

# **BUSINESS MANAGEMENT**

## **Programme in English 2012**

### **Spring Semester 6 February – end June**

### **Welcome week 1-3 February 2012**



#### **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

#### **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) confirmed by your international coordinator.

## Contents

The programme comprises:

- Thorough study of management accounting
- Training on international business, with a focus on International Trade and European Institutions
- The practical and legal aspects of setting up an own business in entrepreneurship
- Introduction on the key Business-ICT alignment topics and Business Intelligence/Corporate Performance Management, with a hands-on project
- An elaborate marketing focus: retail marketing and shop design
- Financial analysis
- Business communication in English
- A multi-disciplinary module Dealing with Global Challenges (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	ECTS
Dealing with Global Challenges	6
Business English	4
Management Accounting	3
Financial Analysis	3
Business Intelligence	4
International Topics and Trade	3
Entrepreneurship	3
Retail Marketing and Shop Design	4
	<b>30</b>

## Participation in an IP (intensive program)!

Students have the possibility to participate in an intensive programme in Lithuania, integrated in our course "International Topics and Trade" that is also offered to the KHK students in april 2012. Cost is 200 euros including travel and subsistence.

## Assessment

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

Apply before: 21 November 2011

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