

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

Marketing
Communication
Event Organisation

Entrepreneurship
Project
Management

Business
Development
e-Commerce

Internship

Summer Job

Work Placement

affiliated to

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

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

Customer Services & Catering Services: greeting, informing, serving customers

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|---|---|
| ✓ Greeting customers, visitors or guests | ✓ Making reservations. Informing clients |
| ✓ Providing first-line support to callers | ✓ Serving and/or selling food and drinks |
| ✓ Answering customers queries | ✓ Preparing, cleaning and clearing tables |
| ✓ Updating customers records | ✓ Emptying ashtrays, washing glasses... |

Retail, Sales, Marketing: learning to build good relationships

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|---------------------------------------|--|
| ✓ Greeting customers | ✓ Selling goods |
| ✓ Answering phone calls and queries | ✓ Typing commercial letters or documents |
| ✓ Displaying goods attractively | ✓ Updating customers database |
| ✓ Receiving deliveries from suppliers | ✓ Researching information... |

Project Management: assisting a Project Manager/Team

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|--------------------------------------|---|
| ✓ Collecting & gathering information | ✓ Answering calls and taking messages |
| ✓ Entering information in a database | ✓ Receiving courier parcels |
| ✓ Typing letters, emails, faxes | ✓ Participating in event organisation |
| ✓ Preparing documents for meetings | ✓ 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:

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|--|---|
| <ul style="list-style-type: none"> ✓ Collecting and gathering information: market and competitors, product development... ✓ Researching suppliers, customers ✓ Taking part in promotional campaigns ✓ Greeting visitors, customers | <ul style="list-style-type: none"> ✓ Answering queries, phone calls and taking messages ✓ Preparing documents ✓ Helping to plan meetings ✓ Participating in event organisation... |
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Information and Customer Services

Dealing face to face, by phone or internet:

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|--|--|
| <ul style="list-style-type: none"> ✓ Informing customers on products and services ✓ Screening phone calls ✓ Advising about after-sales service ✓ Handling customers queries/complaints | <ul style="list-style-type: none"> ✓ Updating a customer database ✓ Making reservations ✓ Managing the visitors book ✓ Arranging services for customers... |
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Retail, Sales, Marketing

Developing commercial skills / Assisting a Marketing Team:

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|--|---|
| <ul style="list-style-type: none"> ✓ Greeting and dealing with customers ✓ Answering queries and phone calls ✓ Selling goods or services ✓ Researching new customers and updating clients/prospects database | <ul style="list-style-type: none"> ✓ 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:

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|--|---|
| <ul style="list-style-type: none"> ✓ Assisting a team in events or trade shows organisation ✓ Booking accommodations ✓ Selling stand and advertising space ✓ Recording registrations | <ul style="list-style-type: none"> ✓ Writing and sending confirmations ✓ Networking with clients, sponsors, exhibitors, suppliers, media ✓ Assisting in writing materials ✓ Greeting visitors at a special event... |
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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:

- | | |
|---|---|
| <ul style="list-style-type: none"> ✓ Carrying out market research ✓ Helping to identify new business opportunities ✓ Setting up meetings with prospects ✓ Helping to plan/prepare presentations | <ul style="list-style-type: none"> ✓ Attending meetings with prospects ✓ Promoting company, products, services ✓ Participating in negotiations ✓ Taking part in development projects... |
|---|---|

Sales, Marketing, e-Commerce

Helping to promote the company's services:

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|--|--|
| <ul style="list-style-type: none"> ✓ Helping to develop relationships with clients ✓ Arranging meetings with prospects ✓ Selling products or services ✓ Helping to carry out market research | <ul style="list-style-type: none"> ✓ Gathering and providing information ✓ Attending trade shows, business events ✓ Contributing to driving online traffic ✓ Helping to maintain existing website... |
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Entrepreneurship

Assisting an Entrepreneur/Business Owner:

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|---|--|
| <ul style="list-style-type: none"> ✓ Carrying out market research ✓ Providing management with reports ✓ Carrying out PR campaigns ✓ Helping to maintain/develop website | <ul style="list-style-type: none"> ✓ Arranging presentations, trade shows, exhibits ✓ Researching suppliers, customers ✓ Selling products, services ✓ Answering queries and phone calls... |
|---|--|

Project Management

Working for a Project Team/Manager:

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|--|---|
| <ul style="list-style-type: none"> ✓ Participating in project management ✓ Gathering information, writing reports ✓ Booking venues, equipment ✓ Marketing & advertising events | <ul style="list-style-type: none"> ✓ Writing business materials ✓ Helping to maintain/develop website ✓ Researching partners, sponsors ✓ Looking for fundraising opportunities or crowdfunding... |
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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

MA1 -> From May 2nd, 2017 (16 weeks)

MA2 TP -> From April 10th, 2017 (24 weeks)

MA2 APP -> From July 3rd, 2017 (16 weeks)

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...