

F **Academic Guide Exchange 2021-2022**

**Faculty of Business, Finance and Marketing –
International Business, International Financial
Management & Control, and Marketing Management**



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THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

Academic Guide Exchange 2021-2022

**Faculty of Business, Finance and Marketing –
International Business, International Financial
Management & Control, and Marketing Management**

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Foreword

Welcome at the Faculty of Business, Finance and Marketing!

The goal of international education at our faculty is to help students become responsible business professionals with the competencies to succeed in society, and the international labor market.

To reflect the international dimension our academic programs offer many modules with an international perspective; moreover, we have also taken care to provide language modules at various levels to ensure that students can take languages at their own level and further enhance their skills. We believe this is vital in helping you become global citizens that are able to meet the challenges of modern society, thus increasing both your employability and social awareness. These are important considerations in our university and ones we are happy to share with you.

This guide aims to outline the study program available for our guest students. We hope the information given in this guide will give you enough information to make the course/module choices that fit best your study interests.

We hope that all our guest students enjoy their stay in The Netherlands and that they will thrive from the challenges and opportunities we have to offer them. We shall certainly do everything possible to make their stay with us rewarding and look forward to having you here.

Celso Meiller

Inbound Coordinator

International Business (IB) program

Faculty of Business, Finance and Marketing (BFM)

The Hague University of Applied Sciences (THUAS)

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General Information Faculty BFM

As an exchange student at the Faculty of Business, Finance and Marketing you can choose modules from our three bachelor programs:

- International Business (IB),
- International Financial Management & Control (IFMC), and
- Marketing Management (CE).

In this course guide you will find the information per program. Most modules are offered by our International Business program. These are combined with those modules of International Financial Management & Control as they run similar academic calendars.

Note: if you would like to study at our Marketing Management (CE) program you follow a fixed set of modules of 30 ECTS in marketing. You cannot choose to follow separate modules from our marketing program. Furthermore, if you choose to study at the Marketing Management program you cannot choose any modules from the other programs.

Attendance

Students are expected to be on time for classes. If a student comes to class late, the lecturer concerned may refuse him/her entry.

How students contact lecturers

If students wish to contact staff outside class hours or want to hand in an essay or paper, there are the following rules:

- Handing in essays is done via email/"Blackboard".
- Members of staff can be asked short questions through e-mail. Students can normally expect to get an answer to e-mail questions within 3 working days.

How staff contact students

If a member of staff wishes to contact a student, the following methods are used:

- Through e-mail. All THUAS students have their own THUAS e-mail address. The Digital Learning environment "Blackboard" is also commonly used.
- Through study-related announcements published on the university portal (<http://intranet.hhs.nl/>).
- If necessary, for reasons of confidentiality, one of the programs of the faculty will try to contact a student through other methods, for instance by phone or by post. For that reason it is absolutely necessary that the faculty has up-to-date information about a student's address and phone number. Should any changes occur in the course of the academic year, please inform us via email at ib-inboundexchange@hhs.nl

Timetables / schedule

There are four blocks in an academic year. The timetables will differ from block to block. These are numbered sequentially: 1 and 2 belonging to the first semester, and 3 and 4 belonging to the second semester.

Class hours

Classes are allotted by slots. Some classes last 45 minutes, and others 90. The slots are as follows:

1. 08.45 am – 09.30 am
2. 09.30 am – 10.15 am
3. 10.30 am – 11.15 am
4. 11.15 am – 12.00 pm

5. 12.15 pm – 13.00 pm
6. 13.00 pm – 13.45 pm
7. 13.45 pm – 14.30 pm
8. 14.45 pm – 15.30 pm
9. 15.30 pm – 16.15 pm
10. 16.30 pm – 17.15 pm
11. 17.15 pm – 18.00 pm

In weeks with less than five working days the timetable is adjusted so that as many classes as possible can take place.

International Business - Exchange Curriculum Overview

The International Business program awards a Bachelor's degree. The program is offered over the course of 4 years. International Business is fully taught in English. This chapter will deal with the information, [rules and regulations](#) of being part of the exchange program.

The curriculum offered by the International Business program to International Exchange students is divided into 2 broad sections, namely Core and Expanded curriculum.

Core curriculum

Our core curriculum is categorized according to 4 business functions:

- People and Organization (P&O) – also known as Human Resources Management (HRM)
- Finance
- Marketing
- Supply Chain and Operations

Additionally, we offer modules that address the following competencies:

- Ways of Thinking
- Ways of Working
- Living in the World

Within each function or competency we offer modules at different knowledge levels, as follows:

- Foundational (mostly year 1 modules)
- Skills (mostly year 2 modules)
- Specialized (mostly year 3 modules)

Expanded curriculum

Furthering our offer, we make available 3 Advanced Topics modules, which we commonly name “minors”:

- Asia
- Sustainability
- Customer Experience

We also make available a suite of language modules as well as special offerings (see graphic).

Our aim is to provide you a comprehensive overview of the modules that are made available to exchange students.

IB Course Offering - Inbound - Semester 2 - 2021-22

CORE CURRICULUM							
BUSINESS TOPICS	P&O (HRM)	Finance	Marketing	Supply Chain & Operations	Ways of Thinking	Ways of Working	Living In the World
ELECTIVES			Strategic Mgmt & Mktg				Business in Latin America
SPECIALIZED						Management of Information II IPC Global Challenge	Current Business Economics & Trends
SKILLS	People & Organization 2	Finance 2	Advanced Marketing & Sales	Year 2 and Year 3 modules	Thinking in Action 2	Management of Information I	Corporate Social Responsibility Global Business & Economic Analysis
FOUNDATIONAL		Finance 1 Economics		Operations & Sales	Global Solutions Tools Int. Business Law	Public Speaking	Latin American Spanish
EXPANDED CURRICULUM							
ADVANCED TOPICS	Asia Minor	Sustainability Minor	Customer Experience				
SPECIAL OFFERINGS	Survival Dutch	Career Bootcamp	Languages **	EXPLICICO - International Competencies for a connected world	Languages		
						French*	Level A1.2 or Level A2.1
						German*	Level A1.2 or Level A2.1
						Japanese*	Level A1.2
						Chinese*	Level A1.2
						Spanish*	Level A1.2 or Level A2.1
						Portuguese*	Level A1.2

Schedule/Calendar International Business

The 2nd semester of the 2021-2022 Academic Year runs from **February 7th until July 15th, 2022**.

During the week of **February 7th** there will be an "IB Introduction Days" event for exchange students.

- Via this subject choice form you give your preference for the modules you want to take at the faculty BFM. Final enrollment in modules will take place during the introduction days. Your learning agreement will be finalized during the introduction days.
- **Attendance is mandatory.**
- Exact dates of this event will be announced in due time.

Classes start on February 14th, 2022.

Semester structure

Please note that our semester is divided into 2 blocks:

- 1st block runs from February 7th until April 8th (7 weeks). Some modules you can register for are offered in this block only.
- 2nd block runs from April 19th until June 17th (7 weeks). Some modules you can register for are offered in this block only.
- Some other modules (typically, minors or special offerings) run through the whole semester.

Exams / tests

At the back end of each block there is an exam/test period. These periods last one week and are noted by the initials TP. As you may infer, modules that run the whole semester have 2 test periods. You are allowed to re-take exams/tests if you have flunked them. These are called resits (RP). There are specific dates where students can re-take exams/test. Each exam you take can be reviewed with your respective lecturer during review sessions, which are scheduled at specific dates during the semester.

Calendar

Week #	Dates	Activities / Comments
6	February 7 th – 11 th	Introduction days
7	February 14 th – 18 th	Classes begin (1 st block)
8	February 28 th – March 4 th	Spring break – no classes
14	April 9 th	Classes end (1 st block)
15	April 11 th – 14 th	TP 3 (first exam period)
15	April 14 th	1 st block officially ends
15-16	April 15 th – April 18 th	Easter break – no classes
17	April 19 th	Classes begin (2 nd block)
17	April 27 th	King's day – no classes
18	May 2 nd – May 6 th	Study days (no classes)
18	May 5 th	Liberation day – no classes
19	May 11 th – May 13 th	Exam review (TP3 review)
21	May 26 th – 27 th	Ascension (no classes)
23	May 24 th	Pentecost (no classes)
23	June 10 th	Classes end (2 nd block)
24	June 13 th – 17 th	Catch up week (classes may be scheduled, at lecturer's discretion)
25	June 20 th – 24 th	TP 4 (second exam period)
27	July 4 th – 8 th	RP3 exam resit period
28	July 11 th – 15 th	Exam review (TP4 review)
28	July 12 th – 14 th	RP4 exam resit period
29-34	July 19 th – August 22 nd	Summer holidays (no classes)
34	August 23 rd – 26 th	RP4 exam resit period (continued)

Module descriptions International Business

In this section the module descriptions are included. Some were not available at the time of publication, unfortunately.

Below you will find a list of the modules within our program. These modules are offered in English.

Note:

- When block denotes a 3, the module is taught in the first half of the semester.
- When block denotes a 4, the module is taught in the second half of the semester.
- When block denotes a 3, 4 the module is taught the entire semester.

Foundational level modules (Year 1)

Economics 1	
Credits	3
Osiris code	IB-P108-19
Pre-requisites	None
Block	4
Delivery method	On campus
Contact name	Mrs. Arce Salazar
Level	Foundational (Year 1)
Keywords?	Economics, Opportunity costs, Factors of Production, Economic systems, Supply & Demand, Elasticities, Economic growth, Unemployment, Inflation Balance of payment, Exchange rates
Abstract	After a general introduction of Economics, supply & demand and elasticities, the course focuses on the theory and current practical application of macro-economic factors such as economic growth, unemployment, inflation, balance of payment, and exchange rates. All topics are discussed from a general perspective and that of a business in particular.

