



# Business 4 exchange academic guide

KdG exchange programme for Business  
Academic year 2019 - 2020

**Karel de Grote University College**  
Faculty of Management & IT  
Nationalestraat 5  
B-2000 Antwerp  
Belgium

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### On B4E ...

The Faculty of Management and IT of Karel de Grote University College in Antwerp presents the English programme "Business for Exchange". A programme for exchange and local students in Autumn and Spring semester.

Business for Exchange (B4E) offers three different tracks per semester. Each track consists of a fine selection of courses presented by both guest and home lecturers. All modules are taught in English. Most subjects are open to all Business Management students. Some specialized courses require preliminary knowledge or skills in specific fields of Business Management. The courses are also open to Belgian students as electives, hence ensuring further opportunities for integration with local students.

At the beginning of each semester, we organise "Orientation Days" for all incoming students. A detailed programme will be sent to the students once accepted.

### Academic calendar

	<b>AUTUMN SEMESTER</b>	<b>SPRING SEMESTER</b>
Orientation days	11 - 13 September	29 - 31 January
B4E modules period 1/3	16 September	3 February
Deadline changes to Learning Agreement	4 October	21 February
Half term holidays (1 week)	28 October	24 February
Examinations	4 November	23 March
B4E module, period 2/4	11 November	30 March
Seasonal holidays (2 weeks)	23 December	6 April
Examinations	6 January	1 June
End of semester	27 January	19 June
Farewell event	To be decided	To be decided

## International Office

At the Campus of Business Management and Administration you'll find a skilled and enthusiastic international team. **Students can contact us whenever they have a problem and we will try to make their stay in Antwerp an unforgettable experience.**

### INTERNATIONAL RELATIONS COORDINATOR

☎: +32 3 613 16 89

✉: [ilse.nuytemans@kdg.be](mailto:ilse.nuytemans@kdg.be)

**Ilse Nuytemans**



### INCOMING STUDENTS

☎: +32 3 613 16 82

✉: [B4E@KDG.BE](mailto:B4E@KDG.BE)

**Marijke Jansen**



### OUTGOING STUDENTS

✉: [STUDYABROAD.MIT@KDG.BE](mailto:STUDYABROAD.MIT@KDG.BE)

**Sofie Speltincx**



**Valérie Veridique**



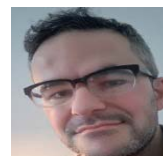
### INTERNSHIPS

✉: [INTERNSHIPS.MIT@KDG.BE](mailto:INTERNSHIPS.MIT@KDG.BE)

**Sofie Speltincx**



**Koen Van Beylen**



### STAFF MOBILITY

✉: [STAFFMOBILITY.MIT@KDG.BE](mailto:STAFFMOBILITY.MIT@KDG.BE)

**Lizi Nieuwinckel**



## ENGLISH LANGUAGE REQUIREMENTS

We recommend incoming students to master the English language sufficiently to participate actively in the courses. Level B2 is highly recommended.

If a student's proficiency in English does not allow active participation, there is a potential higher risk of failing assignments and examinations. This is entirely the **responsibility of the sending institution**.

Students can take English (or other) language lessons at their own expense in the language center of the University of Antwerp. See [www.linguapolis.be](http://www.linguapolis.be). For applications and fees, please contact Linguapolis directly.

## ASSIGNMENTS AND EXAMINATIONS

Every lecturer decides which type of evaluation is appropriate for his or her course. You can find the specific course information on our [website](#). Sometimes grading is based on a combination of several evaluations (e.g. post-assignment, group work, presentation, examination). The most common types of evaluation are:

**Intake test:** in case there is a pre-assignment (e.g. reading articles or parts of a course book) a test at the beginning of the course can determine your level of knowledge.

**In-between assignments:** used to evaluate on a regular basis (for regular courses).

**Post-assignments (e.g. paper, report):** are to be sent in by email (some weeks) after the course.

**Examinations:** written examinations always take place at the end of a 6 week period.

The **retake exams** will take place in August 2020. Retake exams can only be organized (if mentioned in the course description) upon request of the student.

