Examples of assignments

2016-2017

Master’s Degree
- Entrepreneurship & Innovative Project Development
- Sales Development & Purchasing
- Marketing Communication & Digital Media
- International Business Development

Bachelor’s Degree
- Customer & Catering Services
- Retail, Sales
- Entrepreneurship Project Management
- Marketing Communication Event Organisation
- Business Development e-Commerce

Internship
Summer Job
Work Placement
Summer Job, Internship, Work Placement

Bachelor’s Degree Programme 1st year

As part of the first year of the Bachelor’s Degree Programme, Students must complete summer job, internship or work placement abroad, for a duration of 4 or 8 weeks minimum, in order to get work experience abroad, develop intercultural awareness, learn to build good customer relationships and/or develop team working skills.

Examples of assignments

From May 29th, 2017 (8 weeks)

Office Support: providing administrative support
- Being support for the reception desk
- Greeting visitors – Welcoming guests
- Answering the phone & directing calls
- Typing letters and other documents
- Maintaining spreadsheets, databases
- Researching information
- Maintaining filing
- Sorting and distributing post, faxes...

Customer Services & Catering Services: greeting, informing, serving customers
- Greeting customers, visitors or guests
- Providing first-line support to callers
- Answering customers queries
- Updating customers records
- Making reservations. Informing clients
- Serving and/or selling food and drinks
- Preparing, cleaning and clearing tables
- Emptying ashtrays, washing glasses...

Retail, Sales, Marketing: learning to build good relationships
- Greeting customers
- Answering phone calls and queries
- Displaying goods attractively
- Receiving deliveries from suppliers
- Selling goods
- Typing commercial letters or documents
- Updating customers database
- Researching information...

Project Management: assisting a Project Manager/Team
- Collecting & gathering information
- Entering information in a database
- Typing letters, emails, faxes
- Preparing documents for meetings
- Answering calls and taking messages
- Receiving courier parcels
- Participating in event organisation
- Greeting visitors at a special event...
# Internship, Work Placement

## Bachelor’s Degree Programme 2nd year

### From May 29th, 2017 (12 weeks)

**Objectives:**
- Get work experience abroad.
- Develop intercultural awareness.
- Broaden business sector and corporate knowledge.

## Entrepreneurship and Project Development

**Assisting management or a Project Manager/Team:**

- Collecting and gathering information: market and competitors, product development...
- Researching suppliers, customers
- Taking part in promotional campaigns
- Greeting visitors, customers
- Answering queries, phone calls and taking messages
- Preparing documents
- Helping to plan meetings
- Participating in event organisation...

## Information and Customer Services

**Dealing face to face, by phone or internet:**

- Informing customers on products and services
- Screening phone calls
- Advising about after-sales service
- Handling customers queries/complaints
- Updating a customer database
- Making reservations
- Managing the visitors book
- Arranging services for customers...

## Retail, Sales, Marketing

**Developing commercial skills / Assisting a Marketing Team:**

- Greeting and dealing with customers
- Answering queries and phone calls
- Selling goods or services
- Researching new customers and updating clients/prospects database
- Participating in promotional campaigns
- Collecting and gathering information: market, consumers, competitors, trends
- Helping to write promotional material
- Making outgoing calls based on a script
- Helping to maintain existing website...

## Communication and PR

**Helping in Communication and Public Relations:**

- Assisting a team in events or trade shows organisation
- Booking accommodations
- Selling stand and advertising space
- Recording registrations
- Writing and sending confirmations
- Networking with clients, sponsors, exhibitors, suppliers, media
- Assisting in writing materials
- Greeting visitors at a special event...
**Internship, Work Placement**

**Bachelor’s Degree Programme 3rd year**

- From April 18th, 2017 (12-20 weeks)

**Objectives:**
- Get work experience abroad.
- Develop intercultural awareness.
- Encourage entrepreneurial spirit.
- Foster business acumen.

