

# The Higher Education Institution of the Province of Liège

How about a semester in English in International Business ?  
*in the French speaking part of Belgium*



AGRONOMY - ENVIRONMENT  
CHEMISTRY - BIOCHEMISTRY - BIOTECHNOLOGY  
COMMUNICATION  
CIVIL ENGINEERING - SURVEYOR  
LAW  
ECONOMICS  
EDUCATION  
ELECTROMECHANICS - MECHANICS - ENERGY  
COMPUTER GRAPHICS  
COMPUTING - ELECTRONICS  
PARAMEDICAL  
SOCIAL



# WELCOME



*The Higher Education Institution of the Province de Liège awards a wide range of Master and Bachelor Degrees in many subjects.*

*Whatever the field of study, our institution offers trainings combining theoretical and practical aspects as it allows students to carry out field placements and meet the professionals.*

*Our teaching staff is fully committed to offering students high-quality education. The Higher Education Institution of the Province de Liège is today recognized as a competent partner, and as such is involved in the economic development of Liège, and more widely, of the whole Walloon region.*

*Though it remains a “school within the city”, our institution is fully involved in the Bologna Process and aims to open up to the whole of Europe. It has been collaborating, for years now, with other European HEI’s and has developed fruitful mobility programs for students.*

*Proud to be known as a welcoming institution, the Higher Education Institution of the Province de Liège is fully integrated in the new European Higher Education.*

**Toni BASTIANELLI, Head of Institution**



*By choosing the Higher Education Institution of the Province of Liege, along with the International Relations office you will be venturing on new human relations. From the first day of your arrival in Belgium you will be greeted by students, teachers and our ESN team. All there to help you on this international journey and self-development.*

*Before beginning your academic studies, you will discover our city Liege, popular for its rich history and folklore. Liege is a welcoming city located in the Eastern part of Belgium in the Wallonia region. You will then be ready to integrate into a project based teaching method. This system of education is supported by both teachers and corporate executives.*

*You will be immersed with dozens of other students from all around the world while studying in English. This will enable you to practice intercultural communication on a daily basis beyond the subjects taught to you. Students will also be able to enrich themselves with the diversity that will be offered to them from the Higher Education Institution of the Province of Liege.*

**Philippe PARMENTIER, Head of International Office**

# YOUR NEEDS - OUR OFFERS

## YOU WANT :

- To develop a solid knowledge in **international trade**
- To become an expert in **international marketing**
- To understand and master the different aspects of **geopolitics**
- To acquire the basics in **international insurance**
- To approach **exports** in a context of international and global strategy
- To develop your **creativity**
- To acquire an **inter-cultural training and experience**
- To experience **negotiating** by practical exercises (seminar)
- Experiment with **starting up a company** working with a group of international students
- **Meet** students from all over the world

## WE OFFER YOU :

- One **semester** (from September to mid-January) **in English** in the second year of a bachelor degree in foreign trade
- A team of professors versed in the <<dynamic>> **teaching methods**
- Courses tied in with the **real world**
- Seminars to **put into practice** the theories learnt
- One week of complete **integration**





# THE WORLD IS A VILLAGE

## ERASMUS

The Vocational University of Liege (HEPL) has welcomed students for many years via the Erasmus programme. The quality of our welcome makes the HEPL a priority destination for foreign students. They are integrated, supported and accompanied throughout their stay. And they benefit from quality teaching.

## MULTI-CULTURALISM AT HEPL : a long experience

With its experience of hosting international students for programs taught in French, the HEPL now holds an entire semester in English for its Bachelor in Foreign Trade. It welcomes students from all over the world who are attracted by this set-up.

## THE WORLD IS A VILLAGE : a motto that's apt in the 21<sup>st</sup> century

The students, future actors in the world of tomorrow, must be able to face the challenges of the 21<sup>st</sup> century: the increased mobility of travellers and companies throughout the world.

## A MULTI-CULTURAL SEMESTER IN ENGLISH

Prepare yourself to face life by acquiring this unique background: a full semester in English focusing on multiculturalism!  
Increase your possibilities in terms of employment and career opportunities by choosing our English semester in Foreign Trade.

	TITLE	Hours	ECTS	Language
Unit 1	Entrepreneurship International marketing	30h	11	English
		75h		
Unit 2	Overseas Exports International insurance	30h	5	English
		30h		
Unit 3	Creativity Seminars	15h	3	English
		60h		
Unit 4	English	60h	4	English
Unit 5	German or Spanish	45h	4	English
Unit 6	Geopolitics Cross cultural marketing	45h	5	English
		15h		
Unit 7	French for foreigners	60h	5	French



## **Unit 1 : Entrepreneurship, International Marketing**

### Entrepreneurship :

Students have to : • come up with an innovative idea/product/service • test the practicality of their project from a marketing and financial point of view • write a complete business plan • present their projet.