**Retaking assignments:** conditions and practical arrangements: see the ECTS study-guide on our website: <https://ects.kdg.be>

**Retaking written examinations:**

- at KdG campus Groenplaats, Nationalestraat 5, 2000 Antwerp
- in the same period as the re-examination of our own local students: 17 Aug.- 2 Sept.

**Procedure:**

- The student informs the International Office of the home university that he/she wants to take a second chance exam.
- The student sends a request by e-mail to KdG (B4E@kdg.be) with his/her name and the course(s) that he/she wants to retake. NO REQUEST = NO EXAM
- Students have to retake the exam(s) at KdG. It is not possible to retake the exam(s) from a distance in your home university.
- The type of evaluation (exam, assignment, paper, ...) can be different from the first exam chance and can be looked up in the ECTS-guide: <https://ects.kdg.be>
- Afterwards, KdG sends a new Transcript of Records to the home university and the student.

The KdG education and examination regulations are applicable to all exchange students and can be found on the [KdG website](#).

## **ACADEMIC RECOGNITION**

In order to be able to measure and compare the learning achievements and to transfer them from one institution to another, the European Community has developed a tool that guarantees academic recognition: the European Community Course Credit Transfer System (ECTS). It is a credit system based on the students' workload, which involves lectures, seminars and self-study. In other words, it includes all work needed to prepare for an examination. The basic allocation of the academic credit system is 60 credits per year of study or 30 credits per semester.

We only accept students who enroll for a workload of between 20 and 32 ECTS credits per semester.

Credits are awarded only when all required course examinations have been successfully completed. Grades are awarded using the local grading system of a score on 20 points. The local grades can then be converted following the ECTS grading system.

An official ECTS grading table will be sent to the home institution together with the Transcript of Records. The table on the following page gives insight in our grading system.

The home institution will be responsible for the full recognition of credits and grades awarded to the student.

Local Grade	ECTS Grade	
20, 19, 18	A	Excellent
17, 16	B	Very good
15, 14	C	Good
13, 12	D	Satisfactory
11, 10	E	Sufficient
9	Fx	Tolerable failure
6	F	Complete failure

## **COURSE MATERIAL**

Course materials depend on the courses for which students are registered. Books and syllabi will be available on our electronic learning platform 'Canvas', at the library or at the Shop. The maximum cost will be around 50 euros.

## **INSURANCE**

It is compulsory for all foreign students to arrange their health insurance and third-party liability insurance themselves, before arrival. The validity of the insurances must cover the whole stay of the students.

Health insurance means adequate coverage for medical costs in case of illness or injury.

Third-party liability insurance covers you in case you are sued for compensation by a third party, where they feel that they have suffered a loss as a result of your negligence or carelessness.

In case you are successfully sued by a third party, your third party insurance will cover the costs of damages awarded against you and of any legal costs that you have incurred as a result of disputing the case.

For more [information](#), please contact [insurance@kdg.be](mailto:insurance@kdg.be).

## **INTERNSHIPS**

Every year a number of students ask us to support them in finding an internship in Belgium. Note that the KdG International Office only helps students from a limited number of partner institutions. In these cases, internships (SMP) are especially agreed on and mentioned in the bilateral agreement between institutions. Check with your home institution. Other students can ask for information concerning legal and practical issues concerning their internship, but we will not provide a placement for them.

For more information, please contact [internships.mit@kdg.be](mailto:internships.mit@kdg.be)

## **RESIDENCE PERMIT**

Registration at the Migration Office is necessary for:

- students of non-EU member states
- students who will study two semesters in Belgium (EU and non EU members)
- students who want to work in Belgium (EU and non EU members)
- students who want to open a bank account in Belgium (EU and non EU members)

The procedure is explained on [our website](#)





## Online Application Procedure 'Mobility Online'

We use an online tool to register and follow up all student mobilities.  
This tool is called Mobility Online.

### **NOMINATION DEADLINE**

1st semester (Autumn semester): 15 May 2019  
2nd semester (Spring semester): 15 November 2019

### **NOMINATION BY INTERNATIONAL COORDINATOR**

The sending institution nominates the students through a nomination form (Excel). The international coordinator of the sending institution receives this file by email, together with this brochure. Afterwards, he/she fills out the nomination file and sends it back to KdG by mail: [B4E@kdg.be](mailto:B4E@kdg.be).

