

KHLim



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Business Innovation in Europe

Spring 2010

The **Business Innovation in Europe Programme** at the Katholieke Hogeschool Limburg (Limburg Catholic University College) will be organised in the spring term of 2010. This international module has been set up to provide European and overseas students with business skills within the realm of innovative marketing management and 21st century new transport strategies. Participants will acquire practical business skills in seminars and workshops and will be able to do an internship within an international business environment. Even though the language of instruction is English, participants will also be required to acquire the basics of functional and notional Dutch: they will be living in a Dutch-speaking environment and will therefore need to perform every day things (shopping, socialising...) in Dutch.

The programme runs for 15 weeks¹ (1st February - 4th June 2010) and consists of three courses and a work placement of at least 7 weeks. All courses are taught by specialist lecturers in their field of business.

- | | |
|---|--------------------------|
| • Belgium in an international business context | 2 ECTS credits |
| • Dutch survival kit | 2 ECTS credits |
| • Innovative Management
Creativity Management: Cases and Concepts
Managing Creativity: Tools and Techniques | 7 ECTS credits |
| • Developing new Transport Strategies | 3 ECTS credits |
| • Trends in European Distribution | 3 ECTS credits |
| • Business Internship ² | 13 ECTS credits |
| | 30 ECTS credits in total |

¹ Exclusive of spring break (13th – 21st February) and Easter holidays (5th – 18th April)

² In case of circumstances beyond our control the internship can be replaced by other courses

Work load

Students are required to follow all courses, which is equivalent to 30 ECTS credits or the work load of one semester. 1 ECTS credit stands for between 25 to 30 hours of work load. Before the credits can be awarded, students have to take the exams / c.q. write the papers following all courses (see also assessment and examination).

Calendar spring 2010

The international module will start on 1st February 2010 and ends on 4th June of that same term. Between 13th and 21st February (spring break) and between 4th – 19th April (Easter holidays) there will be no lectures.

Level & Entry Requirements

Generally the programme is at undergraduate level and is aimed at students with a general business background. Since the topics of the module mainly concentrate on marketing and logistics, students with a background in this field will be considered privileged candidates. However, applications by candidates of other fields of study will be considered for enrolment after careful examination of their study records.

Since English is the language of instruction, **a solid background in spoken and written English is required.**

As the "Dutch survival kit" is aimed at beginners and starts from scratch no previous knowledge of Dutch is required.

Examination and assessment

Examinations or assessment talks are held mid-April. Your internship paper will be handed in within one week after the internship has ended.

Both the courses and the internship will be assessed with the following ECTS grading scale. Results will be sent to both the student's home institution and his / her home address.

ECTS Grade	% of successful students normally achieving the grade	Definition
A	10	EXCELLENT - outstanding performance with only minor errors
B	25	VERY GOOD - above the average standard but with some errors
C	30	GOOD - generally sound work with a number of notable errors
D	25	SATISFACTORY - fair but with significant shortcomings
E	10	SUFFICIENT - performance meets the minimum criteria
FX	-	FAIL - some more work required before the credit can be awarded
F		FAIL - considerable further work is required

Fees & Registration

No tuition fees are charged for students from institutions the Katholieke Hogeschool Limburg has a bilateral Socrates contract with. Businet members can apply for such contracts at all times. There may, however, be expenses for excursions and social activities.

For students who **are not participating** in an exchange programme with the Katholieke Hogeschool Limburg, the fee for this programme amounts to € 1100 (including tuition and participation in field trips and excursions arranged within the framework of the programme).

All participants will be charged for course materials (ca. € 50).

Accommodation

Participants will be able to rent student digs for the duration of their stay, with the help of KHLim. The monthly rent varies between € 160 and € 235. Accommodation booking forms will be sent to you as soon as your application form has been received. For more information on living and studying in Flanders please consult: <http://www.khlim.be/internationaal/info.htm#ACCOMODATIONS>

Application

The application deadline for this international module is **1st December 2009**. Please send the **enclosed application form and requirement form English Proficiency for exchange students, accompanied by a full CV and covering letter** to:

Hilde Bottu
Departmental International Officer
Katholieke Hogeschool Limburg
Departement HB
Universitaire Campus, gebouw B – bus 2
B-3590 Diepenbeek

T + 32 11 23 08 90

F + 32 11 23 08 99

More information ?

