

Academic Guide Exchange 2022-2023

Faculty of Business, Finance & Marketing



let's change
YOU. US. THE WORLD.

Study Programs:
International Business
International Financial Management & Control
Marketing Management

THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

Academic Guide Exchange 2022-2023

Faculty of Business, Finance & Marketing

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Foreword

Welcome to 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 in 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 these skills. We believe this is vital in helping you become global citizens 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. The information given in this guide will give you the information you need to make the course/module choices that best fit 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 your stay with us rewarding and look forward to having you here.

Exchange Team

Faculty Business, Finance & Marketing
The Hague University of Applied Sciences

Content

1. Welcome to Faculty BFM.....	7
Attendance.....	7
How students contact lecturers.....	7
How staff contact students.....	7
Timetables / schedule.....	7
Class hours.....	7
BFM Introduction week & preference courses.....	8
Meet the team of BFM Inbound Exchange.....	9
2. International Business (IB).....	11
Core curriculum.....	11
Expanded curriculum.....	11
Semesters.....	11
3. International Business – Course overview.....	13
4. International Financial Management & Control (IFMC).....	21
Schedule of IFMC minors.....	21
Exams.....	21
5. International Financial Management & Control - Course Overview.....	22
6. Marketing Management (CE).....	23
Schedule/Calendar.....	23
7. Marketing Management – Course Overview.....	24
8. Module Descriptions International Business.....	25
Year 1 Modules.....	25
Module Description: Business Math.....	25
Module Description: Thinking in Action 1: Introduction to critical thinking.....	27
Module Description: Marketing Fundamentals.....	29
Module Description: Accounting I.....	31
Module Description: Introduction to Business Communication.....	33
Module Description: People, Organisation & Environment.....	35
Module Description: Statistics I.....	37
Module Description: FYP Finance I.....	39
Module Description: Economics.....	41
Module Description: Public Speaking for Business.....	43
Module Description: International Business Law.....	45
Module Description: Operations & Sales.....	47
IB Year 2 Modules.....	49
Module Description: Accounting II.....	49
Module Description: Statistics II.....	51
Module Description: Operations & Supply Chain.....	53
Module Description: Corporate Social Responsibility.....	55
Module Description: Global Business & Economic Analysis (GBEA).....	57
Module Description: Thinking in action 2: Argumentation in writing and film.....	59
Module Description: Management of Information I.....	61
Module Description: FINANCE II.....	63
Module Description: Advanced Marketing & Sales (AM&S).....	65
Module Description: People & Organization II.....	67
Module Description: L&C Chinese Business Communication I.....	69
Module Description: L&C Dutch Business Communication I.....	73

Module Description: L&C French Business Communication I	77
Module Description: L&C German Business Communication I	81
Module Description: L&C Japanese Business Communication I	84
Module Description: L&C Portuguese Business Communication I	88
Module Description: L&C Spanish Business Communication I	92
Module Description: L&C Chinese Business Communication II	96
Module Description: L&C Dutch Business Communication II	99
Module Description: L&C French Business Communication II	103
Module Description: L&C German Business Communication II	107
Module Description: L&C Japanese Business Communication II	111
Module Description: L&C Portuguese Business Communication II	115
Module Description: L&C Spanish Business Communication II	119
IB Year 3 Modules	123
Module Description: Career Development year 3	123
Module Description: Management of Information II	124
Module Description: EXPLICICO	126
IB Minors	128
Module Description: Minor Business in Asia	128
Module Description: Minor Sustainable Business	130
Module Description: Minor International Entrepreneurship	132
Module Description: Minor Purposeful marketing challenge	134
Module Description: Minor Business in Europe	135
Module Description: Minor Business Analytics	138
Electives	140
Module Description: Current Business and Economic Trends (CBET)/Currents Trends in Economic Topics (CTET)	140
Module Description: Valuation	142
Module Description: Business in Latin America	144
Module Description: Behavioural Economics	146
Module Description: ATU-THUAS Virtual Exchange	148
Module Description: Elective Sustainable Fashion Brand Audit Research	150
Module Description: Inclusive Entrepreneurship & Global Citizenship	152
8. Module Descriptions IFMC	154
Minor #web3 - Blockchain Technology & Cryptocurrencies: an introduction (BTC)	154
Minor #web3 - Blockchain Technology & Cryptocurrencies: a deep dive (BTCXL)	161
Minor #Web3.0 FinTech: Investing & Trading (FIT)	169
Minor #Web3.0 Trading Digital & Financial Assets (TDFA)	178
9. Module Descriptions Marketing Management	186
Marketing 6 Export Marketing	186
Marketing 6 Intercultural Management	187
Export Plan	188
6 Intercultural Management	188
Financial Management	189
Business Communication	190
Communication Methods (Creative writing)	191
CE Electives	192
Elective Asian Studies	192
Elective Inclusive Entrepreneurship	193
Elective City Marketing	194
Elective Creative Facilitator	195
Elective Hero's Journey	197
Elective Neuro-Marketing & Psychology of advertising	198
Marketing 7 (Strategic Marketing Cases)	200
Social Value Creation	201

1. Welcome to the Faculty BFM

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

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

In this course guide you will find the information per program. Most modules are offered by our International Business program (IB). The program International Financial Management & Control (IFMC) offer minors (15 erts courses). You can choose modules from International Business (IB) and combine these with a minor from IFMC within a semester. Please note that next to a minor from IFMC you cannot follow other modules from IB at the same time, only in sequence.

The Marketing Management (CE) program offers a fixed set of modules of 30 ECTS in the Spring semester only. 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 study 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, paper or other assignment, they must follow the following procedures:

- Handing in assignments (including essays and papers) is done via e-mail or BrightSpace. The lecturer will inform you which medium to use.
- 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 "Brightspace" is also commonly used.
- Through study-related announcements published on the university portal (<http://intranet.hhs.nl/>).
- If necessary, for example reasons of confidentiality, programs of the faculty may 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 during the the academic year, please inform us via email at BFM-inboundexchange@hhs.nl

Timetables / schedule

There are two semesters (four blocks) in an academic year. The timetables will differ from block to block. These are numbered sequentially: Block 1 and 2 belonging to the first semester, and Block 3 and 4 belonging to the second semester. Please note, that IFMC uses the word *term* instead of block.

Class hours

Classes are allotted by slots. Some classes last 45 minutes, and others 90 minutes. 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 fewer than five working days the timetable is adjusted so that as many classes as possible can take place.

BFM Introduction week & preference courses

The academic calendar runs from 22 August, 2022 to 14 July, 2023.

Fall semester

The mandatory introduction week for exchange students will take place from Monday 22 August to Friday 26 August. Classes for the minors and electives in IB start directly after the introduction week and the year 1 and year 2 classes start in the week of 5 September.

Spring semester

The spring semester of the 2022-2023 academic year runs from 6 February 2023 until 14 July. The mandatory introduction week will take place the week before the second semester starts. The exact dates will be communicated beforehand.

- Via the BFM preference form you give your preference for the modules you would like to take at the faculty BFM. Enrollment of modules will take place during the introduction week. **It could be the case that some modules of your choice are full upon your arrival, in such cases you will be able to select other available modules. Your learning agreement will be finalized during the introduction week when you arrive.**
- Attendance during the introduction week is mandatory. Exact times of this event will be announced in due time.

Meet the team of BFM Inbound Exchange

Faculty Business, Finance & Marketing Inbound exchange Team



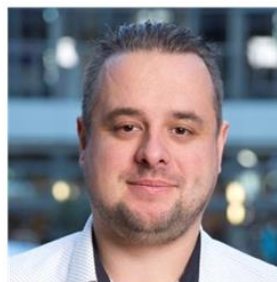
Yabo Qian

Exchange Coordinator
Spring



Irene Dondjio

Exchange Coordinator
Fall



Philip van Engeldorp Gastelaars

Exchange Officer

Contact: BFM-inboundexchange@hhs.nl

For exchange students, the Inbound Exchange Team is your first point of contact during your study here. They can answer questions related to your course selection, course registration, Osiris registration, timetables, etc. They will also finalize your Learning Agreement and Transcripts.
E-mail: BFM-inboundexchange@hhs.nl

Desks and Questions

There are several desks on campus that you can contact for questions on various topics and issues.