### International Marketing :

This course will teach students how to integrate marketing concepts into the international context and specially product and pricing strategies. It explains the structure, the functions of the export company and its development on a world wide scale.

## **Unit 2 : Overseas Export, International Insurance**

### Overseas Export :

The course is aiming to deliver theoretical and practical methods to start and exploit an export oriented business operating in an international environment. Understanding of existing standards as a tool to collect, organise and use outside information about export. The lecture delivers basic methods to define and use generic and specific tools in export business as well as in the uses of commercial practices in multi-cultural trading.

### International Insurance :

This course is to understand and use appropriately trade-credit insurance technique, to understand the role of credit insurance, the role of insurance.

## **Unit 3 : Creativity, Seminars**

### Creativity :

This course is to help a team, thanks to several techniques, approach a problem or a challenge in an imaginative and innovative way (to think out of the box) and come up with breakthrough ideas.

### Seminars :

This course is to stimulate the understanding and on-site knowledge of several aspects of international trade, to act as a kind of eye-opener, that helps you see the corporate world as it actually is, makes you come to a realization of the tasks and skills required or that can even change your perspective and to get the students to be involved in a “hands-on experience” and to use the proper soft skills.

## **Unit 4 : English**

This course is to practice the language structures at a more advanced level, is to extend the students’ vocabulary in lexical areas ranging from everyday situations to foreign trade-oriented topics.

## **Unit 5 : German or Spanish**

These courses teach knowledge of the language skills developed in the first course unit, grammatical structures as well as basic vocabulary.

## **Unit 6 : Geopolitics, Cross Cultural Marketing**

### Geopolitics :

The course introduces to the logics of geopolitics and geo-economics in a comparative perspective. After a brief introduction to the main concepts of this approach and some applications to industrialized democratic countries, to former Communist bloc countries and to developing countries.

### Cross Cultural Marketing :

Students will learn that communication depends on its context (high and low, implicit and explicit, personalization, depersonalization, time, religions ...). They will also learn how to communicate within a culture and how to adapt one's behaviour in different cultures (mental programming, cultural & non-cultural factors, sources, customs, and stereotypes). International negotiation will close this course.

## **Unit 7 : French for foreign**



## TESTIMONIES

*“This is my first time in Liège and everyday I learn something new. The English courses are wonderful, the professors are highly qualified and that’s why the classes are interesting and very useful for real life. I’ve also learned how Belgian people are and I’ve learned all the cultural differences. The life here is great. To sum up I really enjoy being part of HEPL.”*

*Tania ESCOBEDO JALIFE, Mexico City*

*“French is the language used in Liège but English is the common language to have a conversation with foreign people. People who come from different countries meet in here and use English to chat in class and share different cultures. This is a chance to expand my mind and practice my English skills. It’s a special experience for me to come to Belgium, which is an interesting country where we can speak three different kinds of languages plus English. This program can help us improve our English skills and business knowledge. It will give me more experience and I will be more likely to find a job.”*

*Kai-Chen LEE, Taiwan*

*“When I arrived, it seemed like Liège was waiting for me. But the fact that people only speak French here really frightened me. Nevertheless, the university offered us a great variety of high-quality courses in English, which I think is really important because of the huge impact this language has all around the world. This reinforces the students’ skills and brings added value to their knowledge. Personally, my experience studying abroad in Belgium has been great.”*

*Brenda Marisol ALCAZAR ROSALES, México*

*“Firstly, I didn’t know which country to choose, and then I decided to explore Belgium. Belgium is in the center of Europe and it is a great opportunity to travel around the continent, to meet new people, to discover a foreign culture, to learn and to improve your foreign languages skills. The organization of the faculty is very good and the courses in English are very interesting and useful. If you chose Liège for your Erasmus exchange, you will have a great time!”*

*Iva MALKOC, Croatia*





*English is the international language in the business world, so in my opinion, the idea of having classes in English is very good and useful especially in the degree I am studying. Personally I am learning and improving, not only my skills in this language, but a lot of interesting things in this area. This semester in Liège was great.*

*Elena Alcocer Tomas, Spain*

*“As you know, English is the most important language in the world, especially in the business world. Fortunately, I can improve my business skills here because this school offers classes related to business. Before I came here, I did not know that Belgium was a country with a lot of races, languages and systems. I believe learning in this international country will enable me to survive in a severe business world.”*