Operations & Sales	
Credits	6
Osiris code	IB-P11-19
Pre-requisites	None
Block	3,4
Delivery method	On campus
Contact name	Mrs. Sara Pikaar-Xu
Level	Foundational (Year 1)
Keywords?	Operations processes, planning & scheduling, load & capacity, quality, inventory, (return) logistics, service management, customer perspective
Abstract	This course introduces students to the key functions and processes of Operations and its interaction with Sales. The cycle from sales to delivery to customer and (after sales) service will take students from identifying customers' requirements to Sales & Operations Planning (forecasting, planning & scheduling, load & capacity) to production and delivery (planning & scheduling, load & capacity, quality, inventory, logistics) including service and return logistics. The customer perspective will be leading.

Finance 1

Credits	3
Osiris code	IB-P118-19
Pre-requisites	None
Block	3
Delivery method	Hybrid (Online lecture, on campus workshop)
Contact name	Mr. Robbani
Level	Foundational (Year 1)
Keywords?	Business Organizations, Time Value of Money, Annuity, Perpetuity, Mortgage, Interest Rates, Pro forma financial statement, Cash Budget
Abstract	<p>In this course students will understand how businesses are organized in the forms of sole-proprietorship, partnership, and corporations. They will be able to look at a firm from different perspectives: from the viewpoint of managers, shareholders, and creditors (such as banks). They will learn how to use time value of money (TVM) technique in Finance. Using TVM, students will know how to calculate present value, future value of ordinary, annuity, and perpetual cash flows. Students will be able to apply these TVM techniques to make decisions on mortgages, car loans, etc. by calculating the monthly instalments for their loans.</p> <p>The students will also be able to develop financial forecast on sales to assess revenue potential of a firm for short and medium terms. In the end, they will be able to prepare cash budget to assess the short-term financial needs of a corporation.</p>

Public Speaking

Credits	3
Osiris code	IB-P110-20
Pre-requisites	None
Block	3, 4
Delivery method	On campus
Contact name	Mrs. Steers
Level	Foundational (Year 1)
Keywords?	Public speaking, presentations, coherence, impact techniques, storytelling, art of delivery
Abstract	<p>Throughout this course, students will work in half-classes to practice using a given set of presentation and public speaking techniques, ranging from classes geared towards achieving a good delivery speed to classes about crafting a singular, impactful key message. At the end of the course, students will deliver an individual persuasive presentation to their class and lecturer, which counts towards 100% of their grade. Additionally, in week 7 students will pitch their final presentation – key message, structure, intercultural elements – to their peers using a recorded pitch in Feedback Fruits. The pitch is formative and not graded.</p>

International Business Law

Credits	6
Osiris code	IB-P109-21
Pre-requisites	None
Block	3, 4
Delivery method	On campus
Contact name	Mr. v.d. Molen
Level	Foundational (Year 1)
Keywords?	International Business Law; Business Ethics; International contracts; negotiation, liability, CISG, carriage and transportation, Risk; GATT; WTO; Intellectual Property; Foreign Investment; Taxation Banking and Payment.
Abstract	<p>The purpose of this course is to give students a broad perspective on the legal, ethical and political environment of internationally operating companies and help the students recognize potential legal problems when entering into contracts with other parties. This course will introduce the role of law and compliance in international business and provide students with a thorough understanding of the legal basics of international sales and transportation contracts, as well as the knowledge of fundamental legal aspects relevant for the development of an internationalization strategy of a company, such as WTO and GATT rules, national and international regulation on banking and payments across borders, trade agreements, foreign investment, taxation, and intellectual property rights, in the context of relevant legal instruments of international public and private law such as international conventions and treaties and the Law of the European Union in the field of international business.</p>

Global Business Solutions Tools

Credits	6
Osiris code	IB3-S232X-20
Pre-requisites	None
Block	3, 4
Delivery method	On campus
Contact name	Mrs. Arce Salazar
Level	Foundational (Year 1)
Keywords?	International economics, CSR, desk research, report writing
Abstract	<p>In the Global Business Solutions project, students will further develop their knowledge and skills in the fields of international economics, international business awareness, ethics and sustainability, global trends, business research, report writing and creative problem solving, business research skills, creative problem solving skills, international business awareness and international economic knowledge and skills while creating a solution for a complex real-life international business problem, aligned with the sustainable development goals and current global trends in economics.</p> <p>The Integrated project Global Business Solutions spans two modules. In the first module, Global Business Solutions; Tools students will be introduced to the sponsors and their international business problem. In six weeks, students develop the knowledge and skills they need to solve this problem in a series of lectures and workshops on international economics, CSR, report writing skills and research skills. They will demonstrate their new knowledge and skills in an exam, an analytical report and an assignment.</p> <p>In the second module project, students will join forces in groups of three to define and analyze the problem and to propose a feasible solution that is beneficial to the sponsor and aligned with the sustainable development goals.</p>

Skill building level modules (Year 2)

Advanced Marketing & Sales	
Credits	6
Osiris code	IB-S226C-19
Pre-requisites	Foundational course on both Marketing and Operations
Block	3, 4
Delivery method	On campus
Contact name	Mr. Koh
Level	Skills (Year 2)
Keywords?	Strategic Market Expansion, International Marketing Plan, Global Standardization and Local Adaptation, Digital Marketing, Digital in Customer Journey, Sales Management, Key Account Management.
Abstract	The course provides participants with the essential knowledge and skills of Marketing from the international, strategic, and digital perspective, as well as the Sales Management Concepts which are critical for the success of international businesses. It offers the future International Business executives and managers the necessary knowledge on how marketing works strategically in an international environment, incl. the integration of contemporary digital development, in order to exceed competition in customer value creation and delivery. Additionally, this course also provides practical knowledge on sales techniques which benefit the success of international businesses.

Finance 2	
Credits	3
Osiris code	IB-S229-19
Pre-requisites	Foundational course on Finance
Block	4
Delivery method	On campus
Contact name	Mrs. Martina
Level	Skills (Year 2)
Keywords?	Cash Flow Statement; Financial Ratios; Bonds; Yield to Maturity; Stock Valuation; Investment Decision Rules; Net Present Value; Internal Rate of Return; Capital Budgeting Process; Free Cash Flows
Abstract	<p>The Module starts by completing the series of Financial Statements which were introduced in year 1.</p> <p>Students learn to prepare and interpret a Cash Flow Statement by using the information from the Income Statement and the Statement of Financial Position to determine how much cash the firm has generated during a specific period and its allocation.</p> <p>Students learn to analyze a firm through its financial statements in performance areas such as profitability, liquidity and solvency .</p> <p>The Module continues building on the basic techniques learned in Finance I such as Present Value, Future Value, Annuities and Perpetuities with the purpose of computing the price and yield to maturity of a coupon bond, analyzing why bond prices change over time, understanding the trade-off between dividends and growth in stock valuation and calculating the value of a stock using the Dividend Discount Model. Students understand the financial method used to analyze and choose between investment alternatives (Net Present Value, Payback Rule and Internal Rate of Return) considering that the company has limited resources. Finally, students learn to forecast</p>

	<p>incremental earnings in a pro forma income statement and to convert forecasted earnings to free cash flows and compute a project's NPV. Specialized knowledge such as in depth Financial Statement Analysis, Company Valuation, Risk and Return, Capital Structure (long term financing) and Cost of Capital, which builds upon the concepts learned in Finance II, will be dealt with in the Specialization in Finance for those willing to pursue a career in the Finance field.</p>
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Thinking in Action 2

Credits	3
Osiris code	IB-S227-21
Pre-requisites	None
Block	4
Delivery method	On campus
Contact name	Mrs. v.d. Heide
Level	Skills (Year 2)
Keywords?	Critical thinking; Information literacy; Argumentation - Toulmin; Documentaries; Films; Discussion and dialogue; Essay
Abstract	<p>To enhance students' critical thinking Abrami's meta-study showed that a combination of using authentic material, dialogue and coaching yields the best results. In this module students - with the vehicle of the documentary as authentic material - are going to explore arguments presented in the documentaries and use this for a class discussion and individual essays – and deconstruct the argument in the documentary.</p> <p>The documentaries used in the module will be unfamiliar to many students, but the topics they cover will be transparent rather than obscure. They are widely known issues, related to the business environment, on which a breadth of knowledge and research is accessible to students. The task of organizing a dialogue about each documentary, as well as writing an argumentative essay, is relatively complex, but a clear (possible) structure is provided to students as part of the module.</p> <p>The module will include both mandatory and optional screenings of selected documentaries at THUAS. Students will organize dialogues, discussions and debates around topics and themes related to these documentaries, in order to aid critical thinking about the contents. Finally, students will write an argumentative essay on a given thesis statement relating to one or more of the documentaries.</p>

People & Organization 2

Credits	6
Osiris code	IB-S230-19
Pre-requisites	Foundational course on Business Management
Block	3, 4
Delivery method	On campus
Contact name	Mrs. Volker
Level	Skills (Year 2)
Keywords?	Change management, organizational change, change management models, strategy, and organizational behavior.
Abstract	<p>In this module students will learn about the importance of being 'change ready' in today's constantly changing business environment. They will obtain an understanding of fundamental change management concepts, including techniques for implementing and managing change within organizations. An area focus will be how people respond to change and how to manage these</p>

responses for a successful change effort. Through this course students will also become aware of their own response to change, and how to place this in the perspective of an entire change situation.

Management of Information 1

Credits	3
Osiris code	IB-S228-19
Pre-requisites	Basic knowledge of Excel
Block	4
Delivery method	On campus
Contact name	Mr. Smeding
Level	Skills (Year 2)
Keywords?	Management Information, Business Problems, Decision Making, Storytelling, Data ethical & legal issues.
Abstract	In this module students will learn the essentials of management of information. The role and function of ERP systems within international business organizations will be introduced. In addition other sources of data will be explored. Students will learn to produce management information, how this can be visualized and shared in an ethical way in order to support different levels of management in making business decisions.