Front Office Faculty BFM

The Faculty Business, Finance & Marketing's Front Office can redirect you to the right person or department within the faculty.

Telephone +31 70 445 7958

E-mail: bfm@hhs.nl

Location: ST 2.55

International Office

For any questions about housing, your general application at THUAS, residence permits and visas, health insurance, medical care, and registering at the municipality.

Telephone: +31 70 445 8505

E-mail: exchange@hhs.nl

Location: OV1.02

IT Front Office

For IT-related questions and issues, log-in details, and campus card.

Telephone: +31 70 445 7777

E-mail: Frontoffice@hhs.nl

Location: OV1.67

Campus Life & Sports at THUAS

THUAS organizes numerous sporting activities, such as volleyball, football/soccer, basketball, badminton, yoga, Pilates, Zumba, boxing, capoeira, body shape etc. and students pay a small contribution to participate. The THUAS gym is accessible to students with a sport and fitness card, which can be purchased for a reduced amount for a semester or an entire academic year. For further information, please consult their [webpage](#).

The main campus is also home to various sports clubs (rowing, korfbal, lacrosse, rugby, tennis, football, volleyball, hockey, basketball, athletics etc.) and organises events and parties for international students from time to time. More information is available via email at campus@hhs.nl.

2. International Business (IB)

The International Business program awards a Bachelor's degree. The program is offered over the course of 4 years and is fully taught in English. This chapter will give you an overview of the course offer from the International Business 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:

- Foundation (mostly year 1 modules)
- Intermediate to advanced (mostly year 2 or year 3 modules)

Expanded curriculum

Furthering our offer, we make available 6 Specialized topics modules, which we commonly name “minors”:

- Asia (*Spring semester*)
- Sustainability (*Fall and Spring semester*)
- Purposeful Marketing (*Fall and Spring semester*)
- Entrepreneurship (*Spring semester*)
- Business Analytics (*Spring semester*)
- Europe (*Fall semester*)

We also make available a set of language and culture modules and a selection of electives.

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

Semesters

Please note that our semester is divided into 2 blocks and that some modules that you can register for are offered only in block 1 or 2. The X in the Course overview below denotes whether the module takes place in the first or second block of the semester; 2 Xs in a semester means that the module runs throughout the entire semester.

Semester 1

- Semester 1/ block 1 runs from 29 August 2022 to 21 October 2022.
- Exams block 1 take place in the week of 31 October 2022. Resit exams take place in the week of 9 January 2023.

- Semester 1/ block 2 runs from 7 November 2022 to 23 December 2022.
- Exams block 2 take place in the weeks of 9 and 16 January 2023. (Apart from the module Management of Information II; this exam takes place in the week of 19 December 2022).
- Modules that run through the entire semester have their exams in the week of 9 or 16 January 2023.

Semester 2

- Semester 2/ block 3 runs from 6 February 2023 to 31 March 2023.
- Exams block 3 take place in the week of 3 April. Resit exams take place in the week of 26 June 2023.
- 2nd semester/ block 4 runs from 11 April 2023 to 2 June 2023.
- Exams block 4 take place in the week of 12 June 2023. Resit exams take place in the week of 10 July 2023. The semester ends on 14 July 2023.
- Modules that run through the entire semester have their exams in the week of 12 June 2023.

Exams / tests

At the end of each block there is an exam/test period (TP1, TP2, TP3 and TP4 noted as in the Academic Calendar). These periods last one week. You are allowed one resit for exams if you have not passed them. There are specific dates where students can re-take exams/test (noted as RP1, RP2, RP3 and RP4 in the Academic Calendar).

For students joining the IB Exchange programme in Semester 1 please be aware of the following: The exams for the second block of Semester 1 take place On Campus in January after the Christmas holidays. Students only have one opportunity for the block 2 exams since the resits of these exams take place after the semester ends.

Each exam you take can be reviewed with your respective lecturer during review sessions, which are scheduled at specific dates during the semester.

For further information on exams rules and regulations, please consult IB Programme and Exam Regulations.

3. International Business – Course overview

IB Year 1 Modules

Credits	OSIRIS Code	Year 1 Modules Unit of study	Semester		Test format
			1	2	
3	IB-P116-22	Business Mathematics	x		
		Business Mathematics Exam			Written exam
		Assignments			Assignment
3	IB-P101-18	Thinking in Action I: Introduction to Critical Thinking	x		
		Introduction to Critical Thinking Exam			Written exam
		Participation			Participation
3	IB-P104-20	Marketing Fundamentals		x	
		Marketing Fundamentals Exam			Written exam
3	IB-P117-19	Accounting I		x	
		Accounting I Exam			Written exam
3	IB-P107-21	Introduction to Business Communication	x	x	
		Reading & Listening			Assignment
		Writing			Assignment
		Participation			Participation
6	IB-P119-20	People, Organisation & Environment	x	x	
		POE Exam			Written exam
3	IB-P112-18	Statistics I			x
		Statistics I Exam			Written exam
3	IB-P118-19	Finance I			x
		Finance I Exam			Written exam
3	IB-P108-19	Economics			x
		Economics Exam			Written exam
		Individual Assignment			Assignment
3	IB-P110-20	Business Communication: Public Speaking for Business			x x
		Presentation and self reflection			Presentation
		Presentation Pitch & Feedback			Assignment
6	IB-P109-22	International Business Law			x x

		Midterm Exam				Written exam
		Final Exam				Written exam
		Moot Court 1				Assignment
		Moot Court 2				Assignment
6	IB-P111-19	Operations & Sales			x	x
		Operations & Sales Exam				Written exam

IB Year 2 Modules

Credits	OSIRIS code	Year 2 Unit of study	Semester		Test format
			1	2	
3	IB-S223-19	Accounting II	x		
		Accounting II Exam			Written exam
3	IB-S224-19	Statistics II		x	
		Statistics II Exam			Written exam
3		L&C Business Communication I (see Year 2 Extra Sheet below for more info)	x	x	
6	IB-S214-20	Operations & Supply Chain	x	x	
		Operation & Supply Chain Exam			Written exam
6	IB-S220-20	Corporate Social Responsibility	x	x	
		Corporate Social Responsibility Exam			Written exam
		Individual Report			Assignment
6	IB-S225-20	IP3: Global Business & Economic Analysis (GBEA)	x	x	
		Economics Exam			Written exam
		Presentation, Pitch & Q&A			Presentation
		Country & Industry Analysis Report			Assignment
		Participation			Participation

3	IB-S227-21	Thinking in Action II: Argumentation/Debate			x	
		Group Assignment				Assignment
		Essay				Assignment
3	IB-S228-19	Management of Information I				x
		Management of Information I Exam				Written exam
3	IB-S229-19	Finance II				x
		Finance II Exam				Written exam

6	IB-S226-22	Advanced Marketing & Sales			x	x	
		Strategic Mkt Mgt & International Mkt Mgt Exam					Written exam
		Digital Mkt & Sales Mgt Exam					Written exam
6	IB-S230-22	People & Organization 2			x	x	
		People & Organization 2 Exam					Written exam
		Assignment					Assignment
3		L&C Business Communication II (see Year 2 Extra Sheet below for more info)			x	x	

IB Year 2 Extra Sheet for L&C Business Communication I & II

Credits	Year 2 Extra Sheet for L&C Business Communication I & II		Semester		Test format
	Unit of study		1	2	
3	IB-K001-21	Language & Culture I: Spanish	x	x	
		Written Exam			Written exam
		Oral Exam			Oral
		Presentation			Presentation
		Participation			Participation
3	IB-K002-21	Language & Culture I: Dutch	x	x	
		Written Exam			Written exam
		Oral Exam			Oral
		Presentation			Presentation
		Participation			Participation
3	IB-K003-21	Language & Culture I: French	x	x	
		Written Exam			Written exam
		Oral Exam			Oral
		Presentation			Presentation
		Participation			Participation
3	IB-K004-21	Language & Culture I: Japanese	x	x	
		Written Exam			Written exam
		Oral Exam			Oral
		Presentation			Presentation
		Participation			Participation
3	IB-K005-21	Language & Culture I: Chinese	x	x	
		Written Exam			Written exam
		Oral Exam			Oral
		Presentation			Presentation
		Participation			Participation

