



# INTERNATIONAL POSTGRADUATE PROGRAM IN ENTERPRISING

2010-2011 Academic year

International program for prospective entrepreneurs

**GROUP** 

INTERNATIONAL UNIVERSITY COLLEGE LEUVEN

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# Welcome to GROUP T

**At GROUP T we provide  
education in three  
vital fields: Engineering,  
Educating and Enterprising.**

Complementing and reinforcing each other, they form the essence of the excellent professionals GROUP T strives to educate. For those who wish to develop their entrepreneurial qualities and management skills, GROUP T created the International Postgraduate Program in Enterprising.

Entrepreneurship does not stop at national borders. It is therefore only natural that a program in this field should be truly international. The multicultural environment at GROUP T undoubtedly contributes to the entrepreneurial spirit of the program.

In short, the International Postgraduate Program in Enterprising is an excellent way of launching an international career..

*Johan De Graeve – President-Chief Executive  
GROUP T – International University College Leuven*



# 1. GROUP T: Your postgraduate Certificate in the heart of Europe

A postgraduate certificate from GROUP T equips aspiring professionals with a unique combination of qualifications and life experience. For international students specifically, there are a number of clear reasons for choosing GROUP T.

## Studying

- ▶ **You can follow all postgraduate courses in the business language par excellence: English.** What's more, GROUP T is attended by a wide range of international students, so English is all around—also outside the classroom. In other words, if you master English, you'll feel right at home.
- ▶ **Everyone can apply for the postgraduate program at GROUP T.** We will not require you to sit an admission test as long as you can show that you have the necessary background.
- ▶ **The GROUP T postgraduate certificate is a stepping stone to universities worldwide.** Our international network ensures that your certificate is accepted by educational institutes and companies not only in Europe, but across the globe.

## Living

- ▶ Leuven is one of Europe's oldest university towns. The large student population adds a vibrant touch to the historical scenery. Located **just 20 minutes from Brussels**, and in easy reach of Paris, Amsterdam, and London, it has an easygoing lifestyle that is at the same time conducive to studying.
- ▶ GROUP T's **tuition fee is more democratic** than that of traditional locations in the US or the UK. Also, Leuven is a mid-sized university town, so living there is more comfortable and economical compared to living in other academic centers.

- ▶ As a GROUP T student you receive **individual coaching**, academically as well as socially. You can easily approach professors and other staff to share your concerns.
- ▶ GROUP T has years of **experience in welcoming international students** from universities worldwide. Our International Office has a wide acclaim.
- ▶ Put together, these elements ensure that you attend a distinctive, high-level academic institute that will put you at the front of international professionals.

Put together, these elements ensure that you attend a distinctive, high-level academic institute that will put you at the front of international professionals.

# 2. Become an entrepreneur at GROUP T

Entrepreneurship in any field is considered of paramount importance at GROUP T. The know-how GROUP T has acquired in this area is accumulated in the one-year International Postgraduate Program in Enterprising. In this way, GROUP T opens its doors to all prospective entrepreneurs from all around the world.

The major aims of the program are:

- ▶ to familiarize participants with basic management functions and tasks;
- ▶ to exchange information and experience between professors and participants;
- ▶ to exchange information and experience among participants through interactive learning and teamwork;
- ▶ to develop and sharpen participants' entrepreneurial skills.

The International Postgraduate Program in Enterprising is aimed at all graduates who hold a bachelor's degree or equivalent.

# 3. Who should enroll?

A background in business economics theory or management experience is not required. What is required though, is a good knowledge of the English language (see Admission and English language requirement).

The International Postgraduate Program in Enterprising is officially recognized by the Ministry of Education. Students obtain a valid permit of residence based on their registration. Students receive an officially recognized postgraduate certificate upon successful completion of the program.