Afterwards, the student receives a confirmation e-mail. This e-mail contains a manual on how to use Mobility Online and also the necessary information to log in to Mobility Online (login and password).

### **REGISTRATION INCOMING STUDENTS**

In the workflow of Mobility Online, students have to complete different steps, starting with their registration. After registration they have to complete the application details and upload a certificate stating their current level of English.

After approval of the application, students are invited to compose and sign their Learning Agreement.

Each step will be checked and approved (or rejected) by the International Office of KdG. The application is complete when the student enters the step : [AI] Exchange confirmed by KdG.

All these steps have to be completed well before arrival.

**Technical helpdesk Mobility Online:** [international@kdg.be](mailto:international@kdg.be)

For any other questions on Business for Exchange, please contact us via:  
[B4E@kdg.be](mailto:B4E@kdg.be)

### **CHANGES TO THE LEARNING AGREEMENT**

Once Business for Exchange has started, students are allowed to change the Learning Agreement before the communicated deadline (see academic calendar).

### **TRANSCRIPT OF RECORDS**

We will upload the Transcript of Records and the Confirmation of Study Period in Mobility Online. Students can download it and hand it over to the coordinator of their home university.

Information on the Grading Conversion Table and the procedure of the second chance exams will be sent to the student by mail at the end of the study period.

## The Learning Agreement

**Please pay attention to the following important remarks concerning the composition of the Learning Agreement:**

- Please select courses within 1 track (= area of specialization) per semester. You may NOT combine courses of different tracks in the same semester!
- We accept min. 20 credits and max. 32 credits/semester.
- Read the prerequisites that are mentioned in each course description very carefully. Without this preliminary knowledge, students can't participate in the course.
- Important for full academic year students:
  - The following courses have basically the same content, you can only choose one of them: Intercultural Communication (autumn), Cross-Cultural Communication (organised in autumn) and Intercultural Communication (organised in spring).
  - The courses in the track International Entrepreneurship will be identical in autumn and spring. Therefore you can choose this track either in autumn or in spring, but not in both semesters.
  - International Business Law, Managerial Psychology, Import & Export Management and Dutch Foreign Language will be offered in both semesters, but they are exactly the same. You can only attend these courses in one semester, so in autumn OR in spring.

We are still working on our timetable for the next academic year. This will be available from September. Please read the latest version of this course catalogue on [our website](#).



## Courses & timetables

The different courses cover the current domains in the 3rd year of the Bachelor of Business Management and Administration. We offer courses in the following study fields ("tracks"):

SEMESTER 1: · International Entrepreneurship  
Marketing and Management  
International Business Management

SEMESTER 2: International Entrepreneurship  
Marketing and Management  
International Business Management

H\Y`YWi fYg`UfY`X`Vm

- home`YWi fYfg`
- guest`YWi fYfg`Zca`i`b]Yfg]h]Yg`all over the world or company based professionals

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Regular courses are scheduled at other times during the week.

All timetables are published mid-September for the whole academic year 2019-2020 and can be verified on: [Mijnrooster](#)

select: 'English'

select: 'Add timetable'

select: '2019/2020'

select: 'Student Set Group'

type: 'B4E'

select: 'add timetable'

OR: log in with your KdG email and password to consult your personal timetable

## Business for Exchange (B4E) 2019-2020

### Course List

Before selecting your courses, please pay attention to the following **remarks**:

- Please select courses **within 1 track** (= area of specialization) **per semester**. You may NOT combine courses of different tracks in the same semester!
- We accept **min. 20 credits** and **max. 32 credits/semester**.
- Read the prerequisites that are mentioned in each course description very carefully. Without this preliminary knowledge, students can't participate in the course.
- Important for full academic year students:
  - The following courses have basically the same content, you can only choose one of them: **Intercultural Communication (autumn)**, **Cross-Cultural Communication** (organised in autumn) and **Intercultural Communication** (organised in spring).
  - The courses in the track **International Entrepreneurship** will be identical in autumn and spring. Therefore you can choose this track either in autumn or in spring, but not in both semesters.
  - **International Business Law, Managerial Psychology, Import & Export Management and Dutch Foreign Language** will be offered in both semesters, but they are exactly the same. You can only attend these courses in one semester, so in autumn OR in spring.

