# Exchange Courses in Business Management 2021-2022

## AUTUMN

<table>
<thead>
<tr>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding Global Cultures</td>
</tr>
<tr>
<td>International Law : Special Topics</td>
</tr>
<tr>
<td>Doing Business with New Markets</td>
</tr>
<tr>
<td>Applied Market Research SME’s</td>
</tr>
<tr>
<td>Digital Marketing Essentials</td>
</tr>
<tr>
<td>Services Marketing</td>
</tr>
<tr>
<td>Customer Relationship Management</td>
</tr>
<tr>
<td>European Studies</td>
</tr>
<tr>
<td>European law</td>
</tr>
<tr>
<td>Risk Management &amp; Control</td>
</tr>
<tr>
<td>Introduction in E-sports</td>
</tr>
<tr>
<td>French 1 Business Management</td>
</tr>
<tr>
<td>French 3 Business Management</td>
</tr>
<tr>
<td>English 2 Business Management</td>
</tr>
<tr>
<td>English 3 Business Management</td>
</tr>
<tr>
<td>Spanish 2 Business Management</td>
</tr>
<tr>
<td>French 3 Marketing</td>
</tr>
<tr>
<td>English 3 Marketing</td>
</tr>
<tr>
<td>French 3 Paralegal Studies</td>
</tr>
<tr>
<td>English 3 Paralegal Studies</td>
</tr>
<tr>
<td>Survival Dutch</td>
</tr>
<tr>
<td>Summer School English</td>
</tr>
<tr>
<td>English for eXchange Autumn</td>
</tr>
</tbody>
</table>

For official course catalogue information check the [English Study Guide](#) (available from June)
AUTUMN

Understanding Global Cultures
ECTS credits: 3  
Course unit code: 32INB4010  
Period: Autumn  
Re-sit exam: is possible

Content:
This course provides students with an introduction to cultural differences and an overview of cultural dimensions that can be used as a framework in the international business context. An organization that wants to operate internationally is always confronted with cultural differences, both with regard to approaching a new market and cooperating with people from a different culture. The following topics will be discussed:
- The rules of the social game
- Intercultural encounters
- Cultural dimensions
- Cultures in organizations
- Case on global cultures

International Law: Special Topics
ECTS credits: 3  
Course unit code: 32INB4020  
Period: Autumn  
Re-sit exam: is possible

Content:
This course provides students with a well-balanced overview of International Law, thereby combining theoretical aspects with practical examples. Specifically, the following topics will be covered:
- Introduction to International Private Law
- Introduction to International Public Law
- Introduction to the World Trade Organization (WTO) and WTO Law
- Introduction to International Contract Law
- In-depth analysis of various types of international legal frameworks and laws
- Several case studies in International Law

Doing Business with New Markets
ECTS credits: 6  
Course unit code: 33INB4010  
Period: Autumn  
Re-sit exam: is possible

Content:
In this course, the student will be prepared for any international assignments. We will check what the specific cultural behavior and “good-practices” are abroad, in order for them to blend in to the environment.
We will also deepdive into the emerging markets like China and India, how they are evolving and how we Western-European countries can benefit of this growth.

**Applied Market Research SME’s**

ECTS credits: 3  
Course unit code: 32BDM1060  
Period: Autumn  
Re-sit exam: is possible

**Content**

In Applied Market Research, we will follow some basic market research techniques which are commonly used in Small and Medium-sized Enterprises. Amongst a whole lot of applications, usually executed by market research institutions, we will examine:

- Feasibility when entering a new market/location
- Price research
- Product research
- Communication research
- Customer relationship management

Via practical cases, the students can check what research techniques they can use in a smaller business and setup an extended research plan.

**Digital Marketing Essentials**

ECTS credits: 3  
Course unit code: 33MAR3250  
Period: Autumn  
Re-sit exam: is possible

**Content**

In Digital Marketing Essentials you will learn how to set up a digital marketing plan embedded in the total marketing plan of a company. In this course, different strategies mainly depending on the target group (e.g., youngsters or young parents), the type of screen (e.g., laptop or smartphone) and the type of content (e.g., mails or reviews) will be discussed. On top of that, you will learn how to evaluate all digital marketing practices and set targets.

**Services Marketing**

ECTS credits: 3  
Course unit code: 33MAR4020  
Period: Autumn  
Re-sit exam: is possible

**Content**

In this course you will learn how to develop effective service marketing strategies that seamlessly build on topics learned in basic marketing courses. The course is split in four parts covering the different topics. Part 1 explains the nature of services, how to understand services, how consumer behavior relates to services and how to position services. It lays the building blocks for studying services and for learning how one can become an effective service marketeer. The second part covers the development of the service

*For official course catalogue information check the [English Study Guide](#) (available from June)*
concept and its value proposition. It revisits the 4 P’s of the traditional marketing mix and expands them to account for the specific characteristics of services that make them different from goods marketing. The third part of the course focuses on managing the interface between customers and the service organization. The fourth and final part addresses some key issues in implementing and managing effective services marketing, such as complaint handling and service recovery.