# 4. Curriculum

## General Management

*Edith Lismont, Wanchana Manawapat, Wim Peeters, Guido Vercammen,*

- › Fundamentals of Management
- › Entrepreneurship
- › Intercultural Management

5 credits

## Financial Management

*Anna Sabadash, Guido Vercammen*

- › Accounting and Financial Analysis
- › Management Accounting
- › Banking and Financing

8 credits

## Marketing Management

*Bert Put*

- › Principles of Marketing
- › Marketing Communication (Promotion)
- › Distribution Channels (Place)
- › Product Management and Pricing

9 credits

## Operations Management

*Wim Peeters, Geert Waeyenbergh*

- › Engineering Management
- › Information Management

4 credits

## Human Resources Management

*Wim Peeters*

## Management Skills

*Gerd Anthonis, Jaak Trips*

- › Communication Skills
- › Computer Skills

3 credits

8 credits

## Enterprising Simulation Project

*Bert Put, Jan Stevens*

20 credits

## English Proficiency

*Martin Hughes, Jan Van Maele*

3 credits

## TOTAL

60 credits

The International Postgraduate Program in Enterprising is a one-year full-time program spread over two semesters each totaling 30 credits:

# 5. Faculty

1. **Anthonis Gerd**, Lecturer at ACE-GROUP T
2. **Hughes Martin**, Lecturer at ACE-GROUP T
3. **Lismont Edith**, Guest Professor at GROUP T-International University College Leuven
4. **Manawapat Wanchana**, Guest Professor at GROUP T-International University College Leuven
5. **Peeters Wim**, IT-Consultant
6. **Put Bert**, Local General Manager at Fintro-Fortis Bank & Insurances

7. **Sabadash Anna**, Researcher at K.U.Leuven
8. **Stevens Jan**, Management Consultant
9. **Trips Jaak**, Training & Consulting in Project Management & Communication
10. **Van Maele Jan**, Professor at GROUP T-International University College Leuven
11. **Vercammen Guido**, Professor at GROUP T-International University College Leuven
12. **Waeyenbergh Geert**, Professor at GROUP T-International University College Leuven





## 6. Goals of the program

The International Postgraduate Program in Enterprising focuses on *enterprises and entrepreneurship*.

Since, the program is aimed at an international public, all of its different aspects are treated from an **international perspective**, leaving room for customization according to the norms in specific countries.

In addition to the necessary theoretical courses, the program is characterized by a focus on the development of personal entrepreneurial skills and on putting the insights and knowledge gathered into practice. This is possible because of the perfect harmony between the theory and the Enterprising Simulation Project (ESP). The ESP incorporates hands-on assessments covering all important enterprising areas.