3	IB-K006-21	Language & Culture I: German	x	x		
		Written Exam				Written exam
		Oral Exam				Oral
		Presentation				Presentation
		Participation				Participation
3	IB-K007-21	Language & Culture I: Portuguese	x	x		
		Written Exam				Written exam
		Oral Exam				Oral
		Presentation				Presentation
		Participation				Participation

3	IB-K101-21	Language & Culture II: Spanish			x	x
		Written Exam				Written exam
		Oral Exam				Oral
		Presentation				Presentation
		Participation				Participation
3	IB-K102-21	Language & Culture II: Dutch			x	x
		Written Exam				Written exam
		Oral Exam				Oral
		Presentation				Presentation
		Participation				Participation
3	IB-K103-21	Language & Culture II: French			x	x
		Written Exam				Written exam
		Oral Exam				Oral
		Presentation				Presentation
		Participation				Participation
3	IB-K104-21	Language & Culture II: Japanese			x	x
		Written Exam				Written exam
		Oral Exam				Oral
		Presentation				Presentation
		Participation				Participation
3	IB-K105-21	Language & Culture II: Chinese			x	x
		Written Exam				Written exam
		Oral Exam				Oral
		Presentation				Presentation
		Participation				Participation
3	IB-K106-21	Language & Culture II: German			x	x
		Written Exam				Written exam
		Oral Exam				Oral
		Presentation				Presentation
		Participation				Participation

3	IB-K107-21	Language & Culture II: Portuguese			x	x	
		Written Exam					Written_exam
		Oral Exam					Oral
		Presentation					Presentation
		Participation					Participation

IB Year 3 Modules

Credits	OSIRIS code	Year 3 Unit of study	Semester		Test format
			1	2	
3	IB-S310-22	Career Development	x		
		Reflection Assignment			Assignment
		CV & Video Application			Assignment
		Participation			Participation
6	IB-S312-22	Management of Information II	x		
		Management of Information II Exam			Written exam
3	IB-K200-20	EXPLICO	x	x	
		Project Portfolio			Assignment
		Multimedia Reflection Report			Assignment

IB Minors

Credits	Minors	Unit of study (*Qualitative BSA requirement)	Semester		Test format
			1	2	
15	BFM-HMVT20-BIA	Minor: Business in Asia (BiA)		x	
6		BiA: Politics, Economics and Society (PES)			
		PES exam			Written exam
		PES Assignment			Assignment
6		BiA: Business, Communication & Management (BCM)			
		BCM Exam			Written exam
		BCM Group Portfolio			Assignment
3		BiA: Essay			
		BiA Essay			Written exam
15	new BFM-HMVT22-SB	Minor: Sustainable Business	x	x	
4		SB: Introduction to Sustainable Business			
		Individual Assignment			Assignment
		Group Presentation			Presentation
4		SB:Sustainable Business Challenges			
		Individual Assignment			Assignment
		Group Presentation			Presentation
4		SB:Sustainable Business in Global Supply Chain			

		Individual Assignment			Assignment
		Group Presentation			Presentation
3		SB: Guest Lectures			
		Individual Assignment			Assignment
15	BFM-HMVT20-ENTRE	Minor: International Entrepreneurship		x	
		Group Portfolio			Assignment
		Group Pitch			Presentation
		Individual Entrepreneurial Growth Path			Oral
15	BFM-HMVT21-CBG	Minor: Purposeful Marketing Challenge	x	x	
		Group Presentation			Presentation
		Individual Reflection			Assignment

15	BFM-HMVT21-BIE	Minor: Business in Europe	x			
3		BiE: Europe - Policies and Ambitions				
		Assignments				Assignment
		Portfolio				Professional product
3		BiE: Analysis of the EU Member States				
		Assignments				Assignment
		Portfolio				Professional product
3		BiE: Business Practice in Europe				
		Assignments				Assignment
6		BiE: Business Simulation Project				
		Group Presentation				Presentation
		Group Report				Assignment
15	BFM-HMVT22-BA	Minor: Business Analytics		x		
		Power Bi Presentation				Presentation
		Data Analytics for Business Problems				Assignment
		Capstone Project report				Assignment
		Capstone Project Presentation				Project

IB Electives

Credits	Electives	Unit of study	Semester		Test format		
			1	2			
3	IBMS-S403-16	Current Business & Economic Trends	x		x	x	
		Essay					Assignment
		Presentation					Presentation
		Participation					Participation
6	IB-K403-21	Current Business & Economic Trends - 2			x	x	
		Essay					Assignment
		Presentation					Presentation
		Participation					Participation
		Academic Paper					Assignment
3	IBMS-FIN8-11	Valuation	x		x	x	
		Case					Assignment
9	IB-K203-21	Business in Latin America			x		
		Latin American Business Practices Assignment					Assignment
		Latin American Economic Analysis Assignment					Assignment
		Latin American Socioeconomic History & Culture Assignment					Assignment
6	IB-K208-22	Behavioral Economics			x		
		Individual Critical Review Assignment					Assignment
		Group Presentation and individual Q&A					Presentation
		Learning log					Assignment
3	IB-K206-21	Virtual Exchange ATU-THUAS				x	
		Group Assignments					
		Individual Assignments					
3	IB-K209-22	Sustainable Fashion Brand Audit Research			x		
		Group Assignment					Assignment
3	Osiris code required	Survival Dutch	x	x	x	x	
		The Survival Dutch course is two blocks and is repeatedly offered in both semesters.					
3	Osiris Code required	Inclusive Entrepreneurship & Global Citizenship	x				
		Presentation					Presentation
		Assignment					Assignment
		Assignment					Assignment
		Assignment					Assignment

4. International Financial Management & Control (IFMC)

International Financial Management & Control (IFMC) bachelor program prepares you for your future financial career. You learn the basics in year one and you will take a deep dive into finances and controlling in year two. Year three covers risk management and controlling courses as well as a 15-week practical orientation internship. Year four has minors in semester one and a graduation (research) project in semester two.

IFMC is well-known in the business because of its practical courses, hands-on competencies and 21st century skills. This is the main reason why IFMC students obtain excellent job opportunities only within a couple of months after their graduation. Today, IFMC students are specializing in the fields of blockchain technologies, cryptocurrencies, data sciences, digital trading, and financial investments. These are the specialization minors that IFMC offers to IFMC students and to students from other universities worldwide.

Schedule of IFMC minors

The IFMC semesters are divided into two blocks of each 10 lesson weeks. Classes are in week 1 to and including week 6. Exams and assignments hand-ins are in week 7. Week 8 and 9 are project weeks where you will work on a self-chosen challenge in group form. At the end of week 9 you will hand in an advisory report and present it to your class. Rework activities in lesson week 10. You find the dates of each semester and block in the table below.

Semester 1	Block A	August 29, 2022 – November 11, 2022
	Block B	November 14, 2022 – February 3, 2023
Semester 2	Block C	February 6, 2023 – April 21, 2023
	Block D	April 24, 2023 – June 30, 2023

REMINDER

You can choose modules from International Business (IB) and combine these with a minor from IFMC within a semester. Please note: that next to a minor from IFMC you cannot follow other modules from IB at the same time in the same block, only in sequence.

See paragraph 'BFM Introduction week & preference courses' for information about the mandatory BFM introduction week.

Exams

There is an exam period at the end of each block. This exam periods last one week. Please be aware that courses that run the whole semester (two blocks) have two exam periods. All exams have a resit exam for students who did not pass the first exam. You can review your exam results with your lecturer. These review dates will be announced at the start of the course. Some courses have an individual or group paper instead of an exam. In this case, the presentation dates will be announced at the start of the course.

