



KHK

KATHOLIEKE
HOGESCHOOL
KEMPEN

CAMPUS

Geel

Turnhout

ASSOCIATIE
K.U.-LEUVEN



Studying Business Management at K.H.Kempen University College, Geel, Belgium

Spring term 2011 (30 ECTS)

**Programme in English for
international exchange students**

Aim

The aim of the programme is to provide participants with practical business knowledge and a range of skills that will equip them well for future professional business life.

We want to train business students who

- Are able to understand and manage the marketing/financial/accounting/logistic/legal/ international needs of the business in which they will function
- Are multilingual
- Are all-round and communicative
- Are business minded and have a professional attitude

Contents

The programme comprises:

- Thorough study of management accounting
- Training on international business, with a focus on International Trade and European Institutions
- Introduction on the key Business-ICT alignment topics SAP and Business Intelligence/ Corporate Performance Management, with a hands-on project
- An elaborate marketing focus, including B2C and consumer psychology
- Financial analysis
- Business communication in English
- A multi-disciplinary module on Global challenges and cooperation, with additional focus on global communication (course module for all international students at K.H. Kempen University College)
- Excursions to the port of Antwerp and the European Parliament are included

Course prerequisites

- A sound business background
- Applicants preferably have to be in their second year of a comparable degree programme
- Intermediate level of spoken and written English (CEFR B1)

Assessment

- Individual assessment and project based group work
- ECTS grading scale

General structure

- Professional bachelor degree programme
- Along with Belgian Business students in their second year
- Spring term: 3 February 2011 - 30 June 2011

Welcome week (2 – 5 February 2011)

- International students are expected to be in Geel by Wednesday February 2nd
- An introduction to our campus facilities will be organised.
- All administration (K.H. Kempen student card, insurance and administrative paper check, PC network access, ..) will be arranged.
- Intensive "Survival Dutch" training will be given.
- A business and economical view on Belgium will be taught.
- Regular classes start Monday February 7th.

Application

- Apply before 15 November 2010. Definite answer within two weeks.
- No tuition fee for students of partner university colleges of KH Kempen
- A small fee will be charged for course materials and visits.
- A full brochure with course descriptions is available on request.
- Please send registration to Mr Johan Smeuninx (johan.smeuninx@khk.be):
 - an Erasmus application form.
 - full CV and covering letter, including two passport photos.
 - a copy of your passport.
 - transcript of records and learning agreement
- Number of participants is restricted to 15 international students to ensure optimal integration in the Belgian group.

Studying in Geel

Katholieke Hogeschool Kempen is a university college situated in the Kempen a dynamic region in the province of Antwerp in Flanders, the Dutch-speaking part of Belgium. It comprises eleven departments and has more than 6,400 students. The Business Studies Department has always been an impulse for regional development in the Kempen. It maintains excellent connections with business and industry of the Kempen region and beyond. More information on www.khk.be.

Overview full programme

BUSINESS MANAGEMENT, spring term		ECTS credits 30
Business English		4
Financial analysis		3
Marketing topics	B2C Consumer psychology	5
International Business	SAP and business intelligence International Topics and cases Management accounting	12
Global challenges and cooperation		6
		30