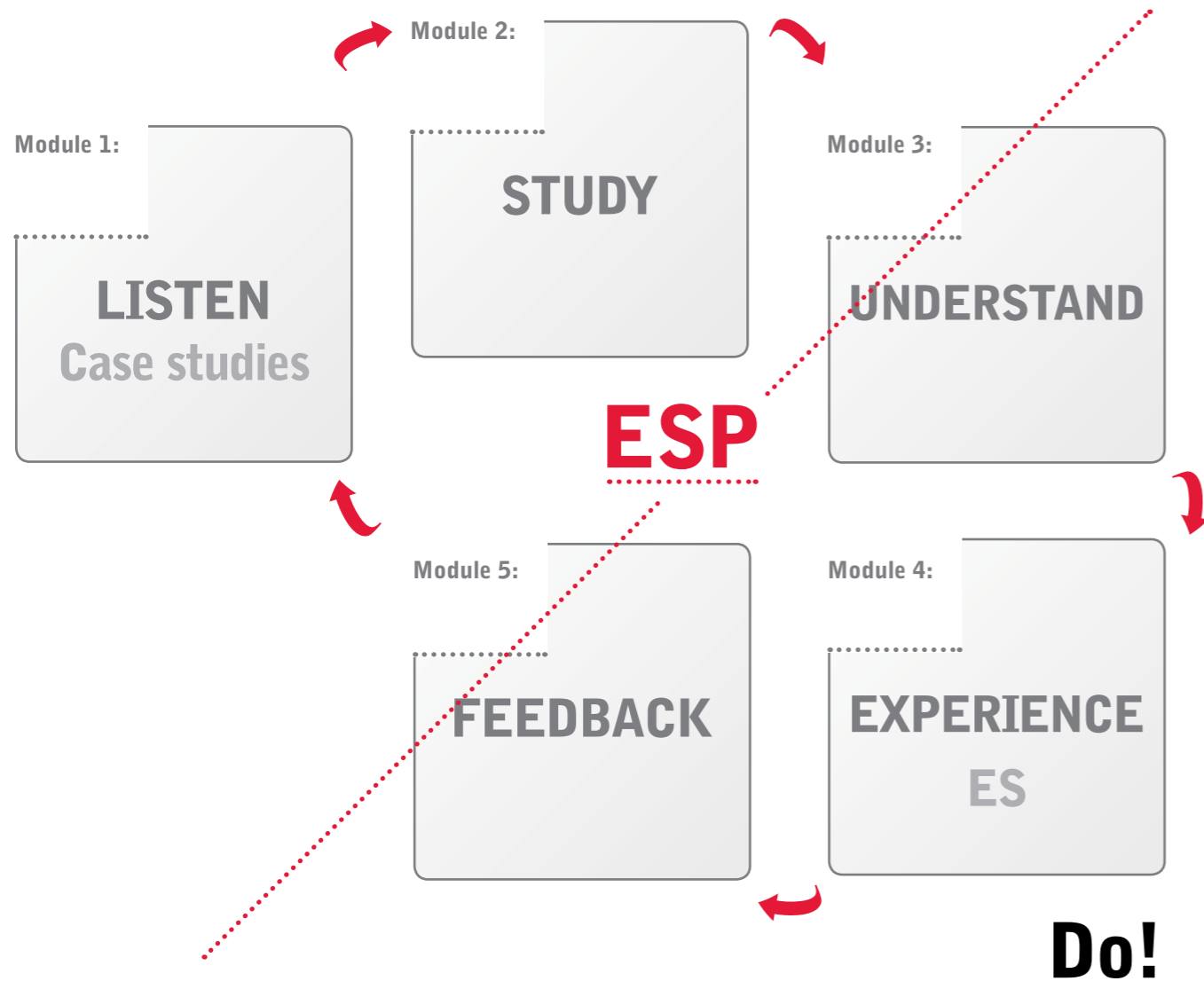
## 7. Concept

The connecting thread through the program is the Enterprising Simulation Project (ESP). This is a simulation project in which groups of students manage a company in a virtual environment. All important aspects of enterprising are covered, like cost accounting, investment analysis, marketing management, human resources management, inventory management, intercultural management, communication, etc.

All theoretical courses are given 'in function of' the ESP. As such, students have the opportunity to put their gathered knowledge immediately into practice, and are able to experience its relevance.

# 8. Modules

## How to?



### 8.1. Phase 1: Listen

In phase 1 students are 'informed' of enterprising and entrepreneurship through case studies, company visits and testimonials. They discuss 'success stories' as well as 'failures'. The students become familiar with the different fields of expertise and are given a chance to get a first glimpse at the enterprise simulation of the second semester.

#### Objectives

- › for students to become critical and ask questions
- › for students to learn about the pitfalls and problems which an entrepreneur may encounter.

### 8.2. Phase 2 and Phase 3: Study and Understand

Phases 2 and 3 are closely linked. In phase 2, the students are taught the theory. While the theory learned in the first semester is more general, in the second semester it becomes more specific, and directly supports the Enterprising Simulation (phase 4). Theory is supported by exercises and practical cases in phase 3. The exercises are of such a nature that they apply directly to the Enterprising Simulation.

#### Objectives

- › to learn how to use methods and concepts that can be used to manage and optimize business processes (financial management, marketing management, HR management, etc.)
- › to gain insight into the operations principles of 'production' systems in general (engineering management, computer skills, etc.)
- › to learn how to use (mathematical) operations and research techniques for management purposes.