5. International Financial Management & Control - Course Overview

Credits	Year 2022-2023		Semester 1		Semester 2		Osiris Code	Teaching method	Test format
	IFMC Inbound Exchange minors Unit of study		Bloc k A	Bloc k B	Bloc k C	Bloc k D			
15	#web3 - Blockchain Technology & Cryptocurrencies: an introduction (BTC)						BFM-HMVT21-BTC		
	Blockchain Fundamentals	x	x	x	x			Lecture	Written exam
	Organisational and Social Impact	x	x	x	x			Instruction lecture	Portfolio
	Blockchain Project	x	x	x	x			Project	Assignment
15	#web3 - Blockchain Technology & Cryptocurrencies: a deep dive (BTCXL)						BFM-HMVT21-BTCXL		
	Blockchain Fundamentals	x	x	x	x			Lecture	Written exam
	Organisational and Social Impact	x	x	x	x			Instruction lecture	Portfolio
	Blockchain Project	x	x	x	x			Project	Assignment
15	#web3.0 Trading Digital & Financial Assets (TDFA)						BFM-HMVT21-TRADE		
	Trading Fundamentals Theory	x	x	x	x			Lecture	Written exam
	Trading Portfolio	x	x	x	x			Instruction lecture	Portfolio
	Trading Project	x	x	x	x			Project	Journal
30	#web3.0 FinTech: Investing & Trading (FIT)						BFM-HMVT21-FIT		
	Trading Fundamentals Theory	x	x	x	x			Lecture	Written exam
	Trading Portfolio	x	x	x	x			Instruction lecture	Portfolio
	Trading Project	x	x	x	x			Project	Assignment

Note¹: The blockchain minor has two versions, i.e. a 15 ECTS and a 30 ECTS

General notes

1. The 15 ECTS minor starts every block and has a duration of one block. Students can choose to take this minor in blocks A, B, C or D.
2. The 30 ECTS minor starts at block A and in block C and have a duration of two blocks. Students can choose to take it in A & B or C & D.

6. Marketing Management (CE)

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 inbound exchange students will be part of a so-called International Classroom where the students are mixed with Dutch speaking students.

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

Only exchange students who come in spring to our faculty can take part in courses of the program Marketing Management (CE).

Classes for the Marketing Management program run in the spring semester of the 2022-2023. Classes start in the week of **February 6th until June 30st, 2023**.

See paragraph 'BFM Introduction week & preference courses' for information about the mandatory BFM introduction week.

Important information:

Please be aware, that if you would like to study at our Marketing Management 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 study programs i.e. at International Business.

Semesters

Please note that our spring semester is divided into 2 blocks:

- 2nd semester/ term 3 runs from February 6th onwards.
- Exams term 3 in the week of 3rd April. Resit exam week 2nd May.
- 2nd semester/ term 4 for runs from 17th April onwards
- exams term 4: in the week of June 13th. Resit exam week term 4 week of June 26th.
- Semester ends on Friday 30th June.
- Some other modules (like Business Communication or special offerings) run through the whole semester.

Exams / tests

At the end of each term there is an exam/test week. As you may infer, modules that run the whole semester have 2 test weeks. 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.

7. Marketing Management – Course Overview

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.

ECTS	Marketing Management		Osiris Code	Block 3	Block 4	Mandatory attendance	Assessment
	Year 3 Semester 2						
	Semester 2						
3	EP						
	Exportplan		CE-S300-20	x		x	Assignment
3	Marketing 6						
	ICM		CE-S301-21	x		x	Exam
	Exportmarkeing		CE-S301-21	x		x	Assignment
3	Financial Management (FM3)						
	FM3		CE-S302-20		x	x	Exam
3	Marketing 7						
	Strategic marketing cases		CE-S303-22		x	x	Presentations
3	Communication Methods (CT4)						
	CT4 Creave writing		CE-S305-20		x	x	Assignment
3	Business Communication 4 (BC4)						
	BC4 Assignment		CE-S304-21		x	x	Assignment
	BC4 Exam		CE-S304-21	x		x	Exam
	BC4 Oral Exam		CE-S304-21		x	x	Oral exam
3	Social Value Creation (SCV)						
	SVC		CE-S306-22			x	Presentation
6	Electives (2 of 3 ECTS)						
	Asia Studies		CE-VKAK-21	x		x	Assignments and presentations
	Elective Inclusive Entrepreneurship		CE-KVIE-15		x	x	Assignments and presentations
	City Marketing		CE-KVCM-15	x		x	Assignments and exam
	Elective Creative Facilitator		CE-VKCREA-20			x	Assignments
	Hero's Journey		CE-VKHJ-18	x		x	Assignments
	Elective Neuro-Marketing & Psychology of advertising		CE-VKNMP-19		x	x	Assignments
30	Totaal ECTS semester						

8. Module Descriptions International Business

Below you will find a list of the courses within the bachelor programme. These courses are offered in English, unless stated otherwise.

Year 1 Modules

Module Description: Business Math

Module Name:	Business Math		Osiris Code: (Leave blank if new code is required)	IB-P116-19
Year:	2223		ECTS:	3
Semester/Block:	1/1		Weeks:	8
Coordinator:	Xiao Peng		Entry Requirements:	no
Brief Abstract:				
<p>During this course, the student develops basic mathematical knowledge and skills. After successful completion of this course the student is expected to be able to calculate in relevant business courses: Statistics & Research, Economics, Finance, Accounting. Break-even analysis, maximizing profit, finding future value of an investment are among the applications that are covered.</p>				
LEARNING OUTCOMES:				
PLO	Module Learning Outcome:			Level (1-3)
TWM24, WT3, TWM18, TWM19	Carry out basic arithmetic operations with fractions, square root, exponents, etc. by following the correct order of operations.			1
TWM24, WT3, TWM18, TWM19	Solve linear, quadratic and exponential equations.			1
TWM24, WT3	Connect algebraic and graphical representations of linear and quadratic functions.			1
TWM18, TWM19	Calculate percentage changes.			
TWM18, TWM19	Calculate the present value, future value, interest rate or number of investment periods of an investment with compound interest.			1
TWM18, TWM19	Calculate the present value, future value, payment, interest rate, number of payments or remaining debt of an annuity.			1
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Other literature/remarks:				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
<i>Workshop</i>	2 X 2		Students need to self-study the different mathematics topics before coming to the workshops.	
Assessment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Grasple weekly test	P	80% correct of each test	Weekly test on Grasple platform	

Written Exam	1	5,5	The exam is a MCQ Exam will be in Remindo.
ECTS Breakdown:			
Workshops:	2 hours x 2 /week for 7 weeks		28 hours
Class preparation and self study:	4 hours/week for 7 weeks		28 hours
Grasple weekly test:	2 hours/week for 7 weeks		14 hours
Exam Practice:	12 hours		12 hours
Exam:	2 hours		2 hours
TOTAL			84hours
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers:			

Module Description: Thinking in Action 1: Introduction to critical thinking

Module Name:	Thinking in Action 1	Osiris Code: (Leave blank if new code is required)		
Year:	IB1	ECTS:		3
Semester/Block:	Semester 1/block1	Weeks:		7
Coordinator:	Wypkje van der Heide	Entry Requirements:		N/A
Brief Abstract:				
<p>Critical thinking, when taught, is an interactive process between participants: lecturers and students alike. It involves, at its core, seeing both/all sides of an issue, being open to new evidence that disconfirms your ideas, reasoning with a strong foundation, demanding that claims be backed up with evidence, and deducing and inferring conclusions from available facts.</p> <p>To kickstart and facilitate this process, all participants must be able to identify what makes a strong or weak argument, (de)construct an argument, and develop a shared vocabulary. Furthermore, we explore how System 1 (fast thinking) and System 2 thinking (slow thinking), as defined by Kahneman, affect our day to day lives, thoughts, and decision making.</p> <p>These skills will then be put to use in modules throughout the IB programme, for instance to help develop world citizenship and ethical decision making, to contribute to innovation and to solve problems using primary and secondary research.</p>				
LEARNING OUTCOMES:				
PLO		Module Learning Outcome:		Level (1-3)
WT1		Name/list the different parts of an argument, using Toulmin method		1
WT1		Recognize components of an argument, according to Toulmin, in different given examples of arguments.		1
WT1		Classify errors in thinking and/or reasoning according to fallacies, biases, heuristics.		2
WT1		Differentiate a strong from a weak argument or source in a given example		2
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Other literature/remarks: An online syllabus will be provided via Brightspace no later than the week before the module starts.				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week			Additional Explanation:
<i>Workshop</i>	2			This course is taught blended and makes use of online tools and materials. Instead of homework, there is pre-work which students must complete before coming to the workshop. The pre-work is posted on Brightspace and takes between 4-6 hours to complete each week.