#### AUTUMN SEMESTER 2019

- 3 TRACKS:
1. International Entrepreneurship (autumn) (ENTR)
  2. Marketing and Management (autumn) (MNM)
  3. International Business Management (autumn) (IBS)

#### 1. INTERNATIONAL ENTREPRENEURSHIP (AUTUMN) – 34 ECTS MAX. 20 STUDENTS

Course unit code	ECTS-credits	Course unit title	Course intensity	Period
ENTR01	3	Digital Transformation (autumn)	Regular	P2, 3h/w
ENTR02	3	International Entrepreneurship (autumn)	Regular	P2, 3h/w
ENTR03	5	Company Project (autumn)	Regular	P2, 12h/w
ENTR04	3	Change Management (autumn)	Regular	P1, 4h/w
ENTR05	3	International Business Law (autumn)	Regular	P1, 4h/w
ENTR06	3	Commercial Management (autumn)	Regular	P1, 4h/w
ENTR07	5	Corporate Financial Management (autumn)	Regular	P1, 6h/w
ENTR08	3	Current Economic Affairs (autumn)	Regular	P2, 4h/w
ENTR09	3	Dutch Foreign Language level A1 - group A	Regular	P1+P2, 2h/w evening
ENTR10	3	Managerial Psychology (autumn)	Regular	P2, 4h/w

#### 2. MARKETING AND MANAGEMENT (AUTUMN) – 52 ECTS MAX. 45 STUDENTS

Course unit code	ECTS-credits	Course unit title	Course intensity	Period
MNM01	3	Social Media Communication	Intensive	P1, week 23.09.2019
MNM02	3	Banking Game	Intensive	P2, week 02.12.2019
MNM03	3	Global Financial Management	Intensive	P2, week 25.11.2019

MNM04	3	Managerial Psychology	Regular	P1, 4h/w
MNM05	3	Belgium and Europe, today and tomorrow	Regular	P1+P2, 2h/w
MNM06	3	Intercultural Communication (autumn)	Regular	P1+P2, 2u/w
MNM07	3	Dutch Foreign Language level A1 – group B	Regular	P1+P2, 2h/w evening
MNM08	3	Creative Problem Solving	Semi-intensive	P1+P2
MNM09	3	Google Analytics, Reporting and Monitoring	Semi-intensive	P2, week 18.11.2019 + week 16.12.2019
MNM10	3	Master Class Young Entrepreneurs	Regular	P1+P2, 3h/w
MNM11	3	Risk Management	Intensive	P1, week 07.10.2019
MNM12	3	Marketing and Branding Strategies	Intensive	P1, week 14.10.2019
MNM13	3	Sustainable Business	Intensive	P2, week 12.11.2019
MNM14	3	Change Management and Strategic Thinking	Intensive	P2, week 09.12.2019
MNM15	3	International Human Resources Management M&M	Intensive	P1, week 30.09.2019
MNM16	4	Global Trade	Regular	P1+P2, 3h/w
MNM17	3	Supply Chain Management	Intensive	P1, week 16.09.2019

**3. INTERNATIONAL BUSINESS MANAGEMENT (AUTUMN) – 43 ECTS** **MAX. 15 STUDENTS**

Course unit code	ECTS-credits	Course unit title	Course intensity	Period
IBS01	5	(Non) Financial Reporting and Auditing	Regular	P1+P2, 3h/w
IBS02	3	Import and Export Management (autumn)	Regular	P1+P2, 2h/w
IBS03	5	International Human Resources Management	Regular	P1+P2, 3h/w
IBS04	3	International Finance Management	Regular	P2, 4h/w evening
IBS05	3	Networking and Lobbying	Regular	P1+P2, 2h/w
IBS06	3	Operations Management	Regular	(P1)+P2
IBS07	3	Responsible Product Management	Intensive	P1, week 14.10.2019
IBS08	3	Dutch Foreign Language level A1 - group A	Regular	P1+P2, 2h/w evening
IBS09	3	Cross-Cultural Communication	Regular	P1+P2, 2h/w
IBS10	3	Building Sustainable Business	Regular	P1+P2, 2h/w
IBS11	3	Doing Business in Africa	Regular	P1+P2, 3h/w
IBS12	3	Doing Business in China	Regular	P2, 4h/w
IBS13	3	Doing Business in Europa	Regular	P1+P2, 2h/w