In the Human Resources Management course, for example, the process of applying for a job and of selecting personnel is developed. Students have to apply for a specific job within a company. Based on their application, they are selected and the final ESP teams are formed. Each team is also assigned a coach from a real enterprise.

## 8.3. Phase 4: Experience

Phase 4 is the Enterprising Simulation itself. Teams (enterprises) form a virtual world, in which they compete with each other. The teams have to make all kinds of decisions concerning their enterprise. The simulation leaders enter these decisions in the computer and the results are given back to the teams.

### Objectives

The aim of this module is to learn how to put into practice the methods, concepts and techniques that were learned during the courses. The following subjects are developed:

- ▶ development of a (business) plan based on strategy and tactics
- ▶ study of the relationship between the enterprise and the market and competitors
- ▶ internal orientation towards the company objectives
- ▶ social and group dynamic processes within a team
- ▶ business economic aspects
- ▶ leadership and motivation
- ▶ insight into inventory and cash flows
- ▶ causes/consequences of long term decisions
- ▶ insight into causes and consequences of the business results
- ▶ development and application of management support systems

## 8.4. Phase 5: Feedback

Phase 5 is a reflection on the previous phases. The students analyze the Enterprising Simulation in detail and draft their own case study, which they present to their fellow students and to the professors.

This phase is supported by well-directed assessments. Some examples are:

- ▶ drafting a capacity overview of the available machines
- ▶ creating the necessary balance sheets and cashbooks
- ▶ forecasting the financial results of the next quarter
- ▶ analyzing the company based on some key-performance indicators

- ▶ making a sales prognosis for the next year
- ▶ calculating the production cost per product
- ▶ making a long-term budget for the following three years
- ▶ describing the evolution of tasks in the company
- ▶ processing data into information in order to make decisions
- ▶ making a SWOT analysis of the company

### Objectives

Each company has to submit a report about the strategy selected and the results achieved. This report has to be presented and defended in public.



## 9. Evaluation

Exams and a system of continuous assessment are used to evaluate student performance. The student's final grade is primarily based on the final report (text and presentation) of the fifth phase, the Enterprising Simulation Project.

## 10. Teamwork in an international environment

The international character of the program is another of its key advantages, guaranteed by GROUP T's extensive network of international contacts. Just as entrepreneurship has long since ceased to be hindered by international boundaries, so too students are able to study at GROUP T in a varied and multicultural context.

After only one year of study, this environment undoubtedly contributes to students being able to operate as competent entrepreneurs on a global scale. The International Postgraduate Program in Enterprising is therefore an excellent way of launching an international career.



## 11. Studying in Leuven

Leuven is an attractive university city in the center of Belgium, only 25 km from Brussels, the so-called capital of Europe. It is located on the great divide between Germanic and Latin Europe. Belgium's central position and a dense network of roads and railroads provide easy access to cities like Amsterdam, Paris, London, Cologne, etc.

Leuven is above all a university city with a splendid academic history of over 500 years. Up to 35,000 young people are studying in Leuven, many of them of foreign origin. There is an abundance of cultural activities in English.

While Dutch is the native language in Leuven, Flemish students have a good knowledge of English, French, and German. Many graduate and postgraduate courses and programs are taught in English. GROUP T's Center of Anticipative Continuing Education (ACE) offers excellent opportunities to learn or improve your language skills: eight languages are taught at different levels (Chinese, Dutch, English, French, German, Italian, Spanish, and Thai.)

