

KdG

University of Applied
Sciences and Arts



Call for exchange lecturers 2021-2022 under Erasmus+ staff exchange

The Faculty of Management & IT of the [Karel de Grote](#) University of Applied Sciences & Arts in Antwerp, Belgium, kindly invites guest lecturers and professors from partner institutions to teach a **marketing, international business or logistics subject** in the academic year 2021-2022.

Assignment

- Teaching of 1 subject which you already teach at your home institution or which is part of your expertise
- In one of the tracks of the English taught exchange programme (on 3rd Bachelor level) '[Business for Exchange](#)':

'**B4E**' is a state of the art programme by the faculty of Management & IT, specially designed for students in the field of Business Administration and Commercial Sciences.

Marketing and Management: in this track, we focus on developing a wide variety of talents and skills, especially those that will boost markets and people. Students gain a solid grounding in the major areas of business practice. They also develop specialist knowledge and skills for a career as a marketing professional. They enhance their intercultural sensitivity and adopt an entrepreneurial attitude that leads to success. Students share classrooms with mostly exchange students from all over Europe and beyond.

International Business & Logistics: students get to know the ins and outs of global business, they fine-tune essential business skills such as accounting, operations, logistics and trade law. They gain crucial business knowledge and the skills required to manage people, material and information flows. Students share classrooms with local and international students from all over the world.

- Student groups of 45 per course

- 24 hours of lecturing/seminars per subject (1h = 60 min.)
 - Possibility to split up in 12h in duo teaching with a colleague
 - Possibility to teach less than 24h and let the students work on a bigger project; with online, remote feedback and evaluation
- Subject value: 3 ECTS = student's workload of appr. 75 hours (more than 3 ECTS points can be discussed if this would be your wish)
- Pre-assignments (reading), short tasks during the week, post-assignment with individual part and/or examination, retake examination (August), skype feedback

Subjects

We are looking for experienced lecturers for subjects in both tracks '**Marketing and Management**' and '**International Business & Logistics**' and for both semesters autumn (September – December) and spring (February – June). Our semesters consist each of 2 periods (6 weeks of courses + 1 week for exams). We prefer courses to be taught in a 'semi-intensive' (spread over a couple of weeks) or 'regular' system (spread over a period of 6 or 12 weeks).

Considering that the Covid-19 pandemic might still be around next academic year, we would prefer courses mainly to be held **online** or in a blended form (combined with for example 1 week of teaching at our campus in Antwerp). If you would prefer to be teaching more at the campus physically, we can look further into the possibilities.

We are looking for a broad offer of possible subjects within the 2 tracks. We can give you some suggestions, but we are definitely looking for suggestions and ideas from your side:

'Marketing and Management': Digital Marketing, International Digital Strategy, Market Analysis, Marketing Communications, Brand Design, Storytelling, International Branding and Sales, Persuasive Content Marketing, International Advertising, etc.

'International Business & Logistics': Change Management and Strategic Thinking, Maritime Transport, Port Economics, Sustainable Port Development, Technologies for Business, Geopolitics, Business Management Analytics, Import and Export Management, Sustainability & Circular Economy, Doing Business in Emerging Markets, Innovative Logistics, Distribution Management, Global Supply Chains, etc.

You can find the course list of the current 'Business for Exchange' programme in the attachment.

Requirements

- Experienced in teaching
- And/or experienced in business operations and management
- English proficiency: CEFR C1 or IELTS 7.0

Expenses and compensation

Lecturers teaching in 'Business for Exchange' get financial compensation and support for their time:

- Lecturers receive a financial contribution of €80 per course hour
- Preferably lecturers teach within the framework of Erasmus+ exchange; other options can be considered
- Travel and hotel/apartment expenses preferably covered by your home institution (Erasmus+)
- KdG can help you to find a(n) hotel/apartment for you
- KdG will appoint a person to welcome you and be your guide
- KdG will provide all the necessary practical support for guest lecturers (communication with students, exams, etc.)

Application

Send your concise application **by March 8, 2021** by e-mail to staffmobility.mit@kdg.be.

Please attach:

- Personal resume
- Title and short description of the course(s) you want to teach
- Indication of actual language proficiency in English or certificate
- Availability to teach in the academic year 2021-2022 (preferred semester, periods or weeks)
- *In case of a duo-teaching a clear description of the content for each part of the course*

You will be contacted as soon as possible after application. If you have questions of any kind, feel free to contact the coordinator of international affairs, Sven Jacobs (sven.jacobs@kdg.be).