*Soichiro OCHI, Japan*

*“I couldn’t wait to go to Liège! I wanted to see other countries, different cultures, different people and now I can say that my expectations came true. This semester in Liège is great. I’m happy that courses are given in English so that I can improve this language and I can learn French because this is a French speaking area. Belgian people and the students from the ESN team are very involved with us and I can say that they are fantastic. Around Belgium there are such beautiful countries and I hope that we will visit all of them. So, come to Liège and spend a really great time.”*

*Andela GALE, Croatia*

*I think it’s exactly the key to the wonderful hospitality of the Belgian people, wonderful beyond all imagination. The teachers, the students, but even the simple passer-by who stopped in the street, contributed to my decision to stay some months more in what today represents the absolute centre of the European Union.*

*Danilo Zannino, Italy*

**OTHER MASTER**  
and **BACHELOR** Degrees  
(taught in French) in the following fields :

Agronomy – Environment – Sustainable Development

Chemistry – Biochemistry – Biotechnology

Communication

Construction – Geometer

Law

Business school

Education

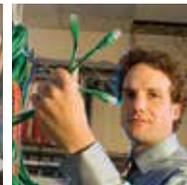
Electromechanics – Mechanics – Energy

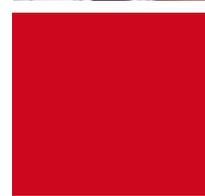
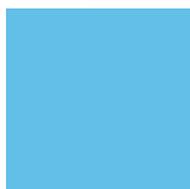
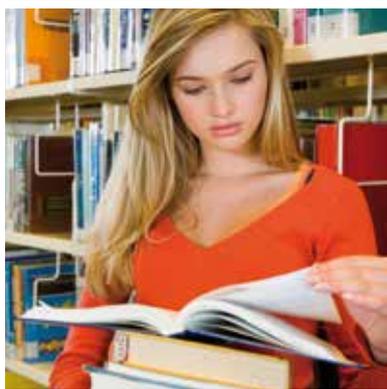
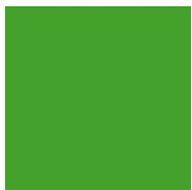
Infography

Informatics – Electronics

Paramedical

Social





# HIGHER EDUCATION INSTITUTION OF THE PROVINCE OF LIÈGE, IT IS...



## IN A FEW WORDS...

- curricula oriented towards working life (7 Master Degrees, 33 Bachelor Degrees, 15 Specializations and 23 Continuing Education Trainings);
- more than 8500 students, among whom almost 12% come from abroad;
- more than 700 employees (teaching, administrative and technical staff);
- more than 400 experts;
- 11 sites located all over the Province of Liège;
- many graduates who have benefited from an exchange programme and a stay abroad ;
- around 150 foreign partner institutions (located in Europe and around the world);
- 7 libraries and documentation centers.

## HIGHER EDUCATION

The province of Liège sees to it that the trainings offered are in keeping with the socio-economic development of the region.

The Higher Education Institution awards Bachelor and Master degrees which integrate both theoretical and practical trainings and aim to give its future graduates vocational qualification and professional skills in a specific field. The trainings provide them with learning outcomes which they can validate in other courses and training.

The Higher Education Institution is acknowledged as a center of excellence in the Province of Liège and, more broadly, in the French-speaking Community of Belgium.

The Higher Education Institution has also developed, and is still developing, collaborations and partnerships with foreign institutions, and is acclaimed at European and international levels for the quality of its teaching.

## **A LIFE SPACE IN THE HEART OF THE CITY**

Not only does the Higher Education Institution offer a supportive learning environment, but also a flourishing social environment.

The students of the Higher Education Institution are also trained to behave and act as responsible citizens and are aware of the problems met by the regions and the towns where it is located.

Not only does the institution try to create fruitful learning conditions for the students but, being a “school within the city”, it is also open to the ever changing world: it hosts many associations and gives them the opportunity to meet.

In other words, the Higher Education Institution gives a warm welcome to the city that gave it a warm welcome.

## **A WIDE AND VARIED RANGE OF LEISURE ACTIVITIES**

The Higher Education Institution is also committed to enhancing its regional rural and urban communities which are rich in natural and historical heritage.

The Province of Liège also offers numerous recreational and sports amenities, not to mention the “Ophemus passport” which gives students access to the major cultural institutions in the region.