Assessment Form	Weight or P/F	Minimum Required Grade.		Additional Explanation: (e.g. multiple choice/open book etc)
Written Exam	100%	5,5		Multiple choice; REMD
Participation	P/F	P		Sneak peek video & feedback via FeedbackFruits on Brightspace
Choose an item.				
Choose an item.				
Choose an item.				
ECTS Breakdown:				
	Workshops:	14		
	Pre-work:	48		
	Participation assignment:	8		
	Exam practice:	4		
	Exam revision:	8		
	Exam:	2		
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:				
Predecessor Module Name:		Osiris Code		Last Chance Exams to be offered in 2022-2023
Thinking in Action 1		IB-P101-18		CT: Debate
Thinking in Action 1		IB-P101-18		Participation
Thinking in Action 1		IB-P101-21		CT: Debate
Thinking in Action 1		IB-P101-21		Participation
For more information consult the conversion table				
Other information for weavers:				
<p>Unless the pandemic interferes, resit debates will be scheduled to take place offline, at school. The participation assignment will remain similar (sneak peek) and can be completed online.</p> <p>Weavers are kindly requested to join the 2022 Thinking in Action I course on Brightspace. A weaver area will be created there and will include sign-up lists for the resit debates and other information.</p>				

2. Remarks/Questions for Curcom (if any)

We are going back to our original assessment format – from debate to multiple choice (we did 2 years of MC and then switched to debate for pandemic reasons).

We would like to offer the debates & participation to weavers one more year (2 x in 2022/23) and then convert all remaining weavers to the MC test. Is that ok? How can we best work that out with Osiris codes and such? Do those need to be changed? Please have a look at what I've included under the conversion table header to see if I did anything weird.

Module Description: Marketing Fundamentals

Module Name:	Marketing Fundamentals	Osiris Code: (Leave blank if new code is required)	IB-P104-20-2021
Year:	2022-2023	ECTS:	3
Semester/Block:	Semester 1 / Block 2	Weeks:	8
Coordinator:	Maria Angeles Aragon	Entry Requirements:	None
Brief Abstract:			
<p>Brief abstract: Marketing is a universal activity and the key factor in promoting business, organizational and individual success. In this introductory course all basic principles of marketing will be covered: understanding the market and consumers, defining marketing strategy (segmentation, targeting and positioning), implementing the marketing mix (product pricing, promotion, place) and competitive strategies. In addition, this course also integrates the impact of digital developments and the call to develop sustainable marketing practices, aligned with corporate ethics and social responsibility.</p> <p>It's strongly advised for all students to participate in all lectures and workshops throughout the 8 weeks to be successful in this 3 ECTS module that provides the foundation for the Integrated Project 2 (Semester 2) and all other IB Marketing courses (Year 2 and beyond).</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
TWM15	MLO 1: Apply fundamental marketing concepts and marketing plan elements in a well-defined simple business context. Key areas are: - Marketing concepts and process, - Marketplace and customer value, - Marketing strategy and marketing mix	1	
TWM17	MLO 2: Explain the critical role of digital development in the marketing context.	1	
LITERATURE:			
Title	Author	Publisher	Edition
Principles of Marketing, Global Edition	Philip T. Kotler & Gary Armstrong	Pearson	18
ISBN 9781292341132			
Other literature/remarks:			
TEACHING & ASSESMENT:			
Teaching Form	Class hours/Week	Additional Explanation:	
<i>Lecture</i>	2	The course format has a waded approach with blended learning, involving class preparation through readings, videos, and pre-class assignments.	
<i>Workshop</i>	2		
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Written Exam	100%	5.5	Open-book, Essay Style exam with open-ended
Choose an item.			
Choose an item.			
Choose an item.			
Choose an item.			
ECTS Breakdown:			

Lectures:	2 hours/week for 7 weeks	14 hours
Workshops:	2 hours/week for 7 weeks	14 hours
Reading/video watching:	4 hours/week for 7 weeks	28 hours
Workshop preparation:	2 hours/week for 7 weeks	14 hours
Exam Practice:	10 hours	12 hours
Exam:	2 hours	2 hours
TOTAL	84hours	
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:		
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023
For more information consult the conversion table		
Other information for weavers:		

Module Description: Accounting I

Module Name:	Accounting I	Osiris Code: (Leave blank if new code is required)	IB-P117-19
Year:	2022-2023	ECTS:	3
Semester/Block:	First semester, first block (TYP) and First semester, second block (FYP)	Weeks:	8
Coordinator:	Maria Martina	Entry Requirements:	None
Brief Abstract:			
<p>This module introduces students to the world of accounting and finance and prepares them to understand next accounting and finance courses. Students learn the sequence of Accounting and how accrual-based accounting concepts apply in making periodic adjustments in the books of Accounts. From the basic double entry system, students are taught the importance of accounting beginning with a business transaction, journal entries, ledgers, trial balance, Adjustments, and Adjusted Trial Balance according to the International Financial Reporting Standards.</p> <p>The process makes students able to prepare and evaluate key financial statements (income statement, statement of retained earnings and balance sheet. (TWM18) (financial accounting).</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
TWM18	MLO1: The student can analyse the effect of business transactions on the Accounting Equation and can prepare and interpret a company's income statement and balance sheet.	1	
TWM18	MLO2: The student can use journal entries to record economic transactions and prepare the Trial Balance	1	
TWM18	MLO3: The students can apply accrual accounting to prepare adjusted journal entries and the adjusted Trial Balance	1	
TWM18	MLO4: The student can identify the sections of a classified balance sheet	1	
LITERATURE:			
Title	Author	Publisher	Edition
Financial & Managerial Accounting	Weygandt Kimmel & Kieso	Wiley	Third edition
			ISBN-13: 978-1-119-39160-9
Other literature/remarks:			
TEACHING & ASSESMENT:			
Teaching Form	Class hours/Week		Additional Explanation:
Lecture	1		
Workshop	2		
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Written Exam	100%	5.5	Remindo on Campus. The exam consists of open questions. A pdf copy of the e-book is provided in Remindo during the exam.
Choose an item.			

Choose an item.			
Choose an item.			
Choose an item.			
ECTS Breakdown:			
Lectures:	1 hour/week for 7 weeks		7
Workshops:	2 hours/week for 7 weeks		14
Self study: Workshop preparation	2 hours/week for 7 weeks		14
Self study: Reading the book	180 pages at 5 pages/hour		37
Exam Practice:	10 hours		10
Exam:	2 hours		2
	Total		84
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers:			

Module Description: Introduction to Business Communication

Module Name:	Introduction to Business Communication	Osiris Code: (Leave blank if new code is required)	IB-P107-21
Year:	1	ECTS:	3
Semester/Block:	1, Blocks 1&2	Weeks:	20
Coordinator:	Jennifer Steers	Entry Requirements:	
Brief Abstract:			
<p>This course will introduce students to learning in English and help them to prepare for their other modules. It will introduce key skills for success such as reading and listening comprehension. It will also develop their ability to communicate with their lecturers and with the business community by teaching them the proper etiquette for writing basic formal emails.</p> <p>Students will work on several English linguistic skills: writing, listening and reading. They will improve their theoretical knowledge and practical application of Academic & Business English Communication Skills. They will build up their writing skills (from word to sentence to paragraph level) and write short business messages. They will brush up their knowledge of basic English grammar and apply it when writing these business messages. They will improve their speaking and listening skills during listening tests in class. Their reading skills will be improved by reading articles and other texts. They will expand their active and passive (academic and business) vocabulary when practising all the skills mentioned.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WT1	Write accurate, coherent and well-structured sentences and paragraphs in short business and academic contexts.	1	
WT1, WW4	Apply the correct format, style, tone and order for short business and academic emails.	1	
WT1, WW4	Apply global, detailed and critical reading strategies to interpret the content of international business and academic articles	1	
WT1, WW4	Apply global, detailed and critical listening strategies to interpret the content of audio(visual) material on business related and academic topics	1	
LITERATURE:			
Title	Author	Publisher	Edition
Other literature/remarks:			
TEACHING & ASSESMENT:			
Teaching Form	Class hours/Week	Additional Explanation:	
<i>Lecture</i>	2	Lectures are recorded and posted on Blackboard. Homework must be prepared for the workshop. The workshop is live.	
<i>Workshop</i>	2		
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Participation	P/F	P	2/3 Mandatory participation, resit is a portfolio of all homework.
Assignment	1/3	4.5	Email writing assignment
Assignment	2/3	4.5	Listening & Reading Assignment
Choose an item.			
Choose an item.			
ECTS Breakdown:			
Workshops: 12 x 2 hours = 24 hours			