Global Business Challenge

Credits	3
Osiris code	IB3-S320-21
Pre-requisites	Basic knowledge of Excel
Block	4
Delivery method	On campus
Contact name	Mrs. Ambagts
Level	Skills (Year 2)
Keywords?	Intercultural proficiency, personal and professional development
Abstract	<p>In this intense six-week module, students will explore the impact of a global and local challenges in the context of the supply-chain of an international company from different cultural, local and disciplinary perspectives. They will collaborate in an intercultural team to come up with sustainable solutions in close consultation with their beneficiaries, other stakeholders in their challenge. Besides exchanging their own perspectives, all team members will continuously connect to stakeholders in their challenge in different local communities to test their assumptions and validate their ideas.</p> <p>In the first week of the project, the students will investigate and map the interconnected network of actors, interests and consequences of their 'wicked problem.' Using a design thinking approach, each team will zoom in on a particular group of beneficiaries, define their core problem and design and propose solutions to this challenge in close consultation with their beneficiaries and teams zooming in on other stakeholders.</p> <p>In the course of the project, students will create a platform and organize a symposium to share and exchange their ideas with each other and stakeholders in their challenge to start a dialogue and move towards new, sustainable solutions together.</p> <p>Throughout the project, students will keep track of their own development in a reflection log that culminates in a multimedia reflection product.</p> <p>In doing so, students will develop their intercultural proficiency, perspective taking skills and their agency as global citizens and business professionals of tomorrow.</p>

Specialized level modules (Year 3)

Management of Information 2	
Credits	3
Osiris code	IB-S313-21
Pre-requisites	Management of Information 1 (or equivalent)
Block	4
Delivery method	On campus
Contact name	Mr. Smeding
Level	Specialized (Year 3)
Keywords?	Business Intelligence, Management Information, Business Problems, Decision Making.
Abstract	<p>In this module students will learn the essentials of Business Intelligence. An essential competence of all managers is the ability to make decisions and to communicate these decisions throughout the organization. In order to take the right decision, a manager needs to have the right information at the right time. This information is generated and processed within the company (from data, transactions to reports and analysis) and from the external environment that the company operates in. All this information needs to be gathered together and processed so a manager can use it in their decision-making process. Business Intelligence dashboards form an essential part of the decision-making process for all managers.</p> <p>Students will design and create (individually) their own Business Intelligence dashboard in based on a set of data and company needs/questions.</p>

Career Development	
Credits	3
Osiris code	IB-S310-21
Pre-requisites	Completion of Year 1 and Year 2 curriculum
Block	4
Delivery method	On campus
Contact name	Mrs. Tabacaru
Level	Specialized (Year 3)
Keywords?	Career self-management, career competencies, job-interview, job application messages, social media strategy.
Abstract	<p>In addition to acquiring domain-specific knowledge and skills, students need to develop a set of career self-management skills that helps them to successfully navigate through various career-related challenges and that can stimulate their well-being, engagement, and study performance (Akkermans et al. 2018). In this module, students will develop the following career self-management skills: reflection on capacities and motivation, career exploration, career control & networking (Kuijpers & Scheerens 2006). By engaging in career self-management using the SEARCH model, students will gain more insight into their professional identity and will be able to better articulate it through a social media strategy, job-interview and job application messages. This module aims to equip students with the practical tools needed to secure an internship in a desired company as well as an entry-level position after graduation.</p>

EXPLICICO

Credits	3
Osiris code	IB-K201-21
Pre-requisites	Completion of Year 1 and Year 2 curriculum
Block	4
Delivery method	On campus
Contact name	Mrs. Ambagts
Level	Specialized (Year 3)
Keywords?	Intercultural proficiency, personal and professional development
Abstract	<p>In this intense six-week module, students will explore the impact of a global challenge from different personal, cultural, local and disciplinary perspectives in a multidisciplinary and multicultural team. After mapping out the different actors and their interconnected needs and interests, students zoom in on a beneficiary in one of their local communities to dive deeper into their experience and come up with a plan to make a difference in this specific community.</p> <p>Besides exchanging their own perspectives, all team members will continuously connect to external parties on different local and disciplinary contexts and share their insights with the team to test their assumptions and adjust their plans, taking a design thinking approach.</p> <p>After exploring their beneficiaries' experience in detail, teams will define their own challenge and design and propose solutions to this challenge in close consultation with stakeholders in all their communities. Additionally, they will create a platform to share and exchange their ideas with each other and stakeholders in their challenge to start a dialogue and move towards new solutions together.</p> <p>Throughout the project, students will keep track of their own development in a reflection log that culminates in a multimedia reflection product.</p> <p>In doing so, students will develop their intercultural proficiency, perspective taking skills and their agency as global citizens within their local context. Maybe even more importantly, they will also create the basis for an international community and network to collaborate to make a difference in an interconnected world beyond the scope of this project.</p>

Specialized level modules (Year 4) – Minors and Electives

Sustainable Business	
Credits	15
Osiris code	BFM-HMVT21-SB
Pre-requisites	Completion of Year 1 and Year 2 curriculum
Block	3
Delivery method	Hybrid
Contact name	Mrs. Kopnina / Mrs. Roe
Level	Specialized (Year 4) - Minor
Keywords?	
Abstract	<p>The minor consists of 5 modules:</p> <ol style="list-style-type: none"> 1. Politics, Business and Environment + project (4 ECTS) 2. Introduction to Sustainable Business (3 ECTS) 3. Essay module (3 ECTS) 4. CSR and Global Supply Chains (3 ECTS) 5. Weekly guest speakers (2 ECTS) <p><i>(Note, the last module needs to be taken in conjunction with at least another module, it cannot be taken in an stand-alone fashion).</i></p> <p>After following this course, the students will acquire theoretical and practical knowledge of sustainable business, (environmental) ethics, economic development and environmental policy. The students will be able to identify business-related critical theories and ethical dilemmas when approaching global issues and will be able to describe various models and frameworks in relation to environment and development. The students will be able to apply theories to practical situations by outlining and evaluating the key patterns and trends in international politics with special emphasis on sustainable business practices. They will learn to evaluate the effect of increasing globalization on international trade systems and the role of several principal institutions in international developmental and environmental policy. Culture specific competences will include knowledge of the underlying principles, characteristics, and dynamics of sustainable living that in varying combinations govern all cultures. The students will be able to research and analyze international problems related to social and environmental effects, preparing business solutions that optimize both human development (in a broader than economic sense) and environmental outcomes. The Students will be able to acquire theoretical and practical knowledge in the field of sustainable business; and to improve understanding of contemporary debates on poverty, economic growth (and degrowth!), climate change and conservation in the context of sustainable business.</p>

Business in Asia

Credits	15
Osiris code	BFM-HMVT20-BIA
Pre-requisites	Completion of Year 1 and Year 2 curriculum
Block	3
Delivery method	On line
Contact name	Mr. van der Molen
Level	Specialized (Year 4) - Minor
Keywords?	Asia, geopolitics, emerging markets, culture, society, business
Abstract	<p>Knowledge of Asian culture, economy and markets is essential in today's business world. This minor introduces the major economies in Asia (East-Asia, South-East Asia and the Indian subcontinent) with a look at history, economic and political developments and future outlook of the region and in addition delves deeper into the various practical aspects of doing business in the emerging Asian markets through analysis and discussion of business cases and theory.</p> <p>The minor consists of 5 modules:</p> <ol style="list-style-type: none"> 1. Politics, Economic & Society (6 ECTS) 2. Business, Communication and Management (6 ECTS) 3. Essay module (3 ECTS) <p><i>(Note, the last module needs to be taken in conjunction with at least another module, it cannot be taken in an stand-alone fashion).</i></p> <p>The module Asia: Politics, Economic & Society (PES, 6 credits) is aimed at placing the current reality of Asian economic dynamism in a broader perspective of history, government policy, international relations and current and future economic, geopolitical and environmental challenges and providing deeper insight in the major economies of the region such China, Japan, South Korea, India and Vietnam, with a look at these countries' history, economy , (business) culture and business opportunities.</p> <p>The module Asia: Business, Communication and Management (BCM, 6 credits, weeks 1-12) focuses on the practicalities of doing business in Asian emerging markets. Through the use of articles and analysis of real life business cases we will look at challenges and opportunities for exporting, investing, and doing business in the region from perspectives of marketing, strategic management, branding, market entry, knowledge and innovation, supply chain management, intellectual property protection and corporate social responsibility.</p> <p>Essay (CBP, 3 credits, weeks 7-12) will ask the students to independently study, analyze and present a business case or develop a business plan, taking into account all practice and theory of the other submodules.</p>

Customer Experience Challenge

Credits	15
Osiris code	IB-HMVT21-CBG
Pre-requisites	Completion of Year 1 and Year 2 curriculum
Block	4
Delivery method	On line
Contact name	Mrs. Cakir
Level	Specialized (Year 4) - Minor
Keywords?	Customer Experience, Customer Journey ,Industry Dynamics, Project Management, Leadership
Abstract	<p>This minor is intended to transform the student's business knowledge and skills to integrated and personalized success through a business simulation project. By succeeding in the course, students will gain the skills of working with a multiple disciplinary team effectively and deliver on a successful business result, through hard skills in multiple disciplines (in Marketing & Sales, Finance & Accounting, Operations & Supply Chain Management, Organization & People, Business Research)and soft skills in leadership and project management. More specifically, participants will work in a multiple disciplinary team to conduct a customer-driven business project, in which 4 key components of learnings are included:</p> <ol style="list-style-type: none"> 1) Customer-driven business project: Focus on delivering an optimal customer experience for a real company. 2) Diverse and dynamic international businesses / industries: Exposure to 3 diverse industries, their dynamic characteristics, future challenges and directions. 3) Integrated project management practice. 4) Leadership development practice. Within all four components, the principles of "international", "sustainability" and "critical thinking" will be applied. <p>The course will consist of classroom learning, guest lecturing(tentative),project team work, and self-reflections in order to ensure hands-on experience as well as learning from best industry practices.</p>

Current Business & Economic Trends

Credits	6
Osiris code	IB-K403-21
Pre-requisites	Completion of Year 1 and Year 2 curriculum
Block	4
Delivery method	On line
Contact name	Mr. van der Linden
Level	Specialized (Year 4) - Minor
Keywords?	Global financial crisis and other crises; natural shocks (e.g. covid-19); trends in financial markets and monetary policy; environment and government policy towards businesses; future of work; labor market; robotics and shared economy; big data and AI; international trade and domain expertise; trade disputes and the role of WTO; trends in digital banking & finance (Blockchain; FinTech; code-ification of money etc.); European integration etc.
Abstract	The course focuses on the link between business and economics. After a general review of the fundamentals of economic theory, students focus on current topics and link it to a major part of economics and its link to businesses. Important topics that are discussed are the foundations of macro-economics and its shortcomings (partly described in the Doughnuts economics); environmental and government policies towards businesses; the future of work and robotics, the labor market and the shared economy; the theoretical framework of financial markets and monetary theory; trends in digital banking & finance; the role of Bitcoin, crypto currencies, Big Data and AI on doing business in a digital age; international trade theories; preferential trading arrangements (e.g. EU); US-China-trade and tech-war and the role of China's Belt and Road Initiative. The theory and current practical application of major macro and micro-economic issues (price setting, economics of the environment, competition policy, privatization and regulation, currency stability and the link between goods and financial markets) are addressed. The course concludes with a reflection about the topic of (de)globalization (and its counter reactions) from the viewpoint of a business.

