTRY DEPARTMENT

### Campus Geel

Bachelor of:  
Orthopaedics  
Occupational therapy  
Medical Laboratory Technology  
Pharmaceutical and Biological Technology  
Dietetics  
Chemistry  
option Chemistry  
option Environmental Protection  
option Processing Technology

### Campus Lier

Bachelor of Nursing  
option Hospital Nursing  
option Paediatrics  
option Social Nursing  
option Geriatric Nursing

Midwifery

Postgraduate courses : Intensive Care and Emergencies, Geriatrics, Paediatrics, Operating Room, Social Health Care, Home Health Care, Mental Health Care

*Transition programme :  
certified nurse to graduate nurse*

### Campus Turnhout

Bachelor of Nursing  
option Hospital Nursing  
option Pediatrics  
option Psychiatric Nursing  
option Social Nursing

Midwifery

Postgraduate courses: Intensive Care and Emergencies, Geriatrics, Paediatrics, Social Health Care, Mental Health Care, Oncology Education for Charge Nurse

*Transition programme:  
certified nurse to graduate nurse*

## TECHNICAL SCIENCES DEPARTMENT

### Campus Geel

Bachelor of Electricity  
Option Electricity  
Option Electronics  
Industrial electronics and domotics  
Information and computer technology  
Telecommunication technology

Bachelor of Electrical and Mechanical Engineering  
option Industrial Mechanization  
option Climatization  
option Measuring and Control Engineering  
option Maintenance Engineering

Bachelor of Logistic Technology

## TEACHER EDUCATION DEPARTMENT

### Campus Turnhout

Bachelor of Education: Secondary Education  
Options:  
Geography, Kinetics, Biology, Economics, English, French, Physics, History, Religion, Business-Burotics, Computer Science, Physical Education, Dutch, Plastic Education, Mathematics.

Bachelor of Education: Primary School

### Campus Vorselaar

Bachelor of Education: Nursery school

Bachelor of Education: Primary School

Bachelor of Education: Secondary School  
option: General Subjects  
Geography, Biology, Economics, English, French, Physics, History, Religion, Computer Science, Dutch, Projectwork for vocational education, Technical- Technological Education, Mathematics

Possible fourth subject as in-depth study from the second year on: Chemistry or German.

*Short-track training for Bachelor of education:  
Primary School*