hilde.bottu@hb.khlim.be

Course Descriptions

Title of course	Belgium in an international business context
Course coordinator	Department of Commercial Sciences and Business Management, Language Studies
Type of course	Guest lectures, excursions
Language	English & Dutch
Period	February-March 2010
Prerequisites	an open mind / no previous knowledge of Dutch required
Mode of assessment	Students will be assessed on their activities and performance during the course
Number of ECTS credits	2
Course Objectives	Students should be able to adapt to a Flemish / Belgian business context, so as to fit in during their internship.
Course Content	This course is focussed on business culture in Flanders and Belgium in an international context. Via guest lectures given by international business managers and European politicians and field trip visits to places of interest such as the port of Antwerp, the European parliament, some Belgium-based companies, ... the students will be invited to discuss cultural differences within a business environment.
Literature	Course materials will be given to the students

Course descriptions

Title of course	Dutch survival kit
Course coordinator	Department of Commercial Sciences and Business Management, Language Studies
Type of course	language seminar, excursions
Language	English & Dutch
Period	February-March 2009
Prerequisites	an open mind / no previous knowledge of Dutch required
Mode of assessment	students will be assessed on their activities and performance during the course - speaking 30% - listening 30% - reading 30% - writing 10%
Number of ECTS credits	2
Course objectives	At the end of course the students should be able to communicate in Dutch on common topics. They should be able to socialize, ask for information, shop, travel around in Flanders and Holland by using functional and notional Dutch.
Course content	The 'Dutch Survival Kit' is a course for beginners and only requires your willingness to learn a new foreign language. As instructions and explanations will be partly given in English, a good practical knowledge of this language will be required. The course is activity-based and aims at developing oral communicative skills. Students will often work in teams and will regularly be sent to neighbouring Hasselt or Maastricht to practise their Dutch skills in the field. Since the course is solely based on activities, it is essential that students attend all classes.
Literature	Course materials will be given to the students. Boeken C., Le Page E., Peeters I.: "Zo gezegd 1.1 Nederlands als tweede taal" Uitgeverij Pelckmans, 2004

Course Descriptions

Title of Course	Innovative Marketing Management
Course coordinator	Department of Commercial Sciences and Business Management, Marketing Studies
Type of course	60% Lectures and seminars / 40% teamwork
Language	English
Period	7 weeks: February – March 2010
Number of lecture hours	56
Prerequisites	general business background / basic knowledge of marketing is an asset
Mode of assessment	Students will be assessed on the basis of a written and oral exam, a paper and the student participation during the real business cases
Number of ECTS credits	7
Course Objectives	The aim of the module Innovative Marketing Management is to provide foreign participants with a range of skills and knowledge that will enable them to better implement creativity in a business context overall and in the marketing context in particular.
Course Content	Creativity Management: Cases and Concepts <ul style="list-style-type: none">▪ introduction to creativity▪ the link between creativity and innovation▪ the business need for innovation▪ individual preferences for problem solving▪ building intrinsic motivation▪ elements of an innovative business environment Managing Creativity: Tools and Techniques <ul style="list-style-type: none">▪ skills to solve problems differently▪ tools to stimulate individual and team creativity▪ group techniques to work on challenges▪ introducing newness in a business context▪ challenges with the introduction of new products and services
Procedure	Case studies, simulation exercises, real business challenges, lectures and group discussions are used throughout the teaching. Classes will be mixed: both Flemish and exchange students will participate

Literature

Course materials will be given to students

Isaksen, S., Meeting the Innovation Challenge: Leadership for transformation and growth.

Isaksen S.G., K. B. Dorval & D. J. Treffinger (2000)
Creative Approaches to Problem Solving.

Robinson A. G. & Stern S. (1997). Corporate Creativity

Tidd, J., Bessant J. & Pavitt K. (2001). Managing Innovation

Nadler, G. & Hibino S. (1998). Breakthrough Thinking

Nadler, G. & Hibino S. (1999). Creative Solution Finding

Course Descriptions

Title of Course	Trends in European Distribution						
Course coordinator	Department of Commercial Sciences and Business Management, Logistics Studies						
Type of course	Lectures, case studies, teamwork						
Language	English: a solid background in both oral and written English is required						
Period	7 weeks: February – March 2010						
Number of lecture hours	14						
Prerequisites	General business background / basic knowledge of logistics is an asset						
Mode of assessment	<p>Students will be assessed on the basis of 1. their participation during the lectures and real business cases, 2. problem analyses and research methods 3. a paper. The total mark will be determined by assigning marks for various aspects independently.</p> <p>The marks assigned to each aspect will be as follows:</p> <table><tr><td>Student Participation</td><td>20%</td></tr><tr><td>Problem Analyses and Research Methods</td><td>40%</td></tr><tr><td>Paper</td><td>40%</td></tr></table>	Student Participation	20%	Problem Analyses and Research Methods	40%	Paper	40%
Student Participation	20%						
Problem Analyses and Research Methods	40%						
Paper	40%						
Number of ECTS credits	3						
Course Objectives	Trends in European Distribution <p>European unification and marketplace trends have brought the European distribution process to the point at which massive change is inevitable. This course describes what kind of short-term and long-term changes European companies can expect to see in both the short and the long term and how they can anticipate and respond to these changes.</p> <p>On completion students will be able to:</p> <ul style="list-style-type: none">▪ define the aims of the European market▪ explain why European distribution is essential▪ explain how European unification affects the mfg industry▪ describe the European distribution system						
Course Content	<p>The topics include:</p> <ul style="list-style-type: none">▪ the Euro consumer▪ the CE label▪ the Whitebook						