# 12. Testimonials



**Kevin Verheyen, Belgium**

“I got a bachelor’s degree in Product Development in Antwerp and I wanted to add to what I learned there with know-how from management and marketing. The International Postgraduate Program in Enterprising seemed to be especially suitable for this goal. After my studies in Antwerp I traveled around Southeast Asia for four months. I not only encountered interesting people and rich cultures there but I also discovered a strongly growing economy which is also continually gaining importance globally. This is how I arrived at the International Postgraduate Program in Enterprising at GROUP T. I’m very happy with the quality. It lets me get an overview of the entire business cycle: from the start-up of a company and the development of a new product to the service offered to the customer and all this in a very international environment. My plans for the future? I hope to be able to start in consultancy in a company that is active in marketing or business development. But maybe I’ll study Innovation Management for a year first.”



**Sehrish Karamat, Pakistan**

“It was the aim of lifelong learning that brought me from Pakistan to Belgium. I believe that Leuven is a city for students where students from all over the world can find all kinds of faculties in one small area. I decided to study Enterprising at GROUP T because it is a one-year program that helps students build and groom business knowledge and various skills that are essential to becoming an entrepreneur: intercultural communication, team building, active learning, etc. Visits to different embassies, exciting trips to various companies, lectures by guest professors and entrepreneurship days visits from representatives from a wide range of Belgian and international companies to interact with students are all excellent examples of active learning, networking and building confidence. It opens doors to opportunities and challenges. GROUP T focuses on providing education based on the 4 pillars of education. Students not only learn through theory discussed in lectures but they also learn through various tasks and games. They learn to live together by working in teams with students from different countries. And finally, they learn by becoming what they came for.”



**Azuma Ikenna, Nigeria**

“I went to Abia State University in Uturu where I followed the Real Estate Management bachelor program. Because I wanted to become a businessman, after this program, I decided to qualify myself further in management. In countries like the UK and the USA, this is very expensive. So I chose Belgium and quickly arrived at the International Postgraduate Program in Enterprising at GROUP T. I haven't regretted it for a minute. You really pick up a lot of useful knowledge: the teaching method, the courses and the materials are really high level. And just as important: everything you learn you can put into practice. Add the international character to that and you truly have an excellent program that prepares you well for your future professional practice. By the way, I'd like to enroll in the International Postgraduate Program in Logistics Management at GROUP T next year. Then I believe I'll have enough knowledge and skills to fulfill my dream: starting up a leasing company in Nigeria for cars with drivers.”



**Xu En Hao, China**

“I am from the city of Nanjan in the Henan province. After secondary school, I decided to continue my education abroad, and Europe was my first choice. Because Belgium is at the center of Europe, I went to the European capital Brussels. First I got a bachelor degree in Journalism and Communications at the European Communication School and then did a postgraduate in Communications at the Erasmus University College. Through friends I heard about GROUP T, its English postgraduate programs and the great hospitality towards foreign students. So I registered for the International Postgraduate Program in Enterprising. It seemed the ideal opportunity not only to improve my English but also to secure my future opportunities. Although I don't have a background in economics and some courses are quite difficult, it has been a good choice. The professors are friendly, ready to help and they motivate you to get the best out of yourself. They give you self-confidence to overcome all obstacles. Also my fellow students from all over the world turned out great. That, by the way, is crucial because teamwork is an essential part of the program. The greatest trump card of the program, in my opinion, is the rich and challenging learning environment that is created. The entire international context and the educational culture of GROUP T are at least as important as what is written in books or textbooks. GROUP T is a school for life. When I finish my studies in Leuven, I'll return to China. I'm mostly looking out for a job in the media and communications sector that would allow me to bring into practice everything I've learned in journalism, communications and enterprising.”

# 13. Practical information

## 13.1. Admission

The program is aimed at all graduates who hold a bachelor's degree or equivalent. A theoretical background in business economics or management experience is not required.

## 13.2. English language requirement

Students need a good command of the English language in order to participate fully at GROUP T, academically as well as socially. Students need to be sufficiently at ease in the language in order to raise and answer questions in class, to understand the lecturers and textbooks, to participate in group discussions, to write reports and papers, to do oral and written exams, to work on projects in multicultural teams, and to carry out assignments within companies. Sound English language skills will also facilitate integration into student life at GROUP T as students acquire self-confidence to become a member of student organizations, to take part in student activities and festivals, or to take on some rewarding student job.