## **ACCESSIBILITY**

10 minutes from the city center



# STUDENT LIFE IN LIÈGE IS...

## SPORT

9 various sports facilities, 1 ice-rink, numerous swimming pools and gyms, sports fields: the Province of Liege has many possibilities in terms of sport. What's more most students find themselves part of a University Sports Association : le RCAE (rcae@ulg.ac.be). Exchange students registered in HEPL can enjoy free sport courses offered by ASEP (Sportive Association of the Provincial Education) <http://www3.provincedeliege.be/asep/pages/calendrierSUP.html>

## STUDENT FOLKLORE

« Saint-Nicolas » takes place on the first Monday of December. In a procession, the students march along the streets of Liege. In the evening, many parties are organised outside or in the cafes in town.  
« Li Toré », the mascot of the students of Liege ('the bull' in local dialect, the Walloon of Liege) has its own statue erected in the middle of town. In March, the students dressed in folkloric clothes parade until its feet chanting academic songs, all washed down with refreshing drinks.

## LE CARRÉ

« Le Carré » is a popular area in the centre of Liege and one of its oldest. It owes its name to its conventional arrangement. A tangle of narrow streets makes the Carré a distinct area. Animated 365 day a year and 24h a day, it is made up of dozens of cafés, restaurants, cinemas and venues. Many students go there and meet each other there.

## CINEMAS WITH ORIGINAL LANGUAGE FILMS

Liege has two cinemas which show films in their original language. Many films are shown in English. Furthermore, every Tuesday, at HEPL, the ciné-club offers free showings to rediscover the old classics or discover modern films which have become cult classics.



# LIEÈGE IS A PART OF WALLONIA IN THE SOUTH OF BELGIUM

## BELGIUM



A little country of 11 million inhabitants and 30,000 km<sup>2</sup>, Belgium is surrounded by France, Luxembourg, Holland and Germany. Wallonia (the francophone region), Flanders (Flemish region) and Bruxelles-Capitale make up the three regions of the federal state. Split up by a dense network of motorways and railways, Belgium borders the North Sea for around 66km.

Brussels, capital of Belgium, is home to the headquarters of the European Union and NATO.

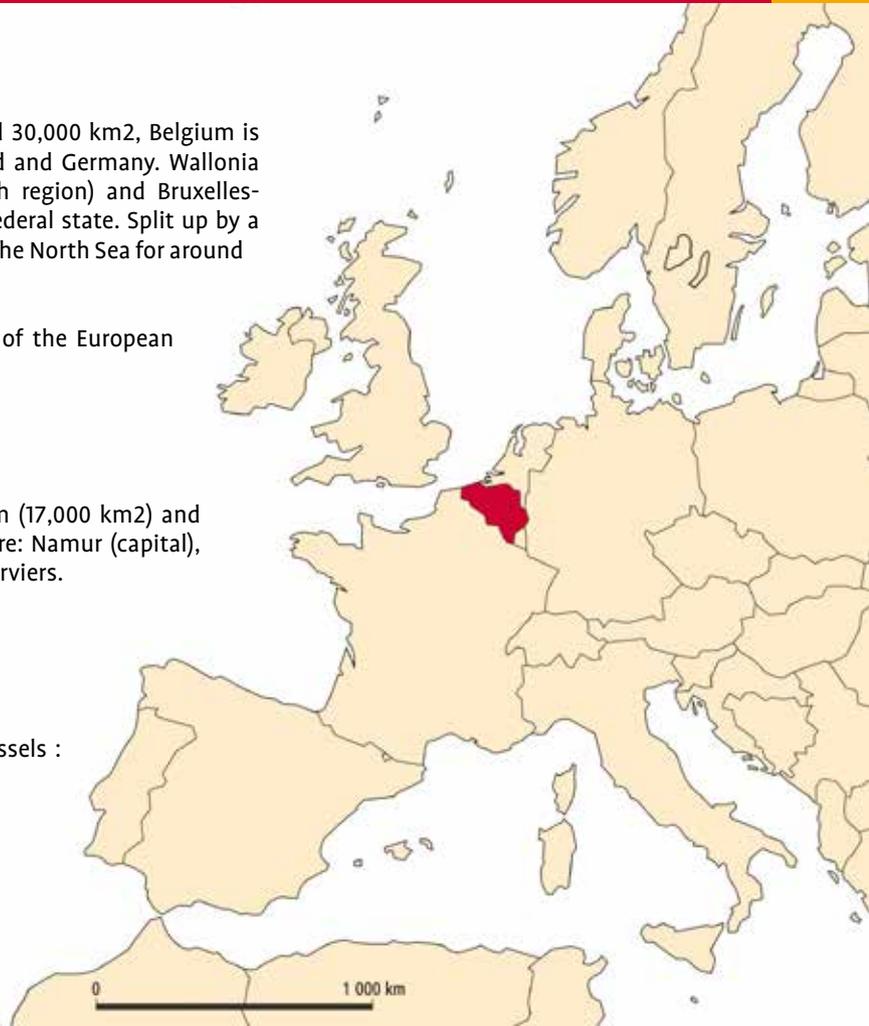
## WALLONIA

Wallonia stretches across a little more than half of Belgium (17,000 km<sup>2</sup>) and is made up of +/- 3,500,000 inhabitants. The main towns are: Namur (capital), Liege, Charleroi, Mons, Arlon, Wavre, Tournai, Nivelles and Verviers.