Strategic Management & Marketing

Credits	4
Osiris code	IBMS-S401-16
Pre-requisites	Completion of Year 1 and Year 2 curriculum in marketing
Block	3
Delivery method	On line
Contact name	Mr. Hoekstra
Level	Specialized (Year 4) - Minor
Keywords?	Marketing, Strategy
Abstract	<p>This module introduces hitherto unaddressed views on strategic management. It also revisits theories and models that have been presented and applied in earlier modules, such as those on competitive advantage, business portfolio analysis, business development, supply chain management, financial analysis, and strategic performance measurement and evaluation.</p> <p>The course (re-)connects students with current practices in strategic management and, where applicable connects them to marketing. Topics such as 'strategic analysis', 'strategic audit', 'corporate strategies', 'business strategies' - and their consequences – and 'competitive strategies' as well as all types of functional strategies will be addressed in lectures and put into practice through intensive and extensive case studying and analysis, to be performed in-class under time pressure.</p>

	<p>The module aims to let students understand these, know when and how to apply them, and then use them to draw conclusions and to give recommendations – a competency which is deemed important throughout the student’s further education and working career.</p> <p>The module ends with an individual assignment in which students perform a strategic audit on a company – mostly their internship company - and formulate conclusions and recommendations.</p>
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Business in Latin America

Credits	9
Osiris code	IB-K203-21
Pre-requisites	Completion of Year 1 and Year 2 curriculum
Block	3
Delivery method	On line
Contact name	Mr. Meiller
Level	Specialized (Year 4) - Minor
Keywords?	Latin America, Operations & Supply Chain, HRM, Finance, Marketing, Management
Abstract	<p>This elective is designed to provide both theoretical and practical information about how to do business in Latin America and with Latin American companies. Emphasis is placed on practical knowledge. Embassies, export offices, the Dutch government, and private sector guest speakers enrich the content delivered to students.</p> <p>The goal of this elective is to provide labor markets with entry level, junior management candidates with relevant skills to help the set-up, development, and/or expansion of company operations in their respective (Dutch/European Union/Latin American) target markets.</p> <p>The elective is made up of 3 modules:</p> <p>Latin American Business Practices This module discusses how are specific business functions such as:</p> <ul style="list-style-type: none"> • Management, • Marketing, • Human Resources, • Logistics/Supply Chain, • Finance <p>are conducted in Latin America. Students will get to learn concepts and practices (for each business function) that are common in Latin America but not taught in European Universities. This is a 3 ECTS (European credit) module.</p> <p>Latin American Economic Analysis In this module several countries from the region will be highlighted and discussed in detail. Why is this country different, special, or remarkable? Country representatives from Latin American embassies and/pr commercial export offices will provide you with a "deep dive" into their respective economies, highlighting economic, trade, and investment conditions/regulations. This is a 3 ECTS (European credit) module.</p> <p>Latin America Socioeconomic History & Culture This module gives you an understanding on Latin America’s social fabric, historical background, geographical features, and the economic environment in which businesses in Latin America operate. How are current world trends affecting Latin American businesses? Additionally, several guest lecturers will provide additional insights into relevant topics for Latin American countries today. This is a 3 ECTS (European credit) module.</p>

International Financial Management & Control - Exchange Curriculum Overview

International Financial Management & Control (IFMC) program prepares you for your future career. You will get a basic grounding in all-things finance - and much more. There'll be real-life case studies, assignments and business scenarios, taught by lecturers with stories to tell from their own international business careers. You'll see finance from both entrepreneurial and ethical perspectives and learn all about management and marketing, with the practical experience a university of applied sciences offers. But the main focus will be on financial and cost accounting, using economic data to make a difference.

The International Financial Management & Control (IFMC) program awards a Bachelor's degree. IFMC is fully taught in English. This chapter will deal with the information, [rules and regulations](#) of being part of the exchange program.

Schedule/Calendar International Business:

The 2nd semester of the 2021-2022 Academic Year runs from **February 14th until July 8th, 2022**.

During the week of **February 7th** there will be an Introduction Day for exchange students.

- Via this subject choice form you give your preference for the modules you want to take at the faculty BFM. You can choose modules from IFMC program together with modules from IB Program. Final enrollment in modules will take place during the introduction days. Your learning agreement will be finalized during the introduction days.
- **Attendance is mandatory.**
- Exact dates of this event will be announced in due time.

Classes start on February 14th, 2022.
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Semester structure

Please note that our semester is divided into 2 blocks:

- 1st block/ Term C runs from February 14th onwards. Some modules you can register for are offered in this block only. Exams of the 1st block/Term C are in the week of 11 April.
- 2nd block/Term D runs from April 18th onwards. Some modules you can register for are offered in this block only. Exams term D start in the week of June 13 (year 1) or June 20 (year 2), resits in the week of 4 July.
- Some other modules (typically, minors or special offerings) run through the whole semester.

Exams / tests

At the back end of each block there is an exam/test period. These periods last one week. As you may infer, modules that run the whole semester have 2 test periods. You are allowed to re-take exams/tests if you have flunked them. These are called resits. There are specific dates where students can re-take exams/test. Each exam you take can be reviewed with your respective lecturer during review sessions, which are scheduled at specific dates during the semester.

Module Descriptions - International Financial Management & Control

Year 1 modules

Management and Organizations	
Credits	3
Osiris code	IF-IVT008B-12
Pre-requisites	None
Block	3
Delivery method	On campus
Contact name	Mr. Mourantido
Level	Foundational (Year 1)
Keywords?	Strategic Management
Abstract	<p>This course is all about management and managers. For organizations to be successful they need to be managed to achieve their pre-set goals. In this course you will learn about how organizations are managed. First, we will start by explaining what an organization or business is. Then you will learn about the different management functions: planning, organizing, leading and controlling. Each of these different functions will be discussed in detail. Furthermore, you will learn about the different tasks, activities and processes in the organization and how you can best organize and control them.</p>

Business Skills	
Credits	3
Osiris code	IF-1VT150-19
Pre-requisites	None
Block	3
Delivery method	On campus
Contact name	Mr. Bosma / Mr. Verschoor
Level	Foundational (Year 1)
Keywords?	Research, Presentation, Report writing
Abstract	<p>This course is made of 3 modules:</p> <ul style="list-style-type: none"> • Research Skills • Presentation Skills • Report Writing <p>In the first module students will learn how to do practical research, as well as basic steps such as how to formulate and clarify a research topic, critically review literature, formulate the research design, collect primary and secondary data, and analyze the collected data.</p> <p>In the second and third modules the student will learn how to write a well-structured (desk) research report. Based on this report, you will also learn how to prepare a professional presentation which covers your findings in a concise and appealing way.</p>

IS-Tools & Data Analysis

Credits	3
Osiris code	IF-1VT012-17
Pre-requisites	None
Block	4
Delivery method	On campus
Contact name	Mr. Adriani
Level	Foundational (Year 1)
Keywords?	Power BI, dashboards
Abstract	Manipulating and use of Data in a Business Intelligence tool Microsoft Power BI for creating and visualizing dynamic financial/economic information for users. The output is presented in different ways via reports and dashboards.

Quantitative Research - Statistics

Credits	3
Osiris code	IF-1VT115-14
Pre-requisites	None
Block	4
Delivery method	On campus
Contact name	Mr. Giordano
Level	Foundational (Year 1)
Keywords?	Statistics
Abstract	Business Statistics - Introduction - Defining & Collecting Data - Organization & Visualization of Numerical variables - Numerical Descriptive Measures - Normal Distribution - Sampling Distributions of the mean - Confidence Interval for the mean - One sample tests

Year 2 Modules

Lean Six Sigma

Credits	3
Osiris code	IF-2VT110-20
Pre-requisites	None
Block	4
Delivery method	On campus
Contact name	
Level	Year 2
Keywords?	Lean Six Sigma
Abstract	<p>In this course you will become acquainted with the principles of Lean Six Sigma. Six Sigma is the approach to Business Processes that entails the philosophy of doing things “first time right”. This approach sets a goal of having a maximum of 3,4 error per million “opportunities”. We will use statistical tools to analyse business processes to measure the outputs of our processes.</p> <p>Lean concerns itself with the processes themselves. Many organizations do too much to achieve their final products. Lean is not only an approach to process improvement, but also a way of thinking and working.</p> <p>Combining these two covers the whole chain of inputs – processes – outputs: Lean’s main focus is the process, six sigma’s main focus is the outputs.</p> <p>In this course we will cover the foundations of the Lean Six Sigma Approach.</p>

Marketing Management (CE) - Exchange Curriculum Overview

Marketing Management (CE) prepares you as marketer for the future. You will engage with current topics and trends in both online- and offline marketing management. You will learn about marketing from an entrepreneurial, ethical as well as a multicultural perspective with a practical approach.