- push and pull factors
- manufacturing location
- manufacturing cost
- European warehouses and inventories
- European traffic management
- European logistics services

Procedure

Case studies, simulation exercises, real business challenges, lectures and group discussions are used throughout the teaching. Hands-on sessions will be used to demonstrate logistics concepts.

Literature

Van Goor, Ploos van Amstel: " European Distribution and Supply Chain Logistics" Stenfert Kroese, 2003 ISBN 90 207 3253 6

Course descriptions

Title of Course	Developing new Transport Strategies						
Course coordinator	Department of Commercial Sciences and Business Management, Logistics Studies						
Type of course	Lectures, cases studies, teamwork						
Language	English: a solid background on both oral and written English is required						
Period	February – March 2010						
Number of (lecture) hours	28						
Prerequisites	General business background / basic knowledge of logistics is an asset						
Mode of assessment	<p>Students will be assessed on the basis of 1. their participation during the lectures and real business cases, 2. problem analyses and research methods 3. a paper. The total mark will be determined by assigning marks for various aspects independently.</p> <p>The marks assigned to each aspect will be as follows:</p> <table><tr><td>Student Participation</td><td>20%</td></tr><tr><td>Problem Analyses and Research Methods</td><td>40%</td></tr><tr><td>Paper</td><td>40%</td></tr></table>	Student Participation	20%	Problem Analyses and Research Methods	40%	Paper	40%
Student Participation	20%						
Problem Analyses and Research Methods	40%						
Paper	40%						
Number of ECTS credits	3						
Course Objectives	<p>European transport is expected to grow vigorously. Road transport takes the biggest share in this increase, but the road congestion will force policy makers to seek for solutions n “modal shift”. This requires improving the European infrastructure, increasing multimodal transport and designing transport networks.</p> <p>On completion students will know:</p> <ul style="list-style-type: none">▪ the advantages and disadvantages of various modes of transport▪ the consequences of a unified Europe for transportation▪ the changing requirements in European distribution▪ how the changing requirements force companies to reorganize their transport and distribution▪ the European transport policy and the Trans European Network						
Course Content	<p>The topics covered in this module include:</p> <ul style="list-style-type: none">▪ multimodal transportation▪ consequences of a unified Europe for transportation▪ strategy developments for transport and distribution companies▪ the Trans European Network						

Procedure	Lectures and group discussions and real business cases are used throughout the teaching
Literature	Van Goor, Ploos van Amstel: " European Distribution and Supply Chain Logistics" Stenfert Kroese, 2003 ISBN 90 207 3253 6

Course Descriptions

Title of Course	Company Internship
Course coordinator	Department of Commercial Sciences and Business Management, Marketing Studies & Logistics Studies
Type of course	A 7 to 8 week internship in an international business environment (in case of circumstances beyond our control this internship could be replaced by other courses)
Language	The internship counsellor will try to find a placement in a company where the business language is English. On demand we can also try to find placements where French, German and of course Dutch are working languages.
Period	7 to 8 weeks: April – June 2010
Mode of assessment	Students will be assessed on the basis of (1) an assessment form filled out by the company internship adviser (2) the student's internship paper or report (3) a final assessment meeting with KHLim's internship counsellor.
Number of ECTS credits	13
Course Objectives	Getting acquainted with a Belgian or international business organisation and its business culture; putting the acquired theory into practice, while extending your knowledge to a specific domain: i.e. marketing or logistics; working in a foreign language; exploring your skills and professional interests
Course procedure	<p>The work placements will be assigned by a KHLim internship counsellor. At the internship company or business organisation an internship adviser will closely monitor your professional activities. In close consultation with the student and the internship counsellor specific internship tasks will be assigned. Students can either specialize in marketing or logistics activities or a combination of both.</p> <p>Interns will be covered by KHLim-insurance. Internships in Belgium are generally unpaid. Some companies may however cover small expenses or commuting costs.</p>



BUSINESS INNOVATION IN EUROPE

2010 STUDENT APPLICATION FORM

Yes, I would like to apply for the Business Innovation in Europe programme in the spring of 2010.