**Customer Relationship Management**
ECTS credits: 3  
Course unit code: 32SCM3020  
Period: Autumn  
Re-sit exam: is possible

**Content:**  
- Need for CRM and applications  
- Data analysis of customer transactions  
- Reporting and datamining  
- Communicative skills and dealing with (difficult) customers; feedback, non-verbal communication,...  
- CRM systems  
- Data-analyses van klanttransacties  
- Rapportages en data mining  
- contactcenter management

**European Studies**
ECTS credits: 3  
Course unit code: 33BTI3020  
Period: Autumn  
Re-sit exam: is possible

**Content:**  
This course discusses Europe and the European Union with  
- its origin and perspectives;  
- the history, the different treaties and enlargements;  
- the Schengen agreement;  
- the institutions and the decision-making process of the EU;  
- the road towards the euro and monetary union.

**European Law**
ECTS credits: 4  
Course unit code: 33RPR3240  
Period: Autumn  
Re-sit exam: is possible

**Content**  
This course provides students with a well-balanced overview of European Law, thereby combining theoretical aspects with practical examples. Specifically, the following topics will be covered:  
- History of the European Union

For official course catalogue information check the [English Study Guide](#) (available from June)
- European Institutions
- Sources of EU Law
- The relationship between EU and National Law
- Enforcement of EU Law
- Free movement of goods, persons, and services
- EU Legal Procedure
- Human Rights

Risk Management & Control
ECTS credits: 3
Course unit code: 32BDM1180
Period: Autumn
Re-sit exam: is possible

Content
The aim of the course is to provide the student with insights on the basic principles of risk management and internal control. This includes:

- an understanding of the concepts risk management and internal control with an emphasis on SME’s
- an introduction to the different types of risks and risk analysis methods
- an introduction to the implementation of internal control in the basic business processes
- an introduction to the use of flowcharts
- an application of these techniques in solving case studies

Introduction in E-sports
ECTS credits: 3
Course unit code: 33SPM4020
Period: Autumn
Re-sit exam: is possible

Content
Esports is booming business. The sector is already bigger than the entire film industry. Worldwide, China, the US and Japan are the leaders in terms of gaming revenue and number of players. The corona crisis is giving the sport an extra boost. In this course, we introduce students to the wonderful world of E-sports.

French 1 Business Management
ECTS credits: 3
Course unit code: 31BDM1080
Period: Autumn
Re-sit exam: is possible

Content
General and business-oriented files: in addition to the specific terminology, a lot of attention is paid to the communicative aspect:
- Introducing a company
- Analyse and present a traffic campaign
- Understand figures correctly and read them easily

For official course catalogue information check the English Study Guide (available from June)
The student independently processes 2 texts and 2 short video reports on current socio-economic topics.

**French 3 Business Management**

ECTS credits: 3  
Course unit code: 33BDM1130  
Period: Autumn  
Re-sit exam: is possible  

**Content**  
- the students look at a number of French-language programmes with economic-financial topics on an independent basis. The students can write a report and answer oral questions;  
- the students read general social texts on a freelance basis and are able to communicate about them orally during the lesson;  
- the students prepare 2 texts on an economic subject and present them to each other in a small group. In addition, they lead the subsequent discussion round;  
- the students learn what corporate culture is and study relevant vocabulary on the subject.

**English 2 Business Management**

ECTS credits: 3  
Course unit code: 32BDM1030  
Period: Autumn  
Re-sit exam: is possible  

**Content**  
This course unit deals with the following learning content and/or learning activities:  
On the grammatical level, some themes (including modal auxiliaries, relative clauses and rund-infinitive) are further explored, i.e. there are applications and exercises both in paper form and online.  

In the field of vocabulary, professional jargon will be expanded, focusing mainly on active mastery, but also partly on passive mastery (= demonstrating, understanding of professional jargon).  

Communication skills: written (business correspondence) and oral (discussions, presentations and business telephoning) are addressed. Reading skills (in the form of home reading) and listening skills (in the form of video material) are also covered, and are also examined.  

The target level is B1-B2 of the GERK (Common European Framework of Reference).

**English 3 Business Management**

ECTS credits: 3  
Course unit code: 33BDM1060  
Period: Autumn  
Re-sit exam: is possible  

**Content**  
- The students learn how to write emails  
- The students view a number of English-language programmes with economic topics on an independent basis.

*For official course catalogue information check the [English Study Guide](#) (available from June)*
- The students learn how to make a customer-friendly phone call in English.
- The students prepare texts on economic topics at home and present them to each other in small groups. In addition, they lead the subsequent discussion round.
- The students learn what corporate culture is and study relevant vocabulary on the subject.