Online lectures: 11 x 30 minutes = 6 hours

Homework: 11 x 3 hours = 33 hours

Assignment 1: 1 x 8 hours

Assignment 2: 1 x 4 hours

CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:

Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023

For more information consult the conversion table

Other information for weavers:

Module Description: People, Organisation & Environment

Module Name:	People, Organisation & Environment	Osiris Code: (Leave blank if new code is required)	IB-P119-20	
Year:	1	ECTS:	6	
Semester/Block:	Semester 1 /Block 1-2	Weeks:	16	
Coordinator:	Conde/Van der Molen	Entry Requirements:	none	
Brief Abstract:				
Internationally operating companies operate in an ever changing, increasingly globalized environment. This course aims to give students an introduction into managing an international business. The Course introduces the core concepts of organization and management through topics such as organizations and their environment, strategic management, collaboration, organizations and people, management roles, as well as organizational structure and change. During the workshop students will master the theory through solving different cases and exercises.				
LEARNING OUTCOMES:				
PLO	Module Learning Outcome:			Level (1-3)
WT3	Explain the influence of globalization and other changes in the external environment (Economic, Political, Social, Technological, Legal) on internationally operating companies			1
WT3	Explain the differences between different international business forms and international market entry modes			1
TWM22	Describe the components of an organization's business strategy.			1
TWM23	Identify the methods that companies are using to form and manage organizational structures			1
TWM23	Describe the components of an organization's people strategy in relationship to overall business strategy.			1
WW7	Recognize the implications of advancements in Information Technology on international business			1
LW10, TWM22	Demonstrate how managers lead an organization taking in to account the role of ethical decision making.			1
LW14, TWM23	Explain how organizational structure, culture, and change influence organizational processes and strategy in an international business context.			1
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
MGMT, Principles of Management	C.Williams	Cengage	12 th /13 th	9780357137727
Other literature/remarks:				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
<i>Lecture</i>	2		Lectures are online/recorded.	
<i>Workshop</i>	2			
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Written Exam	100%	5,5	Multiple Choice (Remindo)	
Choose an item.				
Choose an item.				

Choose an item.			
Choose an item.			
ECTS Breakdown:			
Contact hours 14 x4		56	
Reading/Class Preparation 14x7		98	
Review/Exam Practice		12	
Exam		<u>2</u>	
			168
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers:			
Check blackboard for information about changes in the latest edition of the book.			

Module Description: Statistics I

Module Name:	Statistics I	Osiris Code: (Leave blank if new code is required)	IB-P112-18
Year:	22/23	ECTS:	3
Semester/Block:	Block 3	Weeks:	7
Coordinator:	Cor Beyers	Entry Requirements:	None
Brief Abstract:			
<p>The purpose of the course is to develop a solid foundation of statistical skills in a business context. Students will acquire knowledge and skills to analyse sample data in various forms and using a variety of statistical tools and techniques. The course is divided into two parts:</p> <p>1) descriptive statistics, and 2) introduction to inferential statistics.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:		Level (1-3)
International Business Awareness (WT3), Business Research (TWM24)	Identify fundamental statistical concepts.		1
	Describe patterns in business data using tables and graphs.		1
	Calculate central tendency and variability.		1
	Calculate mean, variance and standard deviation of probability distributions.		1
Business Research (TWM24)	Find the probability or outcomes for discrete and continuous variables with given information.		1
LITERATURE:			
Title	Author	Publisher	Edition
Statistics I Syllabus			
Other literature/remarks:			
Suggested (not compulsory): Statistics for Business and Economics; Mc. Clave; Pearson; 13 th ; ISBN: 978-1-292-22708-5			
TEACHING & ASSESSMENT:			
Teaching Form	Class hours/Week		Additional Explanation:
Workshop	2 x 2		Students will watch a set of video's at home in preparation of the workshops.
Assessment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Written Exam	1	5.5	Exam will be in Remindo The assessment will be a restricted open book exam. The students are allowed to have one A4 sheet with own written notes with them. The exam will be a multiple-choice questions exam.

ECTS Breakdown:		
Watching the videos	= 2 hrs/week	= 14 hrs
Attending workshops	= 4 hrs/week	= 28 hrs.
Self-study	= 2.8 hrs/week	= 20 hrs.
Read syllabus	= 1.2 hrs/week	= 8 hrs.
Exam (and preparation)		= 14 hrs.
Total		= 84 hrs
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:		
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023
For more information consult the conversion table		
Other information for weavers:		

2. Remarks/Questions for Curcom (if any)

<p>Please indicate here what changes you have made compared to last year and/or any question or request for feedback/advice you have.</p> <ul style="list-style-type: none"> • The exam will be a restricted open book exam. • The exam will be a multiple choice.

Module Description: FYP Finance I

Module Name:	FYP Finance I	Osiris Code: (Leave blank if new code is required)	
Year:	1 (2022-2023)	ECTS:	3
Semester/Block:	2/1	Weeks:	8
Coordinator:	Golam Robbani	Entry Requirements:	None
Brief Abstract:			
<p>Abstract: 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 prepare cash flow statements and how to analyze financial statements. They will also use time value of money (TVM) technique in Finance. Using the 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 installments for their loans. Also, students will learn how to use different interest rates—stated or applied—such as APR, and EAR.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
TWM18	MLO1: The student will remember what are the different forms of business organizations; understand how a corporation is managed and controlled; and recognize how financial markets work, and what are the role of a financial manager [Ch1].	1	
TWM19	MLO2: The student will understand different financial statements and their interrelationships; will be able to prepare cash flow statement and analyze a firm's performance applying different ratios and DuPont identity [Ch2].	1	
TWM18	MLO3: The student will understand the valuation principles using Time Value of Money; will be able to calculate present value and future value of series of cash flows [Ch3].	1	
TWM18	MLO4: The student will be able to calculate present value and future of perpetuity and annuity cash flows. They will be able to apply their TVM know to calculate periodic (i.e., monthly) instalments of a mortgage, price of an asset, and future value of savings or loan obligations [Ch4].	2	
	MLO5: The student will understand different ways of interest rates are quoted; be able to calculate effective annual rate (EAR) and apply the EAR to calculate loan payment and outstanding loan balance [Ch5].	1	
LITERATURE:			
Title	Author	Publisher	Edition
Fundamentals of Corporate Finance GLOBAL EDITION	Jonathan Berk; Peter DeMarzo; and Jarrad Harford	Pearson	4 th (5 th if available)
			9781292215075
Other literature/remarks:			
TEACHING & ASSESMENT:			
Teaching Form	Class hours/Week	Total hours	Additional Explanation:
Lecture	2x7	14	
Workshop	2x7	14	

Reading		35	
Lecturer and student meeting		1	
Other preparatory activities		10	
Exam Preparation		8	
Exam duration		2	
Total		84	
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Written Exam	100%	5.5	Combination of multiple choice and short answer with numeric calculations
Choose an item.			
Choose an item.			
Choose an item.			
Choose an item.			
ECTS Breakdown:			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers:			
Note: Closed book exam (previously it was an open book exam)			
Please also note that in this module of 2022-23, chapter 2 (Introduction to Financial Statement Analysis) has been added and Ch18 (Financial Modelling and Pro-forma Analysis) has been removed.			
Students should take this into account by themselves because there will be no separate exam for weavers.			

