

UNIVERSITYCOLLEGE
EPHEC

Le chemin pratique vers la réussite

**FEEL LIKE A CHALLENGING SHORT INTERNATIONAL
EXPERIENCE AT THE HEART OF EUROPE?**



SHORT INTERNATIONAL PROGRAMME
INTERNATIONAL WEEKS



HE EPHEC University College organises Short International Programmes called International Weeks. These weeks create a challenging environment for students as they will be working on projects in international groups, mixing as **many nationalities** as possible.

Participating in such a programme enables students to

- Develop their international skills as they gain a better cultural understanding **and practise their English**
- Develop soft skills like cooperation, flexibility, adaptability, problem-solving **capacity**
- **Develop technical skills.**
- Network and have fun during the social activities (global aperitif, teambuilding **activities, closing dinner...**)

EPHEC buddies will help guest students feel at home.

**FOR MORE INFORMATION AND REGISTRATION, CHECK
[HTTPS://WWW.EPHEC.BE/SHORT-INTERNATIONAL-PROGRAMMES](https://www.ephec.be/short-international-programmes)**

«Use your innovative and creative mindsets to help a Belgian family brewery to disrupt itself»

INTERNATIONAL BUSINESS WEEK

17/02/2020
>21/02/2020

If your students feel like

- bringing added value to a current family business?
- making strategic decisions?
- developing innovative and creative mindset?
- developing a sales pitch?

REGISTER THEM FOR OUR INTERNATIONAL BUSINESS WEEK!

After the visit to the Bertinchamps brewery and the onsite briefing, students will be challenged in order to develop an innovative business idea that will help Bertinchamps to further grow on the Belgian and International Market.

During this week, a special focus will be put on creativity, innovation and pitching skills, for which students will benefit from the expertise of professionals.

Visits, workshops, team work, coaching sessions and teambuilding activities are spread throughout the week.



200€
HALF BOARD

«Selling Tintin merchandise in
airports around the world»

09/03/2020
>12/03/2020

INTERNATIONAL MARKETING WEEK

If your students feel like

- learning about the iconic Belgian comic strip hero?
- carrying out market research for international markets?
- adapting and developing a sales strategy?
- expanding distribution channels?

REGISTER THEM FOR OUR INTERNATIONAL MARKETING WEEK ABOUT TINTIN !

After the briefing at the Moulinsart headquarters, students will have to develop a sales strategy for international airports. Students working in international teams will make up and develop stories around the derived products. Strategic decisions will need to be taken and the students' creativity will be challenged to define the appropriate range of products to propose.

Visits to the Brussels comic strip museum, lectures, working and coaching sessions are spread throughout the week.



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230€
HALF BOARD

«Drive your business with relevant
KPI's» A Business Game

INTERNATIONAL BUSINESS WEEK

30/03/2020

>03/04/2020

If your students feel like

- getting a better understanding in the importance of KPI's for companies,
- foreseeing the consequences of managerial decisions,
- playing a business game,

REGISTER THEM FOR OUR INTERNATIONAL BUSINESS WEEK!

In an introductory lecture, our partner Deloitte will underline the importance of understanding KPI's to make appropriate financial and commercial decisions. Students will visit the LaM.U brewery, apply the concepts in international teams and run their own company in a competitive environment playing the Kalypso business simulation game.

During the game, students recognise the consequences of their decisions on the profitability and the cash-flow of their firm.

They learn in practice

- to evaluate the market position of their firm,
- to calculate the impact of decisions,
- to draw up a flexible business strategy to be successful in their business game.

Coaching and working sessions will alternate so as to enable students to reflect upon their own inappropriate choices.



230€
FULL BOARD

«Brewing, marketing and exporting
a Belgian beer»

30/03/2020
>03/04/2020

INTERNATIONAL MARKETING WEEK

If your students feel like

- making strategic decisions?
- developing an export strategy?
- creating a label for a new beer?

REGISTER THEM FOR OUR INTERNATIONAL MARKETING WEEK!

After the visit to the Bertinchamps brewery and the onsite briefing, students will have to develop an export strategy for our stakeholder. The commercial, physical and legal aspects of a potential market will be analyzed. Strategic decisions will need to be taken and the students' creativity will be challenged to design a new label.

Visits, lectures, working and coaching sessions are spread throughout the week.



230 €
FULL BOARD

«Wild animal tracking? An IoT solution. »

INTERNATIONAL ICT WEEK

30/03/2020
>03/04/2020

If your students feel like

- connecting sensors,
- retrieving data from the sensors,
- developing a frontend to present collected information,

REGISTER THEM FOR OUR INTERNATIONAL ICT WEEK!

After a briefing from the Association Faune et Biotopes and from Lora IoT Network Provider Proximus Enco, students working in international teams will develop a prototype solution to track wild animals. Therefore, they will use electronic components to collect and send data on the LoRa network. They will also prove to be creative while using their skills in programming to develop a frontend that clearly presents the collected data.

Visits (e.g. Microsoft), working and coaching sessions will alternate.



230€
FULL BOARD



EPHEC, A UNIVERSITY COLLEGE IN THE HEART OF EUROPE



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Droit • E-business • Marketing



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