The Marketing Management program awards a Bachelor's degree. Marketing Management is a Dutch taught program, with one full semester in English. This chapter will deal with the information, [rules and regulations](#) of being part of the exchange program.

The first part of the exchange semester in marketing evolves around export marketing whereby you will elaborate an export marketing plan for a real-life company. The course is supported with theories regarding export marketing as well as intercultural management and financial management. The results will need to be presented to the company as part of the assessment. The second part of the semester is about strategic marketing using theories and current business cases. For personal development electives are offered in both block 3 and 4 in order to complete 30 ECTS.

Schedule/Calendar Marketing Management:

The 2nd semester of the 2021-2022 Academic Year runs from **February 7th until July 1st, 2022**.

During the week of January 31st there will be a mandatory Introduction Day for exchange students.

- Exact dates of this event will be announced in due time.
- *Please be aware, that if you would like to study at our Marketing program you follow a fixed set of modules in marketing of 30 ECTS. You cannot choose to follow separate modules from our marketing program. If you choose the marketing program you cannot choose any modules from the other programs.*

Classes start on February 7th, 2022.

Semester structure

Please note that our semester is divided into 2 blocks:

- 2nd semester/ block 3 runs from February 7th onwards.
- Exams block 3 in the week of 4th April. Resit exam week 2nd May.
- 2ⁿ semester/ block 4: exams block 4: in the week of June 13th. Resit exam week block 4 week of June 27th. Semester ends on Friday 1st of July.
- Some other modules (typically, minors or special offerings) run through the whole semester.

Exams / tests

At the back end of each block there is an exam/test period. These periods last one week. As you may infer, modules that run the whole semester have 2 test periods. You are allowed to re-take exams/tests if you have flunked them. These are called resits. There are specific dates where students can re-take exams/test. Each exam you take can be reviewed with your respective lecturer during review sessions, which are scheduled at specific dates during the semester.

Module Descriptions – Marketing Management

The first part of the exchange semester at the Marketing Management program evolves around export marketing whereby you will elaborate an export marketing plan for a real-life company. The course is supported with theories regarding export marketing as well as intercultural management and financial management. The results will need to be presented to the company as part of the assessment. The second part of the semester is about strategic marketing using theories and current business cases. For personal development electives are offered in both block 3 and 4 in order to complete 30 ECTS.

- *Please be aware, that if you would like to study at our Marketing Management program you follow the fixed set of modules in marketing as shown in the table below. You cannot choose to follow separate modules from our Marketing Management program. If you choose the marketing program you cannot choose any modules from the other programs at our faculty.*

		Block 3	Block 4
Course Name	ECTS	Code	Code
Theme: Export Marketing			
Export Plan	3	EPN	
Marketing 6 (Export Marketing theory)	3	MKT6	
Intercultural Management		ICM	
Financial Management	3		FM3
Business Communication	3		BC 4
Communication Methods	3		CT 4
Theme: Electives			
2 Electives Choose out of 6*: -SME's in Europe -Leadership & Management -City Marketing -Creative Facilitator -Hero's Journey -Neuro Marketing & Psychology of advertising	6	KV3	KV4
Theme: Strategic Marketing & World Issues			
Marketing 7 (Strategic Marketing Cases)	6		MKT7
Social Value Creation (Project)	3		SVC
Total ECTS	30		

* For every elective we reserved 5 spots for exchange students. Once an elective is full students are requested to choose one of the others.

Hero's Journey

Program:	Module name:	Semester(s):	ECTS:	Duration of the module in weeks:	Entry requirements:
Year:2021/2022	Hero's journey	2	3	7	
<p>What makes a story fascinating? What can we learn from good stories? Why do we like to see movies? By which characters in movies we can identify ourselves? It must be that stories of people are often so recognizable. The twists in their plot line, how they deal with their destiny, the way they give it meaning...it is often so understandable and human. We entangle the stories and adventures unconsciously and spontaneously on our own lives. It can give us power, insight and new perspectives. It will even go better if we can recognize the universal patterns behind the stories. These are the phases of development, the phases of the hero's journey.</p> <p>In order to learn the stages of the hero's journey we will analyze several movies and scenes of movies. We will distinguish twelve phases of the hero's journey. By watching scenes of movies we will also look at the main archetypes of the characters in a movie and the way in which they develop.</p> <p>By learning the phases of the hero's journey you will see more patterns in the plot line of movies. You become more aware of storylines and character development in movies. If you entangle it on your personal script it will be a practical way to upcycle your hero's journey.</p>					
<ul style="list-style-type: none"> • Storytelling: Insight in the stages of the hero's journey • Character development: Reflection on personal patterns and qualities leading to more personal awareness • Character development: Insight in the archetypes for a healthy ego 					
Program learning outcomes/ End qualifications per program ¹ :			Module learning outcomes:		Level:
			Storytelling		
			Phases of a story		
			Archetypes Character development		
Brief description linked to WIN areas – world citizenship (four pillars: internationalization, investigative attitude, network, personal development):					

Internationalization Personal development			
Learning outcomes:			
<ol style="list-style-type: none"> 1. The student can apply the 12 stages of the hero's journey on movies and her/his own life. 2. The student can reflect on the archetype at the beginning of a hero's journey. 3. The student can describe the hero's secret will, resistance and transformation on the journey. 4. The student can reflect on the archetype at the end of the hero's journey. 			
Lectoraat:			
Amount of study workload (in hours): 84 7 x 1,5 lectures = 10,5 Choosing useful movies = 12 Reading literature = 18 Movie analysis = 17 Movie analysis = 17 Personal analysis = 8	Teaching and learning strategy: Movie-learning	Attendance regulation: Obliged attendance	
Test form(s): <ul style="list-style-type: none"> • Analyze 2 movies • Analyze a meaningful personal story 	Any part tests with weighting factor: Two movies = 50 points Caesura 27,5 Personal story = 50 points Caesura 27,5		Bonus regulation (optional):
Required literature:			
Suggested literature (optional): The Writers Journey; Vogler, C (2007); Michael Wiese Productions			
Module lecturer(s): E. Tijdgat MA			

City Marketing International Classroom (CMI)

Program: CE	Module name: City Marketing International Classroom (CMI)	Semester(s): 2, period 3	Number of ECTS: 3	Length of module in weeks: 10	Prerequisites: None
Year: 3					
<p>Module description:</p> <p>Within one hour, people from the Netherlands can reach London, where they can shop all day, spend their time on a cultural trip, play the tourist and in the evening they are back home.</p> <p>Taking the train to Paris costs only 20 euro's in January and February (special price). And nowadays a lot of students own their own car. So taking a last minute weekend trip to Belgium or enjoying a night out in Groningen is not unthinkable. That means they have spent their money someplace else, which is good for the local economy of that village, city or region.</p> <p>City marketing is about making the right choices and develop a distinctive brand. It is more difficult however, than positioning a new product line for Unilever, as more parties are involved with the choices that a city marketer makes. And residents, visitors, businesses and local investors are all target markets, that cannot be excluded. For all those target markets to get involved it is important to map the city's identity, this will be the basis for city branding.</p> <p>An increasing number of cities are working on a city marketing strategy. A problem however, is that they find it hard to make a clear choice in their positioning. City marketers can deliver a substantial contribution in the development of effective city marketing strategies. And hopefully, they can prevent a city from making the wrong choices in their slogans: "Livonia, some bigger, none better", "Walla Walla, a city so nice, they named it twice", "Gent, so much city", "Paris, est a vous (Paris is yours)", "Karlsruhe, viel vor, viel dahinter (much before, much behind)", ..</p> <p>Students, working in a project team, will develop a strategic city marketing plan for a village, city or region. You will have to visit this city during the course program. Next to the plan itself, your knowledge will be reviewed in an exam.</p>					

Key concepts (maximum 10 words):		
<ul style="list-style-type: none"> • Urban resilience • Sustainable Urban Development • Smart cities • City marketing vs City branding • Identity & image • Target groups: residents, businesses, visitors • Marketing Communications • Product Market Combinations • Positioning 		
Learning outcomes/ End terms ² :	Module learning outcomes:	Level:
<p>Objectives:</p> <p>Developing a city marketing plan for a region, city, or village.</p> <p>In this module you ..</p> <ul style="list-style-type: none"> - Learn to Understand which association techniques can be used for city marketing, apply them to qualitative research and analyse the results. - Perform a situation analysis through desk research, draw conclusions from the data. - Determine which trends and developments are important in the field of city marketing and explain the impact for the chosen region, draw conclusions, make recommendations and validate choices made. - Learn to be able to explain how branding, positioning and marketing are connected and can demonstrate this coherence. - Can translate a trademark direction to the branding model and demonstrate this for the chosen city or region. <p>Professional craftsmanship: Student collaborates interdisciplinarily, informs each other about findings, discusses directions to choose, in English.</p>		
Description relevance to WIN-areas:		
World citizenship Internationalization		
Lectoraat: -		

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Number of study hours: 84 (3 ECTS)	Didactic work forms: <ul style="list-style-type: none"> • Lectures • Group work • In-class presentations • Self-study 	Attendance: Active participation, weekly preparations	
Exam form: Group portfolio assignments Individual assignment + Peer assessment on competencies	Weighting per exam: 100%	Bonus (optional): -	
Required literature: The syllabus as well as all articles on BB and parts of the given literature as stated in the syllabus.			
Recommended literature: https://www.europeancitiesmarketing.com/ and https://www.europeancitiesmarketing.com/city-marketing/ https://www.sice.com/en/business-areas/smart-cities/smart-city-platform-ecocitys https://placebrandobserver.com/ https://www.citynationplace.com/ https://netwerkcitymarketing.nl/ http://www.placemarketing.nl/			
Module lecturers: Inge Barkmeijer			

Elective SMEs in Europe (KV-EK)