Module Description: Economics

Module Name:	Economics		Osiris Code: (Leave blank if new code is required)	IB-P108-19	
Year:	1 (2022-23)		ECTS:	3	
Semester/Block:	TYP: Block 1 FYP: Block 4		Weeks:	7	
Coordinator:	H. Arce Salazar		Entry Requirements:	None	
Brief Abstract:					
<p>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.</p>					
LEARNING OUTCOMES:					
PLO	Module Learning Outcome:				Level (1-3)
WT3	After successful completion of this course the student is expected to be able to explain and provide examples of different terms and concepts such as factors of production, opportunity costs, economic systems, supply & demand, elasticities and the theory of macro-economic factors such as economic growth, unemployment, inflation, balance of payment and exchange rates.				1
WT3	After successful completion of this course the student is expected to be able to apply different formulas and concepts used in production, supply & demand, etc. The student can calculate, interpret and estimate the effects of economic indicators such as elasticities and other indicators of the theory of macro-economics: growth, inflation unemployment, balance of payment and exchange rates on current international cases.				1
WT1/WT3/WW4	After successful completion of this course the student is expected to be able to analyse and evaluate, provide differences and similarities and effects of relevant current macroeconomic information by linking current international economic developments with the theory.				1
LW10	After successful completion of this course the student is expected to be able to describe, signal and discuss the effects of the ethical and social issues related to economical decision making and macro economical governmental policy.				1
LITERATURE:					
Title	Author	Publisher	Edition	ISBN	
Economics	John Sloman, Jon Guest and Dean Garratt	Pearson	11th	9781292405339	
Other literature/remarks:					
TEACHING & ASSESSMENT:					
Teaching Form	Class hours/Week		Additional Explanation:		
<i>Workshop</i>	<i>2 /per week for 7 weeks</i>	<i>TYP: 1 workshop of 45 min. and 1 workshop of 90 min. FYP: 2 workshops of 90 min.</i>			

Assessment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc.)
Assignment	40%	4.5	Individual
Written Exam	60%	4.5	Individual. Written exam in Remindo TYP - TP1 (1 st attempt) and RP1 (Re-sit) FYP – TP4 (1 st attempt) and RP4 (Re-sit)
ECTS Breakdown:			
FYP:		TYP:	
Workshops = 180 min/week	= 21 hrs.	Workshops = 135 min/week	= 16 hrs.
Assignment	= 20 hrs.	Assignment	= 20 hrs.
Exam + mock exam preparation	= 3 hrs.	Exam + mock exam preparation	= 3 hrs.
Self-study = 6 hrs./week	= 40 hrs.	Self-study = 6 hrs./week	= 45 hrs.
Total	= 84 hrs.	Total	= 84 hrs.
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
Macroeconomics	IBMS-P109-14	No	
Economics TYP	IB3-P108-18	No	
Economics	IB3-P108-19	No	
Economics	IB-P108X-18	No	
Economics	IBMS-ECO-3-11	No	
For more information consult the conversion table			
Other information for weavers:			

Module Description: Public Speaking for Business

Module Name:	Public Speaking for Business	Osiris Code: (Leave blank if new code is required)	IB-P110-20
Year:	IB1	ECTS:	3
Semester/Block:	Semester 2, block 3 and 4	Weeks:	14
Coordinator:	Nanna Freeman	Entry Requirements:	None
Brief Abstract:			
<p>Throughout this course, students work in half-classes to practice using a given set of presentation and public speaking techniques. Topics range from achieving a good delivery speed to crafting a singular, impactful key message that will persuade a clearly defined audience. Active participation, speaking up, rehearsing and peer feedback are key elements of this module.</p> <p>At the end of the course, students will deliver an individual persuasive presentation on a business topic and to a business audience to their classmates and lecturers. Together with a self-reflection, delivered within a specified time after the presentation, this counts towards 100% of the final grade.</p> <p>Students will take a deep dive into a business topic of their choosing (within the boundaries of the assignment as posted on Brightspace), (re)structuring, focusing and polishing their speech to a point that they can deliver it with minimal-to-no-notes and minimal, appropriate visual aids.</p> <p>Midway through the module, students will pitch their final presentation - key message, structure, other key elements - to their peers using a recorded pitch in FeedbackFruits and will give each other feedback on their final presentation plans. This assignment is formative and will not be graded.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW4, WT1	Organize presentation content to put forth a singular and impactful key message aimed at persuading an appropriate (business) audience	2	
WW4	Employ cohesive devices to structure a persuasive business presentation	1	
WW4	Apply non-verbal techniques effectively to enhance the impact of a business presentation	2	
WW4	Use appropriate vocabulary, sentences and register in a business presentation	1	
WW4, WT1	Illustrate audience-centered planning/structuring in a business presentation by presenting appropriate and considered arguments and evidence.	2	
WW4	Show strong alignment of elements of a dynamic presentation through delivery of a well-timed, naturally delivered speech with appropriate visual aids.	2	
LITERATURE:			
Title	Author	Publisher	Edition
Dynamic Presentations	Mark Powell	Cambridge UP	2010
			ISBN-10 0521150043 ISBN-13 978-0521150040

Other literature/remarks:			
TEACHING & ASSESSMENT:			
Teaching Form	Class hours/Week		Additional Explanation:
<i>Workshop</i>	2		Workshops are scheduled as follows: 2x2 class hours per week, per class. The class is split in half by the lecturer: one half attends one 2-hour block, the other half the other 2-hour block that week. The course uses a blended and flipped approach, which means that instead of homework, there is pre-work that should be completed (and web lectures that must be watched) before attending each workshop.
<i>Web lectures</i>	.75		
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Presentation	100%	5.5	The presentation includes a self-reflection, to be submitted within a given time after the presentation was delivered. If not submitted on time, the presentation cannot be assessed.
Assignment	N/A	N/A	Presentation pitch in FeedbackFruits – not graded
Choose an item.			
Choose an item.			
ECTS Breakdown:			
Workshops:	28		
Web lectures:	5		
Pitch:	8		
Pre-work:	14		
Planning & scripting:	7		
Rehearsal:	20		
Self-reflection:	2		
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers:			

Module Description: International Business Law

Module Name:	International Business Law	Osiris Code: (Leave blank if new code is required)	
Year:	1	ECTS:	6
Semester/Block:	Semester 2 block 1/2	Weeks:	16
Coordinator:	Urem	Entry Requirements:	none
Brief 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 contract 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 internationalisation 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> <p>After the course students will have gained a deeper understanding of the role of legal and ethical standards in business and have the basic knowledge on how to assess risks and prevent legal problems arising from these regulations.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WT	Students can explain the practical implications of relevant legal instruments of International Public and Private Law (international conventions and treaties) and the Law of the European Union for basic business operations such as sales, negotiations and international trade and investment.	1	
WT3	Students can explain relevant WTO and GATT rules, national and international regulations on banking and payments across borders, foreign investment, taxation and intellectual property.	1	
WT1	Students can solve basic legal problems through logical argumentation using relevant legal concepts and instruments of International Public and Private Law.	2	
LW10	Students appraise the legal and ethical consequences of business decisions in order to assess associated risks.	2	
LITERATURE:			
Title	Author	Publisher	Edition
<i>A Basic Guide to International Business Law,</i>	Wevers, H	Wolters-Noordhof	5th
<i>International Business Law: Text, Cases and Readings</i>	August et al	Pearson	6 th international edition
Other literature/remarks:			
TEACHING & ASSESSMENT:			
Teaching Form	Class hours/Week		Additional Explanation:
<i>Lecture</i>	2		Lectures will be online/recorded.
<i>Workshop</i>	2		
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Written Exam	50%	4,5	Mid Term Exam, Multiple Choice

Written Exam	50%	4,5	Final Exam, Multiple Choice
Assignment	P/F		Moot Court 1
Assignment	P/F		Moot Court 2
Note: The resit for a missed moot-court exercise will be an additional written assignment.			
ECTS Breakdown:			
Contact hours 14 x4		56	
Reading/Class Preparation 14x6		84	
Moot Court Preparation 2x5		10	
Review/Exam Practice		16	
Exam		2	
			168
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers:			
Student still needing to finish old style IBL-I/IBL-II should take the IBL-Midterm and IBL-Final exams respectively and take note of any changes of the material through blackboard. No separate IBL-I and IBL-II exams are offered anymore.			