## OFFICIAL WEBSITES

Official website of the federal state: [www.belgium.be](http://www.belgium.be)

Official website for the Tourism Office of Wallonia and Brussels :  
[www.opt.be](http://www.opt.be)





# LIÈGE, IT IS...

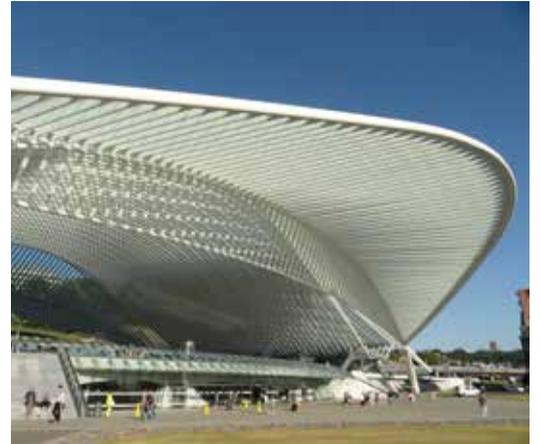
Liege lives over the water. 18 bridges (of which the famous « Pont de Fragnée » and « Pont de Kinkempois », are true masterpieces) span the river « La Meuse » or its diversion. At the heart of the town, a marina welcomes boats and private barges.

Liège Airport is the 8th European cargo airport. The port of Liège is also a hub for river freight. The new station which welcomes the T.G.V, is the work of the world famous architect Santiago Calatrava.

The « Standard », Liege football team, whose training ground is few kilometres away from HEPL, hosting matches in the first division in a charged atmosphere.

For more information: [www.liege.be/tourisme](http://www.liege.be/tourisme) (Tourism Office of Liege) and [www.ftpl.be](http://www.ftpl.be) (House of Tourism for Liege Province).





# WHAT TO DO AND SEE

## LIÈGE

Sunday morning, the market of la Batte, which stretches for more than a mile, continues the tradition of Medieval Market. Sellers and buyers of all nationalities come together around stalls of food, plants, tools, birds, clothes, books,...

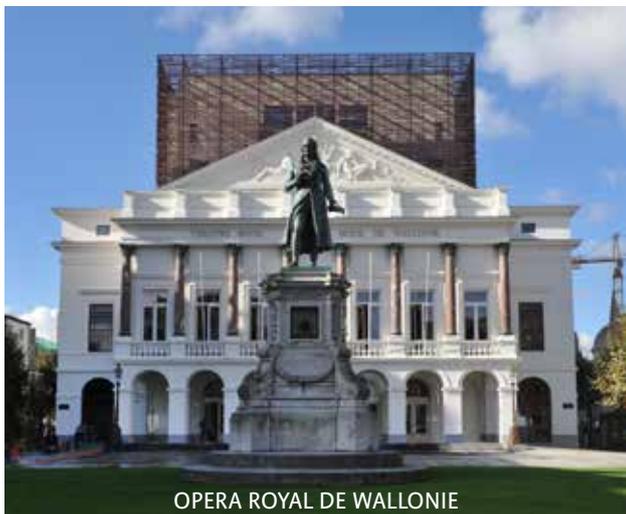
Liège, medieval town, has a cathedral, an opera, a palace (of Prince-Bishops) and many museums. The Opthemus culture pass (opera, theatre, music) is an excellent way to discover this cultural life at an affordable price ([www.polemosan.be/opthemus](http://www.polemosan.be/opthemus))

The many shopping centres gather together many different types of shops and services. Whole areas abound with restaurants serving different cuisines: all the countries of the world are represented.

## AROUND LIÈGE

Maastricht (Holland)	½ hour
Cologne, Frankfurt (Germany)	1 hour 20
Paris (France)	2 hours 30
London (England)	3 hours 30





OPERA ROYAL DE WALLONIE



# HIGHER EDUCATION INSTITUTION OF THE PROVINCE OF LIÈGE

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