This application should be completed in BLACK and CAPITALS in order to be easily copied and/or telefaxed.

SENDING INSTITUTION

Name and full address:

.....

Department coordinator - name, telephone and telefax numbers, e-mail box

.....

Institutional coordinator - name, telephone and telefax numbers, e-mail box

.....

STUDENT'S PERSONAL DATA

(to be completed by the student applying)

Family name: First name (s):

Date of birth:

Sex: Nationality:.....

Place of Birth:

Current address: Permanent address (if different):

.....

Current address is valid until:

Tel.:

Email address: Tel.:

LANGUAGE COMPETENCE : please, join also the requirement form English language proficiency for exchange students.

Mother tongue:		Language of instruction at home institution (if different):				
Other languages	I am currently studying this language		I have sufficient knowledge to follow lectures		I would have sufficient knowledge to follow lectures if I had some extra preparation	
	yes	no	yes	no	yes	no
.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WORK EXPERIENCE RELATED TO CURRENT STUDY (if relevant)

Type of work experience	Firm/organisation	Dates	Country
.....

PREVIOUS AND CURRENT STUDY

Diploma/degree for which you are currently studying:
Number of higher education study years prior to departure abroad:
Have you already been studying abroad ? Yes No
If Yes, when ? at which institution ?

The attached Transcript of records includes full details of previous and current higher education study. Details not known at the time of application will provided be at a later stage.

Date:

Signature of applicant

Signature and stamp
of contact person at
home university

The deadline for enrolment is 1st December 2009. More information on accommodation and life in Limburg, can be found on the international pages of our website : www.khlim.be

Send the application form, together with the requirement form English language proficiency, your CV and letter to:

**Hilde Bottu
Departmental International Officer
Katholieke Hogeschool Limburg
Departement HB
Universitaire Campus, gebouw B – bus 2
B-3590 Diepenbeek**

**T + 32 11 23 08 90
F + 32 11 23 08 99**

hilde.bottu@hb.khlim.be

REQUIREMENT FORM ENGLISH LANGUAGE PROFICIENCY FOR EXCHANGE STUDENTS

PART I

- *This form is required for non-native English applicants and is to be attached to the application file*
- *It is to be signed by the applicant*
- *It is to be signed by the responsible person at the partner university*

As an exchange student you must be sufficiently proficient in English to be accepted as an exchange student. Although the language of instruction in our institution is Dutch, most of you come for course modules or project work conducted in English. You must be able to understand what is said, and you are expected to actively participate in discussions and group work. You will write reports or papers, make presentations and write exams in English. It is therefore mandatory that you have sufficient English language skills so you are able to:

- understand general and academic topics presented in English, both orally and written
- master a varied vocabulary so you can participate in conversations and discussions
- account for contents and viewpoints in different types of English texts
- express your ideas in English, orally and in writing
- give a detailed and coherent oral and written account of a known topic in adequate English

Complete the following:

I hereby confirm that I have the English skills listed above

Name	
Home Institution	
Home Language	
Signature	

Additional information regarding your language proficiency in English

Formal: What courses have you taken in English, including the courses you are taking now?

Informal: What other experience have you got with the English language (e.g. friends, trips abroad, reading, etc.)?



PART II

This part is to be completed by a professor, who is able to judge the level of the student's English skills.

Instruction

This form is part of the student application to participate in the international programmes of Limburg Catholic University College, Belgium. Please answer the questions below. Participants should be able to attend university lectures in the English language, participate in seminar discussions, take notes and understand written materials in their field.

Thank you in advance for your assistance.

1. How was the language evaluation determined?

- Based on knowledge of applicant's coursework at this institution
- Written examination
- Oral examination

2. Please indicate your opinion of the applicant's present language ability in each one of the following categories.

a. Listening Comprehension

- None
- Uncomplicated sentences
- Understands simple conversations
- Understands conversations on simple academic topics
- Understands sophisticated discussion of academic topics

b. Speaking Ability

- None
- Able to complete structurally simple, short phrases
- Uses basic grammatical structure,
- Adequate to participate in conversational topics
- Can handle a wide range of conversational situations
- Understands materials which contain idioms and specialised terminology
- Understands sophisticated materials, including those in proposed field of study

c. Reading Ability

- None
- Limited to simple vocabulary and sentence structure
- Understands conventional topics and non-technical subjects



3. Please add any additional comments relating to the applicant's linguistic ability

4. Please mark as appropriate:

- I do not recommend the applicant for study abroad in the English language.
- I conditionally recommend the applicant for study abroad in this English language.
Under what conditions:

- I unconditionally recommend the applicant for study abroad in this language

Signature	
Date and Place	
Name	
Position	
Contact Details	