Program: Marketing Management	Module Name :	Semester(s):	ECTS:	Duration of the module in weeks:	Entry requirements:
Year:2 and 3	Elective SMEs in Europe (KV-EK)	2	3	7	Basics of Marketing
<p>Module description: This course is offered in the International Marketing Semester</p> <p>Learning goals:</p> <ul style="list-style-type: none"> - To create an understanding of the European Union (EU) and the Common Market - Learning to utilize the available resources of the EU for SMEs - Understanding the decision-making process of the EU - Understanding the regional policy of the EU - Understanding the relevance of the EU regarding various industries and services in EU member-states. 					
<p>Key principles (max.10 words): Entrepreneurship. Market research, Marketing planning, Communication.</p>					
<p>Research Group: The changing role of Europe</p>					
Number of hours: 280	Working Methods: Lectures, Tutorials, group presentations.	Attendance : 80%.			
<p>Assessment: 2 presentaties and one assignment (report).</p> <p>Lectures are supported by a group assignment. For the assignment student are asked to investigate the history of the EU and its institutions. EU policy towards one particular industrial sector in one particular EU member state. Every group consist of 4 people (1 EU member-state per group). The students gain insight in the working of the EU-institutions regarding EU-funding and support (or the lack of it) for the sector chosen.</p>		<p>Assessment:</p> <p>1 Group assignment 70% (report 4000 words at least 5 sources) 2 Group presentations 30%</p>			<p>Bonus: None</p>

<p>Literature:</p> <p>Title: Europe in 12 lessons Author : Pascal Fontaine Editor: European Union ISBN: 92-894-6783-5 http://ec.europa.eu/publications/booklets/eu_glance/60/en.pdf</p>		
<p>Responsible lecturer:</p> <p>Pieter de Vos</p>		
<p>Other remarks:</p> <p>None</p>		

Export Marketing

Program: Marketing Management	Module Name : Export Marketing (as part of Marketing 6)	Semester(s): 2	ECTS: 3	Duration of the module in weeks: 8	Entry requirements: Knowledge of the Marketing Principals
Year: 3					
<p>Module description:</p> <p>In this module students will receive all relevant theories as well as models necessary for an Export Plan (EPN) that will be taught as a project simultaneously in this block.</p>					
<p>Key principles (max. 10 words):</p> <ul style="list-style-type: none"> • Marketing • Intercultural management • Country selection • Entry strategies • Foreign financial policies • International trade & logistics 					
			Learning objectives:		
			<ul style="list-style-type: none"> • The student gains insight in various theories regarding internationalisation • The student will be able to track current developments on Macro (global) level (such as BREXIT) and is able to indicate the impact of these events for companies that are considering export. • The student is capable to determine the best entry strategy (ies) within context to new markets based on the theories. • The Student is capable to recommend how companies can deal with international payments based on the theories. 		

		<ul style="list-style-type: none"> The Student is capable to recommend how companies can cover them themselves from exchange rates and currency risks based on the theories. The student is able how to apply the INCOTERMS. 	
Total hours: 28	Working Method (s):		
	<ul style="list-style-type: none"> Tutorials Self study Theories are to be applied in the Export Plan project 		
Assessment : Assignment		<ul style="list-style-type: none"> By the end of blok 3 students will be assigned an individual assignment that will need to be uploaded in Urkund within a brief time-frame. For this assignment the students is expected to apply all relevant theories form the Export Marketing Reader. Result: Pass/Fail Minimum grade: In order to pass the Marketing 6 module Export marketing must be completed with a Pass AND the Intercultural Management (ICM) course must be completed with a minimum of 5,5 (on a scale of 10) 	Bonus: None
Literature: Reader Export Marketing (Blackboard)			
Planning per week: The theories of the Export Marketing reader are to be integrated in the writing the Export Plan in block 3. This means that we follow the week planning of the Export Plan module. Students are supported by means of tutorials that will be made available in the BlackBoard course Marketing6: Export Marketing			
Responsible lecturers: Mr. Kollee, Mr. Vogel, Mr. De Vos, Mr. Neleman, Mrs. Leemeijer			

Intercultural management (ICM)

Program: CE	Module name: ICM	Semester(s): 2	Number of ECTS: 3 (together with Marketing 6)	Length of module in weeks: 3	Prerequisites: None
Year: 3					
Module description:					
Analysis of various aspects of national culture using cultural frameworks and models in order to gain better insight into intercultural management and marketing. Students should also gain insight into cultural programming and the influence this has when you work in intercultural teams or do business across cultures.					
Key concepts (maximum 10 words): Intercultural competence Cultural dimensions Communication styles Negotiation styles and culture Legal systems and culture					
Learning outcomes/ End terms ³ :			Module learning outcomes:		Level:
Value Creation			The student is able to explain and apply the theory of Hofstede to different marketing and management situations		Complexity low, independence average
Value Creation			The student is able to explain and apply the theory of Trompenaars		Complexity low, independence average
Value Creation			The student is able to explain the negotiation styles according to the Thomas – Kilmann model and the role of culture within negotiations		Complexity low,

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			independence average
Value Creation		The student can explain the effect of culture on doing business using specific characteristics of Chinese culture as an example	Complexity low, independence average
Value Creation		The student is able to list the characteristics of various communication theories (Lewis, Hall and Meyer)	Complexity low, independence average
Value Creation		The student can list the different systems of law, describe the main characteristic of the system and give examples of countries or regions where these systems apply	Complexity low, independence average
Description relevance to WIN-areas:			
World citizenship Internationalisation Personal development Investigative ability			
Lectoraat: -			
Number of study hours: 42 (1.5 ECTS)	Didactic work forms: Lectures Group work In-class presentations Self-study	Attendance: Attendance strongly advised	
Exam form: Written exam (open-ended questions)	Weighting per exam: Written exam: 100%	Bonus (optional): -	
Required literature: Powerpoint slides from lectures (see BB course) Tedtalks: Pellegrino Riccardi https://www.youtube.com/watch?v=YMyofREc5Jk			

Valerie Hoeks

<https://www.youtube.com/watch?v=VMwjscSCcf0>

Riding the Waves of Culture: Fons Trompenaars at TEDxAmsterdam

<https://www.youtube.com/watch?v=hmyfjKjcbm0>

Chapter on China and Hong Kong [Lewis, R.D. (2006). *When Cultures Collide* (3e ed.). Boston, USA: Nicholas Brealey International] (see BB course)

Creative Facilitator

Program: CE / Marketing	Module: Creative Facilitator (KV- CF)	Semester(s): 2	ECTS: 3	Duration: 10 weeks	Requirements of entry:
Year: 3					None, other than having an open mind and the willingness to experiment
<p>Module description:</p> <p>Creativity, the DNA of innovation.</p> <p>How do you guide a group of people to a useful result in an engaged manner?</p> <p>Applying structure to the creative process leads to the most innovative solutions. And innovative thinkers are needed, especially now that the 4th industrial revolution is in full swing, with endless possibilities via AI, robotics, machine learning, etc.,</p> <p>A skill such as creativity is becoming increasingly important. Especially because creativity cannot (yet) be robotized. For some time now, creativity has been mentioned by the professional field as an important skill.</p> <p>This is especially important for a marketing student. With creative thinking and productive brainstorming you come up with appealing solutions for all kinds of issues. These thinking techniques can be used for various purposes: product development and innovation, communication issues, event concepts, creative content, etc.</p> <p>Innovation and creativity are important in a constantly changing environment. However, the success of a creative session depends on the input and involvement of the group. Renewal can also lead to resistance. And that part is also important in this elective.</p> <p>During this elective we will focus on the following:</p> <ul style="list-style-type: none"> - What techniques are available and which are appropriate for different situations? - Design Thinking - Group dynamics - Cultural differences: diversity and inclusion - Structuring creative thinking sessions 					

- Personal styles
- Your role as a trainer
- Organizing a creative workshop (partly)

To join this subject you are prepared to:

- Think outside the box
- Open your mind to new ideas
- Join new ways of looking at things
- Let your guard down and act (crazy) when you have to
- Bring energy to the group

Content (max 10 words):

- Workshop vs training
- Diverging techniques
- Converging techniques
- Trainer roles
- Trainer: personal style
- Group Dynamics
- Outside the box
- Creative thinking
- Brainstorming
-

Leeruitkomsten/ Eindtermen ⁴ :	Module learning outcome	Level:
<p>Business Development; The student designs in co-creation with stakeholders distinctive and / or innovative concepts and revenue models for the optimization of value for all relevant stakeholders. <u>He anticipates and / or initiates changes and obtains support from the stakeholders during the development process.</u></p> <p>Realize; Based on the developed concept, the student realizes a sustainable commercial (partial) product or service for existing and potential</p>	<p>➤ The student demonstrates understanding of the process on how to develop a creative workshop and how to deal with group dynamics. (Bloom 2)</p>	<p>Independent work: High Complexity: medium</p>

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<p>stakeholders. <u>The student proposes creative solutions, facilitates (parts of) the implementation process, shows perseverance and takes (financial) responsibility to achieve the desired commercial result together with internal and external parties. During the realization, he ensures the commitment of stakeholders.</u></p> <p>Objectives:</p> <ul style="list-style-type: none"> ➤ Learn about your role as a a trainer, your personal style and know what it takes to develop and run a workshop. ➤ Student can anticipate towards an innovation or change and / or initiate this ➤ Student is able to create shared support 	<ul style="list-style-type: none"> ➤ The student learns to experiment with different techniques and is able to select the right technique for the right situation (Bloom 3) ➤ The student develops a creative workshop (Bloom 3) ➤ The student evaluates a workshop, the trainer and group dynamics and provides feedback (Bloom 3) 	
<p>Skills:</p> <ul style="list-style-type: none"> ➤ Creativity ➤ Initiative ➤ Curiosity ➤ Critical Thinking 	<p>Professional craftsmanship:</p> <ul style="list-style-type: none"> ➤ Student develops a creative workshop and creates an environment where the attendees feel open and free to give their (creative) input ➤ Student evaluates the workshop of others and applies the trainers with positive critical feedback ➤ Student reflects on own training skills, both in the development of a training as well as training skills (group facilitation, deal with group dynamics) 	<p>Independent work: High Complexity: medium</p>
<p>Omschrijving aansluiting WIN-gebieden:</p>		
<ul style="list-style-type: none"> • International: This is an international classroom. Within the course we go into cultural differences w.r.t. group dynamics and the techniques you can use in workshops. 		
<p>Lectoraat: geen</p>		