**SPRING SEMESTER 2020**

- 3 TRACKS:
1. International Entrepreneurship (spring) (ENTR)
  2. Marketing and Management (spring) (MNM)
  3. International Business Management (spring) (IBS)

**1. INTERNATIONAL ENTREPRENEURSHIP (SPRING) – 37 ECTS** **MAX. 20 STUDENTS**

Course unit code	ECTS-credits	Course unit title	Course intensity	Period
ENTR01	3	Digital Transformation (spring)	Regular	P4, 3h/w
ENTR02	3	International Entrepreneurship (spring)	Regular	P4, 3h/w

ENTR03	5	Company Project (spring)	Regular	P4, 12h/w
ENTR04	3	Change Management (spring)	Regular	P3, 4h/w
ENTR05	3	International Business Law (spring)	Regular	P3, 4h/w
ENTR06	3	Commercial Management (spring)	Regular	P3, 4h/w
ENTR07	5	Corporate Financial Management (spring)	Regular	P3, 6h/w
ENTR08	3	Current Economic Affairs (spring)	Regular	P4, 4h/w
ENTR09	3	Dutch Foreign Language level A1 - group C	Regular	P3+P4, 2h/w evening
ENTR10	3	Managerial Psychology (spring)	Regular	P3, 4h/w
ENTR11	3	Corporate Reputation Management	Webinar	P4, 4h/w

## 2. MARKETING AND MANAGEMENT (SPRING) – 42 ECTS

MAX. 45 STUDENTS

Course unit code	ECTS-credits	Course unit title	Course intensity	Period
MNM01	3	Intercultural Communication – group A or B	Regular	P3+P4, 2h/w
MNM02	6	International Sales Management	Regular	P3, 6h/w
MNM03	3	Product and Brand Management	Intensive	P4, week 30.03.2020
MNM04	3	International Marketing with Cases	Intensive	P4, week 11.05.2020
MNM05	3	Google Search and Advertising	Semi-intensive	P3, 02.03 + 03.03 + 06.03 + 09.03 + 10.03 + 20.03
MNM06	3	E-Business	Regular	P3, 4h/w
MNM07	3	New Product Development	Intensive	P3, week 10.02.2020
MNM08	3	Consumer Behaviour	Regular	P4, 4h/w
MNM09	3	Innovative Opportunities	Intensive	P3, week 03.02.2020
MNM10	3	Dutch Foreign Language level A1 – group C	Regular	P3+P4, 2h/w evening
MNM11	3	City Marketing	Intensive	P4, week 04.05.2020
MNM12	3	Smart Cities	Intensive	P4, week 27.04.2020
MNM13	3	Managing Information Systems in Marketing	Intensive	P4, week 20.04.2020

## 3. INTERNATIONAL BUSINESS MANAGEMENT (SPRING) – 44 ECTS

MAX. 15 STUDENTS

Course unit code	ECTS-credits	Course unit title	Course intensity	Period
IBS01	3	Corporate Reputation Management	Webinar	P4, 4h/w
IBS02	3	International Tax and Finance Management	Intensive	P3, week 03.02.2020
IBS03	3	Dutch Foreign Language level A1 – group C	Regular	P3+P4, 2h/w evening
IBS04	3	International Market Entry Strategies	Intensive	P3, week 10.02.2020
IBS05	4	Import and Export Management (spring)	Regular	P3+P4, 2h/w
IBS06	3	Human Resources Management	Regular	P3+P4, 2h/w
IBS07	5	International Business Law B4E	Regular	P3+P4, 2-3h/w
IBS08	5	Quantitative Business Techniques	Regular	P3+P4, 4h/w
IBS09	5	International Sales and Marketing	Regular	P3+P4, 5h/w
IBS10	5	International and European Law	Intensive	P3+P4, 2 intensive weeks
IBS11	5	International Trade and Logistics	Regular	P3+P4, 2h/w