In order to be admitted to GROUP T, candidates need to send in an official TOEIC<sup>1</sup>, TOEFL or IELTS certificate. GROUP T will consider their



admission if their score on any of these tests equals, or is higher than the scores/bands mentioned in the table.

Candidates already resident in Belgium and not in the possession of one of these English Language certificates can take a TOEIC-test at GROUP T.

Admission scores	TOEIC	TOEFL			IELTS
		Paper	Computer	Internet	
Admission	≥605	≥507	≥180	≥64	≥5.5

<sup>1</sup> TOEIC was selected because of its orientation towards an international and a professional environment. For more information on TOEIC, please refer to <http://www.ea.toeic.eu>. For indicative purposes, find the correspondence with TOEFL and IELTS in the table below.

## 13.3. Application and registration procedure

Candidates can apply for the program by sending the application form together with the necessary documents (official copies of degree certificates, language certificates, APS certificate, and any other relevant information). The application form and further details can be found on the GROUP T-website ([www.groupt.be](http://www.groupt.be): go to Postgraduate in Enterprising).

We can only accept application files from non-Belgian candidates not resident in Belgium up to and including June 30, 2010. Candidates already resident in Belgium can apply up to and including September 1, 2010.

## 13.4. Tuition fee

The tuition fee for the Postgraduate in Enterprising totals € 4,000. This amount includes the tuition fee, the examination fee, books, course materials, use of the computer infrastructure and transportation costs for company visits.

Students receive a transfer slip to deposit the tuition fee into GROUP T's account at the moment of registration.

