

Proposal submission form for bachelor and master programmes

Part 1: Identification data

Title of the proposed programme

MASTER IN INDUSTRIAL MANAGEMENT

Study points for the whole of the programme

60 Study points

Commission that proposes the programme (usually Permanent Educational Commission (POC), but possibly a group of Permanent Educational Commissions whether or not within a faculty or another group) and co-ordinates of the spokesman (usually the programme director)

Commission: POC (Centrum voor Industrieel Beleid)

Name spokesman: Dirk Van Oudheusden

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Part 2: Description of the preparation

Internally: description of approach, initiators and all those involved (e.g., composition and activities of the task force, dedicated meetings, education day,...)

Thorough preparation three years ago; several meetings in the Faculty of Engineering; contact with ETEW, etc.

Externally: how were the stakeholders involved, what initiatives were taken concerning the exploration of similar programmes, contact with colleagues at other institutions.

Contact with universities organizing a similar program, such as Chalmers (Sweden), Insead (France), Vlerick, etc.

Part 3: Outline of the programme

General goals of the programme

To train young engineers and scientists in the sound principles of Industrial Management, to let them understand the intrinsic complexities of management and modern technology, in different fields. To train young engineers and scientists to be analytical, resourceful and inventive while combining organisational skills and technology. To make them good communicators.

Target group of the programme (who is the programme aimed at, possible admission conditions, and possible intake from other programmes)

Qualitative description

Quantitative description (number of students annually recruited)

About 100.

Programme structure (identify the basic components of the programme (e.g., truncus communis, options and free choice, minor-major, apprenticeship,...) and specify their mutual relationships (e.g. percentages, a drawing)).

The Industrial Management Master's programme is a one-year programme.

Roughly speaking, general Industrial Management courses are taught during the first semester and the more specialised Management-Technology interaction courses are taught in the second semester.

Students select their specialised Management-Technology courses from the following areas:

- *Environment, Safety and Energy
- *Information and Communication Technology
- *Product and Production Management
- *Transportation and Logistics

Another option is not to specialise but to compose a specific study programme by selecting courses from the different specialisation areas.

Emphases with respect to the content of the programme (what are the substantive highlights of the programme, usually the main thinking lines in the programme) and possibilities for differentiation with respect to the content (choices/main subjects)

To approach management from the engineering point of view. To know how technology and engineering interact with management, why technology is not enough, why management and planning is needed in the areas of manufacturing and logistics, management in energy generation and

environmental sciences, management in information and communication technologies... How management is involved in the design, planning and operation of the technical systems, and how to evaluate and finance these.

A Master in Industrial Management is not very similar to a Master in Business Administration that looks at economical systems and teaches how to manage them. An MBA does not focus on the “engines” of the systems.

Emphases concerning educational approach and student guidance (care of intake, internal differentiation)

Lectures, interactive seminars and simulation games, extensive thesis work.

Elements of internationalisation of the programme

As a guideline: about 50% Benelux students and 50% foreigners.

For bachelor programmes: options concerning final (students enter the labour market) or intermediate degree (students continue with a master programme)

For master programmes: scope and place of dissertation/apprenticeship

Thesis work counts for about 30% of the study load. The thesis is organized in an enterprise, it deals with real life managerial problems.

Part 4: Discussion of the programme

Importance for the K.U.Leuven of the proposed programme (historically, scientifically and socially)

Comparison of the proposed programme with current programme(s) at the K.U.Leuven (resemblance and difference)

Comparison of the proposed programme to similar programmes in Belgium and abroad (resemblance and difference)

Part 5: Education capacity

Qualitatively (demonstrate that the expertise needed to deliver a qualitative programme is available at the K.U.Leuven)

Quantitatively (demonstrate that the personnel and infrastructure needed to deliver the programme to the expected student population is available at the K.U.Leuven).

Assets of the K.U.Leuven for delivering this programme

Difficulties the K.U.Leuven will encounter by delivering this programme