<p># study hours: 84</p> <p>ECTS: 3</p>	<p>Didactics:</p> <ul style="list-style-type: none"> - Workshops - Independent group work (Students in 2 duo's develop, prepare and develop and facilitate a workshop) - Individual: study literature - Individual: creative portfolio, including reflection - Consults - Workshop - Observation and providing feedback - 	<p>Attendance: 80% active participation + developing, preparing and facilitating a training.</p>	
<p>Objective:</p> <p>Duo creative portfolio, including individual insights and progress</p>	<p>Grading:</p> <p>A minimum of 5.5 is required</p>	<p>Bonus: none</p>	
<p>Literature:</p> <p>For the Dutch students: Blijsie en Noordik. (2019.) <i>Hartelijk Gefaciliteerd, interactief veranderen in de praktijk</i>. Management Impact, Boom Uitgevers, Amsterdam</p> <p>For the international students: Heijne en Van der Meer. <i>Roadmap for creative problem solving techniques</i>. Organizing and facilitating group sessions, Boom Uitgevers, Amsterdam</p> <p>Recommended reading / following news: www.Sessionlab.com + your own search request on Google f.e.</p>			
<p>Contact: Inge Barkmeijer / Jantien Belt</p>			

Leadership & Management

Program:	Module name:	Semester(s):	ECTS:	Duration of the module in weeks:
Year: 2022	Leadership & Management	2	3	7
<p>In class we will discuss several L&M subjects. Such as: What is good Leadership? In what is Leadership different from Management? What is moral Leadership? How do we inspire people? What is Situational Management and how do you practice it? What is coaching and how do you do that? How do you coach a team?</p> <p>The lectures are to inspire you. The method of teaching is mainly by movie-learning.</p> <p>For the assessment there are two assignments: writing an essay and a portfolio. For your essay you choose yourself a L&M subject which you want to investigate and finally have to write about. For the reflection assignment you need to applicate several suggestions which you will find in the best seller's book of Stephen R Covey 'the 7 habits of highly effective people'.</p>				
Module learning outcomes:				Level:
The student has insight in important Leadership and Management subjects				
The student can reflect on one leadership subject by choice in depth				
The student can reflect on 2 leadership habits: pro activity and emphatic listening				

Brief description linked to WIN areas – world citizenship (four pillars: internationalization, investigative attitude, network, personal development):	
Internationalization Investigative attitude Personal development	
Obligated attendance	
Test form(s): <ul style="list-style-type: none">• Essay• Portfolio	Any part tests with weighting factor: Both have to be sufficient. The number of your essay is also the final number.
Required literature: The 7 habits of highly effective people; S.R. Covey. Free Press, New York. Amount of workload: 84 hours: Lectures 14 Research 40 Reading 15 Writing 15	
Module lecturer: E. Tijdgat MA	

Export plan

Program: Marketing Management	Module: Export plan	Semester(s): 2	ECTS: 3	Length of the module in weeks: 9	Starting requirements: none
Year: 3					
<p>Module description: Students will investigate a foreign market for a real life organization. Investigation, analysis of the market and advising the organization concerning the marketing and entry strategy.</p>					
<p>Topics:</p> <ul style="list-style-type: none"> • Marketing • Intercultural management • Country selection • Entry strategies • Foreign financial policies • International trade & logistics 					
			Learning objectives:		
			<ul style="list-style-type: none"> • Student will be able to analyse the external environment (foreign country) of an organisation • Student will be able to execute a country analysis 		
			<ul style="list-style-type: none"> ➤ Student will be able to execute a SWOT analysis, based on a situation analysis ➤ Student will be able to give a strategic marketing advice for a foreign market 		
			<ul style="list-style-type: none"> • Student will be able to write an implementation plan for a foreign market. Important topics for this implementation plan: distribution strategy, price strategy, product strategy and promotion strategy. • Student will be able to execute a cost and benefit analysis 		

Total hours: 84	Working methods: <ul style="list-style-type: none"> • Instruction lessons • Group collaboration • Self study • Professional behaviour • Feedback consults 		
Assessment: SWOT, portfolio and presentations	<ul style="list-style-type: none"> • SWOT 20%) • Portfolio 50% • Presentation 30% 	Bonus: none	
Literature: Reader Marketing6 (Exportmarketing)			
Planning per week:			
Week 1	Kick off van het Exportplan and introduction organisation.		
Week 2	Briefing organisation. External organisation will provide information on the project and student can ask questions.		
Week 3	Internal analysis and macro analysis		
Week 4	Meso analysis		
Week 5	Meso analysis		
Week 6	Handing in SWOT		
Week 7	Strategic advice		
Week 8	Implementation advice		
Week 9	Presentations		
Lecturers: Kollee, Vogel, De Vos, Neleman, Leemeijer			

Marketing 7

Program: Marketing Management	Module: Marketing 7 (MKT7)	Semester(s): 2	ECTS: 6	Weeks: 9	Starting requirements: None
Year: 3					
<p>Module description: In this module students will focus on business-to-business models & theories and services marketing. These models and theories need to be applied to English Harvard Business Cases.</p>					
<p>Theories (maximaal 10 woorden):</p> <ul style="list-style-type: none"> • Services marketing • Strategic marketing • Harvard Business Cases • SFA model • SWOT • Business Model Canvas • Quality perception: Gronroos • Core competencies: Hamel&Prahalad • DNA model 					
			Module learning outcomes:		
			<ul style="list-style-type: none"> ➤ Student is able to provide an advice on the basis of a given strategic marketing problem ➤ Student is able to apply different marketing models and theories to complex business cases 		

Student hours: 144	Working methods <ul style="list-style-type: none"> • Instruction lessons • Group collaboration • Self study 	Attendance: weekly attendance is compulsory. A student is allowed to miss 1 meeting but has to attend 1 extra session at the end of the semester. It is not possible to do a resit for marketing7.	
Assessment: Presentations		<ul style="list-style-type: none"> • A minimum of 5,5as a mean for 4 presentations which have been handed in. 	Bonus (optional): none
Literature: Reader Harvard Business Cases			
Planning per week:			
Lesweek nummer	Activiteit	Theorie/model	
week 1	Kick off Marketing 7	DNA model De Vries	
week 2	Instruction lesson and work on assignment	Gronroos en Abell model	
week 3	Instruction lesson and work on assignment	Core competencies (Hamel&Prahalad) and BMC model	
week 4	Harvard Business Cases and presentations	Harvard Business Case 1	
week 5	Harvard Business Cases and presentations	Harvard Business Case 2	
week 6	Harvard Business Cases and presentations	Harvard Business Case 3	
week 7	Harvard Business Cases and presentations	Harvard Business Case 4	
week 8	Harvard Business Cases and presentations	Extra session Harvard Business Case	
Lecturers: Docenten Kollee, Vogel, Lodders, Leemeijer en Otto			

Social Value Creation

Program: CE – Marketing Management	Module name: Social Value Creation	Semester(s): 2	Number of ECTS: 3	Length of module in weeks: 10	Prerequisites: None
Year: 3					
Module description:					
<p>Analysis of various aspects of national culture using cultural frameworks and models in order to gain better insight into intercultural management and marketing. Students should also gain insight into cultural programming and the influence this has when you work in intercultural teams or do business across cultures.</p> <p>This course revolves around creating social value. Students will work on a project to create social value in groups of six. They will be given total freedom in choice and execution of that project. The students will participate in a Design Thinking workshop during this course's kick-off. During the project, the groups will be coached by a duo of lecturers. The progress of each group's project is tracked by vlogs that the students hand in weekly and discussion with the lecturers. During the last week of the course, the students will evaluate their own input and that of their teammates, how it was to work in the team and the development of the CE skills.</p> <p>The course will end with an event during which all the documentaries of all the projects will be shown and the different awards will be presented.</p>					
Key concepts (maximum 10 words):					
World citizenship Value creation Purpose Creativity Personal Leadership					
Learning outcomes/ End terms ⁵ :			Module learning outcomes:		Level:
Realiseren					
Realiseren					
Realiseren					
Realiseren					
Realiseren					

⁵ Landelijk beroeps- en opleidingsprofiel

Realiseren			
Description relevance to WIN-areas:			
World citizenship			
Lectoraat: -			
Number of study hours: 84	Didactic work forms: Workshops Group work In-class discussions Videos Self-study	Attendance: Attendance mandatory for kick-off, evaluation and event and at least 80% attendance for weekly sessions	
Exam form: Weekly vlogs Weekly discussion with lecturers Project completed before deadline Documentary Participation evaluation and event	Weighting per exam: V/NVD	Bonus (optional): -	
Required literature: All material on BB			
Recommended literature: -			
Module lecturers: Luc Beurskens, Tiffany Dammers, Arno van Dijk, Angela Groeneveld, Tim Hoppen, Sandra de Koning, Frans Loddors and Araceli Marti-Fernandez			

Neuro Marketing and the Psychology of Advertising (NMP)

Program: CE	Module name: Neuro Marketing and the Psychology of Advertising (NMP)	Semester(s): 2, period 4	Number of ECTS: 3	Length of module in weeks: 10	Prerequisites: None
Year: 2					
<p>Module description:</p> <p>How to hack a brain?</p> <p>Neuro marketing is becoming a hot topic in the advertising world. Neuro marketers make use of the insights from neuro science, or simply put “how does the brain work?”</p> <p>To give you some insights beforehand:</p> <p>Yes, even you with all your marketing knowledge can be influenced by advertising! The brains of men and women sometimes work and react differently. Now we know for sure!</p> <p>The ultimate knowledge of the buying behaviour of the consumer lies in the functioning of the brain, emotions and motivations. When you know how the brain and body reacts, you know better how to approach the consumer in order to best stimulate his buying behaviour. This knowledge can be obtained in different ways:</p> <ul style="list-style-type: none"> - from primal sources: body language, eye gaze and facial expression - from medical sources: EEGs and functional MRI scanners from neurology - from data sources: the endless stream of big data of human behaviour in response to specific impulses <p>In this course we will discuss the first two sources. Next to that, we will also discuss the ethical side of neuro marketing developments.</p> <p>This is a very active module where you will work on a duo portfolio. This is an international class room, with exchange students.</p>					

Key concepts (maximum 10 words):

- Neuro Marketing
- Advertising Psychology
- The 3 brains: Reptilian brain, Limbic brain, Modern brain
- Rational and Creative thinking
- Emotions in advertising
- EEG, fMRI, Heat maps and other research techniques
- Consciousness, attention and perception
- Stimulus-repons
- Cultural differences
- The brain: development male-female, young - old

Learning outcomes/ End terms⁶:

Module learning outcomes:

Level:

Objectives:

The student demonstrates understanding of the neuromarketing theory and principles. (Bloom 3)

The student analyses how this knowledge and knowledge of how the brain functions is used in advertisements. (Bloom 4)

The student develops the perfect advertisement. (Bloom 7)

In this module you will..