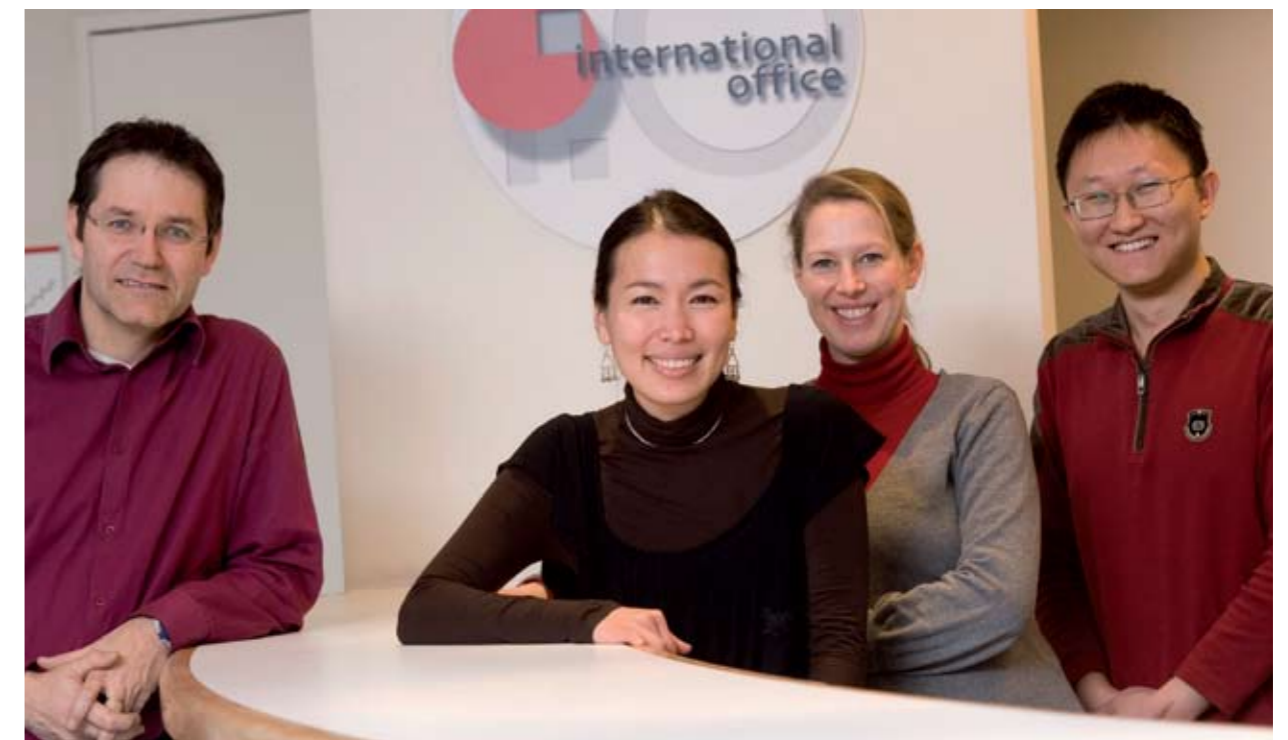
## 13.5. Academic year

The 2010-2011 academic year begins on Monday, September 27, 2010. The academic year is divided into two semesters.

## 13.6. Services for foreign students

GROUP T's International Office organizes the enrolment, reception, and accommodation of foreign students. The International Relation Office is also at the disposal of students who may be experiencing problems of either general or specific nature.

More information on the administrative formalities prior to departure, on insurance, welfare, medical affairs, and governmental and municipal services is published in the brochure Living in Leuven, available from GROUP T's International Office (e-mail [internationaloffice@groupt.be](mailto:internationaloffice@groupt.be)) or from the website [www.groupt.be](http://www.groupt.be).

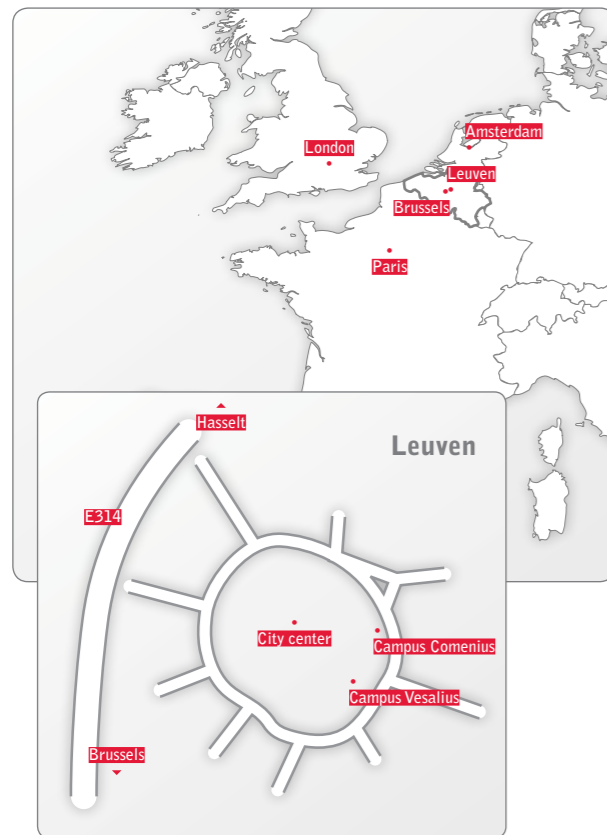


From left to right: Wim Polet, Kantima Tongkhao, Anja Samyn and Sun Zhibin

## 14. Location

GROUP T has two campuses in Leuven

- **Campus Vesalius**,  
Andreas Vesaliusstraat 13, 3000 Leuven  
Leuven Engineering College and ACE-GROUP T
- **Campus Comenius**,  
Tiensevest 60, 3000 Leuven  
Leuven Education College (teacher training)



## 15. Management team

**Prof. Guido Vercammen**, Program Director  
**Wim Peeters**, Academic Coordinator  
**Paul Goossens**, Student Manager  
**Wim Polet**, International Affairs Officer

## 16. Postgraduate in Enterprising – Contact

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For complete and up-to-date information check [www.groupt.be](http://www.groupt.be)

**GROUP T**

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