### Business Development

**Helping to generate new business:**

| ✔ Carrying out market research | ✔ Attending meetings with prospects |
| ✔ Helping to identify new business opportunities | ✔ Promoting company, products, services |
| ✔ Setting up meetings with prospects | ✔ Participating in negotiations |
| ✔ Helping to plan/prepare presentations | ✔ Taking part in development projects… |

### Sales, Marketing, e-Commerce

**Helping to promote the company’s services:**

| ✔ Helping to develop relationships with clients | ✔ Gathering and providing information |
| ✔ Arranging meetings with prospects | ✔ Attending trade shows, business events |
| ✔ Selling products or services | ✔ Contributing to driving online traffic |
| ✔ Helping to carry out market research | ✔ Helping to maintain existing website… |

### Entrepreneurship

**Assisting an Entrepreneur/Business Owner:**

| ✔ Carrying out market research | ✔ Arranging presentations, trade shows, exhibits |
| ✔ Providing management with reports | ✔ Researching suppliers, customers |
| ✔ Carrying out PR campaigns | ✔ Selling products, services |
| ✔ Helping to maintain/develop website | ✔ Answering queries and phone calls… |

### Project Management

**Working for a Project Team/Manager:**

| ✔ Participating in project management | ✔ Writing business materials |
| ✔ Gathering information, writing reports | ✔ Helping to maintain/develop website |
| ✔ Booking venues, equipment | ✔ Researching partners, sponsors |
| ✔ Marketing & advertising events | ✔ Looking for fundraising opportunities or crowdfunding… |
Internship, Work Placement

Master’s Degree Programme

As part of the Master’s Degree Programme, Students must complete internship or work placement abroad, for a duration of 4 to 6 months, in order to get work experience abroad, develop intercultural awareness, enhance skills and abilities in a professional area.

Examples of assignments

<table>
<thead>
<tr>
<th>Example</th>
<th>Duration</th>
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<tbody>
<tr>
<td>MA1 -&gt; From May 2\textsuperscript{nd}, 2017 (16 weeks)</td>
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</tr>
<tr>
<td>MA2 TP -&gt; From April 10\textsuperscript{th}, 2017 (24 weeks)</td>
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<tr>
<td>MA2 APP -&gt; From July 3\textsuperscript{rd}, 2017 (16 weeks)</td>
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</tbody>
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Entrepreneurship & Innovative Project Development

Assisting an Entrepreneur/Business Owner:
- ✓ Carrying out market research
- ✓ Assisting management in sales development, PR and purchasing
- ✓ Researching suppliers, customers, partners, sponsors
- ✓ Analysing sales figures...

Assisting a Project Team/Manager:
- ✓ Gathering information, writing reports
- ✓ Helping to draw up plan, schedule
- ✓ Organising PR campaigns, events
- ✓ Writing materials...

Sales Development & Purchasing

Helping to generate new business:
- ✓ Identifying new business opportunities
- ✓ Promoting company, products, services
- ✓ Researching potential clients
- ✓ Building new relationships
- ✓ Assisting management in negotiations
- ✓ Updating clients/prospects database...

Assisting Purchasing Department:
- ✓ Researching products, suppliers
- ✓ Participating in buying goods
- ✓ Assisting management in negotiations
- ✓ Recording sales figures, stock levels...

Marketing-Communication & Digital Media

Helping to carry out a development strategy:
- ✓ Carrying out market research
- ✓ Arranging promotional events
- ✓ Assisting a product development team
- ✓ Assessing the results of a campaign
- ✓ Writing reports and analysing data
- ✓ Helping to drive online traffic
- ✓ Building online shopping website
- ✓ Carrying out PR campaigns...

International Business Development

Helping to carry out the corporate development strategy on an international level:
- ✓ Carrying out market research
- ✓ Identifying new business opportunities in a specific geographic area
- ✓ Setting up meetings with prospects
- ✓ Planning, preparing presentations
- ✓ Promoting company, products, services
- ✓ Assisting management in negotiations
- ✓ Taking part in development projects...