- Learn to be able to explain how neuromarketing is used in the advertising sector.
- Learn to understand how (part of) the brain functions and apply them to advertising techniques.
- Perform desk research on cultural differences with regard to brain functioning, draw conclusions from the information found.
- Determining which trends and developments are important in the field of neuro marketing and build an ethical point of view on the subject.
- Can translate a trademark direction to the branding model and demonstrate this for the chosen city or region.

Professional craftsmanship: Student collaborates interdisciplinarily, informs each other about findings, discusses directions to choose, in English.

Description relevance to WIN-areas:

World citizenship
Internationalization

Lectoraat: -

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Number of study hours: 84 (3 ECTS)	Didactic work forms: <ul style="list-style-type: none"> • Lectures • Group work • In-class presentations • Self-study 	Attendance: Active participation, weekly preparations	
Exam form: Duo portfolio assignments (incl individual exercises)	Weighting per exam: 100%	Bonus (optional): -	
Required literature: Van Osch (2016)/ <i>Different brains, different approaches. Successful neuro advertising for male and female.</i> NOTE: This book is required. Students can get a 20% discount through the publishers website, go to: https://www.bispublishers.com/students/20-discount/ send them the required information and get your discount code. Then order the book.			
Recommended literature: <ul style="list-style-type: none"> • Andrew, Van Leeuwen & Van Baaren (2019). <i>Hidden persuasion, 33 psychological influence techniques in advertising.</i> Bis Publishers, Amsterdam 			
Module lecturers: Inge Barkmeijer			

Communication Techniques (CT4)

Program: CE	Module: CT4 communication techniques	Semester(s): 2 (block 4)	ECTS: 3	Duration in weeks: 10	Entry requirements: none
Jaar: 3					
<p>Module description This module expands on creative writing and is therefore a follow-up to CT2 from year 1. Students work individually and in groups to discover the elements of creative writing, both passively through reading texts and watching videos and actively through writing assignments and the final assignment. They make the link with marketing by using the story as a strategic marketing tool.</p>					
<p>Key terms (maximum 10 words): requirements and characteristics of creative communication story structure and layout imagination, atmosphere, emotion link with marketing and storytelling spelling and style</p>					
Learning outcomes/ Final terms⁷: skills	Module-learning outcomes:				Level:
to collaborate	students work (partly) together on the assignments				C (complexity average, independence average)
communicative	knowledge of the intended audience is essential				
creativity	coming up with stories that are different from the usual to evoke emotion in the audience				
commercial awareness	storytelling has become an integral part of marketing				
sense of responsibility	work from the client				
critical thinking	be able to critically assess their own and each other's work on creativity, content, spelling and style				

⁷ Landelijk beroeps- en opleidingsprofiel

Learning outcomes: realizing, creating value, setting course			
Learning outcomes: The student... <ul style="list-style-type: none"> • Know what creative writing is • Knows the difference between business and creative writing • Know what storytelling is • Understands how storytelling can be used to get the marketing message across • Investigates which elements a story can consist of • Can apply these elements in a story • Can draw up a brand foundation • Can describe a target group • Write a brand or corporate story 			
Description of connection to WIN areas:			
Global citizenship (four pillars: internationalization, research capacity, networking, personal development)			
Research group: n/a			
Number of study load hours: 84	Didactic method(s): self-study, digital lessons, writing assignments, giving and receiving peer feedback, teacher feedback	Attendance Control:	
Test form(s): Students prepare a file. Each week they keep track of which activities they have performed, what they have read and watched and they write assignments. The first assignments are individual, the final assignment is done in groups of four. If the file is complete (first criterion), the final assignment is assessed with a mark of 1-10		Weighting per test item: n/a	
Required literature: Mandatory material on Blackboard; PowerPoints from the teachers.			
Recommended literature: all information on Blackboard			

Lecturers:

Jantien Belt, Tim Hoppen, Lenneke Nowee

Business Communication (BC4)

Programme: Marketing Management	Module Name: BC4: Business Communication – English for employability and workplace	Semester(s): 2	ECTS: 3	Duration of the module in weeks: 24	Entry requirements: geen
Year: 3					
Module omschrijving: This module is aimed at developing English language skills for employability and workplace contexts, in particular searching and applying for jobs and participating in (job) negotiations. The module offers functional language and phrases while drawing on various authentic workplace scenarios. You will study and practice the skills and language needed to craft an English LinkedIn Profile or CV, write an application letter targeted towards a particular vacancy, and write a graph data analysis. In terms of speaking skills, you will practice skills, expressions and vocabulary needed in job interviews and negotiations. Throughout the course, you'll be asked to share your opinions, ideas, questions, and best practices with other learners. The best way to get the most out of the course is to be prepared to join in and share your experiences.					
Key principles (max. 10 words): Business English Job Application Employability Communication Negotiations Workplace					
Description relevance to WIN-areas:					

Global citizenship Internationalisation Personal development			
Number of study hours: 3 ECTS = 84 hrs. Online tutorials: 14 hrs preparation tutorials: 9 hrs. preparation exam: 8 hrs preparation oral exam: 8 hrs Voorbereiding opdracht:8 hrs. Self-study and online assignments:	Didactic workforms: Presentations Self-study, Discussions Quizzes Peer reviews	Attendance: Strongly recommended	
Exam form(s): Assignment: CV of LinkedIn profile Deadline: TBD Oral exam: job interview, video application of negotiation Timed online assessment: TBD Exam: Application letter of graph description Timed online assessment: TBD		Weight assessment: Assignment: P/F Exam– Mark 1-10 (60%) (can be compensated with oral exam) Oral exam– mark 1-10 (40%) (can be compensated with exam)	Bonus: none
Mandatory literature: Macmillan Open Mind Advanced Online material on Blackboard			

Application and enrolment exchange at BFM

Application

You may apply to our programs via the following links:

- [Subject Choice form – IB & IFMC](#)
- [Subject Choice form – Marketing Management](#)

Application deadline

December 3rd, 2021

Note:

Only 1 submission of the enrollment form per student is allowed.

Annex 1: IB Book list

At publication time, this is the list of books some of the modules that are required.



International Business					Booklist 2021-2022		Year 1
Module	Semester	Title	Author	Edition	ISBN		
		Mandatory literature:					
IB-P104-18: Marketing Fundamentals	1	Principles of Marketing, Global Edition	Kotler & Armstrong	18	9781292341132		
IB-P102-20: People, Organisation & Environment	1	MGMT, Principles of Management	Williams	12	Print ISBN: 9780357137727 or eText ISBN: 9780357137819		
IB-P117-19: Accounting 1	1	eBook Financial & Managerial Accounting	Weygandt Kimmel & Kieso	3	9781119391609		
IB-P108-19 Economics	2	Economics	Sloman, Garratt & Guest	10	9781292187853		
IB-P118-19: Finance 1	2	Fundamentals of Corporate Finance- Global Edition	Berk, DeMarzo & Harford	4	9781292215075		
IB-LAW-21: International Business Law	2	A Basic Guide to International Business Law	Wevers	5	9789001899783		
IB-P110-20: Business Communication: Public Speaking for Business	2	Dynamic Presentations	Powell	1	9780521150040		
IB-P111-19: Operations & Sales	2	Operations Management	Jones & Robinson	2	9780198724353		
		Optional literature:					
IB-P116-19 Business Math	1	Mathematics for Finance, Business and Economics	Dondjio & Krasser	1	9789001818623		
IB-P101-20 Thinking in Action 1: Introduction to Critical Thinking	1	Critical Thinking: Tools for Taking Charge of Your Professional and Personal Life	Paul & Elder	3	9781292027142		
IB-P103-20: IP1: Creative International Business Solutions	1	The Culture Map	Meyer	1	9781610392761		
IB-P107-20: Introduction to Business Communication	1	Swan's Practical English Usage	Swan	4	9780194202435		
IB-P114-19: Personal & Professional Development	1 & 2	College Rules! How to Study, Survive, and Succeed in College	Nist-Olejnik & Holschuh	4	9781607748526		
IB-P112-18: Statistics & Research	2	Statistics for Business and Economics	McClave, Benson & Sincich	13	9781292227085		
IB-P115-19: IP2: BUSINESS Plan	2	Principles of Marketing, Global Edition	Kotler & Armstrong	18	9781292341132		

We ask our students to use a laptop for classes and self-study (Office365 can be downloaded for free once you are fully enrolled as a student at THUAS)

[Order your books easily via your own book list at www.studystore.nl/en/hhs](http://www.studystore.nl/en/hhs)