**Spanish 2 Business Management**

ECTS credits: 3  
Course unit code: 33BDM1140  
Period: Autumn  
Re-sit exam: is possible

**Content**

1. **Grammar:**
   - Verbs: Pretérito Perfecto, Gerundio, Futuro Simple, Pretérito Indefinido-Imperfecto.
   - Cooperating object/affecting object, demonstrative pronouns

2. **Speaking and listening skills:**
   - Leisure activities, reserving a hotel room, naming problems
   - describing the daily schedule, discussing skills, describing events
   - make agreements and proposals
   - talk about the past

3. **Writing skills:** simple mail drafting (informal-formal)

**French 3 Marketing**

ECTS credits: 3  
Course unit code: 33MAR3060  
Period: Autumn  
Re-sit exam: is possible

**Content**

We deal with economic-social and marketing related topics and prepare the student for the confrontation with the professional world:

- expand independent economic vocabulary using the "Vocabulaire du français des affaires" handbook
- verbal summary of texts and reportages/videos + possibly formulating your own opinion
- complaint handling : writing a letter/mail + making a telephone call
- applying for a job : writing a CV + conducting a job interview
- presenting a francophone company
- present a pitch

**English 3 Marketing**

ECTS credits: 3  
Course unit code: 33MAR3070  
Period: Autumn  
Re-sit exam: is possible

**Content**

This course unit includes the following learning content and/or learning activities:

Themes related to marketing topics, with various group works, presentations, discussions, videos

*For official course catalogue information check the [English Study Guide](#) (available from June)*
In this course unit we work with the following work form(s):
- lecture
- working lecture
- group work

**French 3 Paralegal Studies**

ECTS credits: 3
Course unit code: 33RPR3100
Period: Autumn
Re-sit exam: is possible

Content
The students learn how to handle (i.e. translate and interpret) authentic French-language legal documents: different types of letters, a determination by a bailiff, a judgment, a writ of summons, etc. ....

**English 3 Paralegal Studies**

ECTS credits: 3
Course unit code: 33RPR3110
Period: Autumn
Re-sit exam: is possible

Content
Read: Legal texts, contracts + internet sites
Listening / watching: Straight audiovisual material
Speaking: Discussions, converting legal English into everyday English, presentations
Write: Summaries, letters, legal English into everyday English

Vocabulary is at the service of these 4 skills.

**Survival Dutch**

ECTS credits: 3
Course unit code: 80ERA9031
Period: Autumn
Re-sit exam: is possible

Content
You will learn the basics of the Dutch language. So you will be able to take the bus/train, find your way in Hasselt or order a pint in a pub. There is a strong focus on communication.
Subjects:
- Meeting and greeting, on the road
- In town: shopping - eating – drinking – washing clothes
- The alphabet, pronunciation
- Numbers, time, dates
- Going out, making an appointment
- Health, going to the doctor and pharmacy.

The lectures will take place during 9 weeks, this with a frequency of 3 hours a week.

For official course catalogue information check the [English Study Guide](#) (available from june)
Listening to conversations by native speakers and understanding the (basic) contents;

**Summer School English**

ECTS credits: 3  
Course unit code: 80ERA9035  
Period: 10 Sept.- 17 Sept. 2021  
Re-sit exam: is possible  

Content  
Using authentic material this course gives you the best possible chance of making the most of your educational opportunities and it provides help in developing essential skills for your career. With the focus on general English you will be given the opportunity to practice on:  
- Writing reports, essays …  
- Giving presentations, seminar discussions …  
- Taking notes on the main points of a lectures …  
- Understanding main ideas in paragraphs and longer texts …  
- Brief recapitulation of the main grammar items…

**English for eXchange Autumn**

ECTS credits: 3  
Course unit code: 80ERA9032  
Period: Autumn  
Re-sit exam: is possible

Content  
In this course, students learn how to communicate in an international (professional) context. Students work on their general language skills as well as improve their language competences so that they can function in an international working environment.  
This course is designed to practice the four communicative skills: reading, writing, listening and speaking by e.g.:  
- reading newspaper articles and short stories and understanding the (basic) contents;  
- deriving the meaning of selected vocabulary items from a text;  
- writing formal/neutral (professional) and informal emails or letters;  
- listening to conversations by native speakers and understanding the (basic) contents;  
- watching short movie fragments and understanding the (basic) contents;  
- expressing one's opinion about topics of general or professional interest;  
- having everyday (professional) conversations/performing role plays.

The exact contents of the course is subject to change and is open to suggestions by students. Students extend their vocabulary by reading real life texts, listening to conversations by native speakers and by having conversations and playing role plays. They study grammar items by doing exercises and will have to put these grammatical items into practice in conversations and in writing.

*For official course catalogue information check the [English Study Guide](#) (available from June)*