Module Description: Operations & Sales

Module Name:	Operations & Sales		Osiris Code: (Leave blank if new code is required)	IB-P111-19
Year:	1		ECTS:	6
Semester/Block:	Semester 2 / Blocks 1&2		Weeks:	16
Coordinator:	Peter den Hertog		Entry Requirements:	
Brief Abstract:				
This course introduces students to the key functions and processes of Operations and its interaction with the other key disciplines in an organisation: Marketing & Sales, HRM and Finance & Control. The cycle from sales to delivery to the customer and (the after sales) service will take the 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.				
LEARNING OUTCOMES:				
TWM 20: Evaluate operations processes within and between organisations TWM 21: Manage operations processes within and between organisations				
PLO	Module Learning Outcome:			Level (1-3)
TWM 20 TWM 21	1. Know the general position of Operations and interdependencies between commercial and operational business functions and describe possible consequences of actions for functions up- and downstream. Understand the concept of Competitive Advantage and managing the sales function and its processes and characteristics			1
TWM 20 TWM 21	Explain the Operations processes involved in satisfying customer demand and describe the effectiveness of business unit or supply chain in terms of performance objectives. Understand the difference between physical products and services and explain the similarities and differences between these in business Operations			1
TWM 20 TWM 21	Understand key concepts of Operations such as business functions procurement, forecasting, planning & scheduling, manufacturing and logistics			1
TWM 20 TWM 21	Understand quality concepts and the need for continuous improvement and implement these improvements to an organisation.			1
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Operations Management	Peter Jones & Peter Robinson	Oxford University Press	2nd edition 2019	9780198724353
Other literature/remarks:				
TEACHING & ASSESSMENT:				
Teaching Form	Class hours	Per	Additional Explanation:	
Lecture/Workshop	2	Week		
Game	4	Course		

Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Written Exam	100%	5.5	Multiple choice
Choose an item.			
Choose an item.			
Choose an item.			
Choose an item.			
ECTS Breakdown:			
Lectures/Workshop: 2 hours/week for 15 weeks = 30 Game: = 4 Reading: 500 pages at 5 page/hour = 100 Revising: 2 hours over 16 weeks = 32 Exam: 2 hours = 2 Total 168			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers:			

IB Year 2 Modules

Module Description: Accounting II

Module Name:	Accounting II	Osiris Code: (Leave blank if new code is required)	IB-S223-19
Year:	2	ECTS:	3
Semester/Block:	1/1	Weeks:	8
Coordinator:	Florence Akebe	Entry Requirements:	None
Brief Abstract:			
<p>This module introduces students to the tools used by managers in decision making, forecasting expected performance, evaluation, and control (applied PDCA cycle). Students get to learn the key costs involved in producing a good or service (Direct material, Direct Labor and Overheads) and how the production cost is helpful in determining the price at which goods and services are sold to customers. Also included are other macro-economic factors and policies that drive business development.</p> <p>Students learn about different types of costs, how costs in a manufacturing environment are traced from raw materials, through work-in-process, finished goods and cost of goods sold when finished products are sold and use the cost-benefit analysis (TWM18)</p> <p>Students learn how to prepare a budget (TWM18) and use the process of thoughtful evaluation to forecast the firm's financing needs (TWM19). Students learn techniques to make short-term plans using basic tools like production budgets and learn how to evaluate performance by use of variances (TWM 18 and 19).</p> <p>Students should be able to prepare a financial plan (cash budget and forecast financial statements) and the income statement and balance sheet. (TWM 18 and 19)</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
TWM18	MLO1: The student will examine how cost and management accounting information is used to make decisions, to plan and to control operations ch14	2	
TWM18	MLO2: The student is able to use the different costs behaviour (fixed costs and variable costs or semi variable costs) to determine the costs that are relevant and those that are irrelevant in short-term decision making ch18	2	
TWM18	MLO3: The student can construct simple costing statements to determine the total cost of products or services on an absorption (full) costing basis ch19	2	
TWM18	MLO4: The student can differentiate how expected and actual costs and revenues are compared to explain deviations from forecast performance and give an initial appreciation of the roles that standard costing and variance analysis perform in the control of business operations thus leading to improvements in standards ch23	2	
TWM19	MLO5: The student will explain the ways in which budgets involve planning, communicating, coordinating, motivating and control functions. The student will be able to compare between budgeted and actual income and expenditure to highlight variances in expected and actual financial performance and undertake sensitivity analysis to assess the effect of any changes in budget assumptions ch24	2	

LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Financial & Managerial Accounting	Weygandt Kimmel & Kieso	Wiley	Third Edition	ISBN-13: 978-1-119-39160-9
Other literature/remarks: The required literature is an e-book				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
Lecture	2 (90 minutes)			
Workshop	2 (90 minutes)			
Assessment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Written Exam	100%	5.5	The exam consists of open questions. The e-book is provided in Remindo during the exam & hard copy hand written notes are allowed to be used during the exam Digital Remindo exam	
Choose an item.				
Choose an item.				
Choose an item.				
Choose an item.				
ECTS Breakdown: 3 ECTS = 84 hours				
Lectures:	1.5 hour/week for 7 weeks		10.5	
Workshops:	2 hours/week for 7 weeks		14	
Self study: Workshop preparation	2 hours/week for 7 weeks		10.5	
Self study: Reading the book	180 pages at 5 pages/hour		37	
Exam Practice:	10 hours		10	
Exam:	2 hours		2	
Total			84	
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE: NONE				
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023		
For more information consult the conversion table				
Other information for weavers:				

Module Description: Statistics II

Module Name:	Statistics II	Osiris Code: (Leave blank if new code is required)	IB-S224-19	
Year:	2223	ECTS:	3	
Semester/Block:	1/2	Weeks:	8	
Coordinator:	Xiao Peng	Entry Requirements:	Statistics I	
Brief Abstract:				
During this course, the student develops a solid foundation of inferential statistical knowledge and skills. After successful completion of this course the student is expected to be able to analyze and evaluate sample data in various international business contexts.				
LEARNING OUTCOMES:				
PLO	Module Learning Outcome:			Level (1-3)
TWM24	Explain the fundamental elements of inferential statistics in an international business context.			2
TWM24	Calculate a probability for the sampling distribution of sample mean and proportion by using central limit theorem.			2
TWM24	Estimate population mean or proportion with confidence intervals with a large or small sample, when descriptive findings or sample data are provided.			2
TWM24	Apply the rejection region and the p-value methods to test a given claim about population mean or proportion for a large or small sample, when descriptive findings or sample data are provided.			2
TWM24	Test if two categorical variables are independent by using χ square test with the rejection region method.			2
WT1	Interpret statistical results to draw valid conclusions.			2
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Statistics for Business and Economics	Mc. Clave	Pearson	13th	978-1-292-22708-5
Other literature/remarks:				
TEACHING & ASSESSMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
<i>Workshop</i>	<i>2 x 2</i>		Students need to self-study before come to the workshops.	
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Written Exam	1	5,5	Multiple choice question exam. The exam will be on Remindo. Restricted open book exam: the students are allowed to bring one A4 sheet front and back with own notes to the exam.	
ECTS Breakdown:				
Workshops:	2 hours x 2 /week for 7 weeks	28 hours		
Reading/video watching:	4 hours/week for 7 weeks	34 hours		
Other self study:	2 hours/week for 7 weeks	10 hours		

Exam Practice:	10 hours	10 hours
Exam:	2 hours	2 hours
TOTAL		84hours
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:		
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023
For more information consult the conversion table		
Other information for weavers:		

Module Description: Operations & Supply Chain

Module Name:	Operations & Supply Chain	Osiris Code: (Leave blank if new code is required)	IB-S214-20 Operations & Supply Chain	
Year:	2 FYP – 2 TYP	ECTS:	6	
Semester/Block:	Semester 1 / Blocks 1 & 2	Weeks:	16	
Coordinator:	Armand van Oostrom	Entry Requirements:	-	
Brief Abstract:				
Operations Management focuses on the set of processes that create goods and/or services. Supply Chain Management refers to the global integration of the purchasing, production and distribution processes. The fundamental processes PLAN, SOURCE, MAKE, DELIVER & RETURN are visible in every organisation. In this module students study the underlying theoretical concepts of these processes and learn to apply these concepts in a case environment.				
LEARNING OUTCOMES:				
TWM 20: Evaluate operations processes within and between organisations				
TWM 21: Manage operations processes within and between organisations				
PLO	Module Learning Outcome:			Level (1-3)
TWM 21	Effectively apply strategic, tactical, and operational planning methods for both Manufacturing and Service industries and demonstrate understanding of how project management contributes to implementation			2
TWM 20 TWM 21	Effectively build a competitive Supply Chain by selecting a) suppliers of materials and services, using their (demand) planning requirements and b) distribution channels based on their capabilities			2
TWM 21	Effectively select an appropriate process strategy that enables competitive priorities to be achieved by manufacturing and services operations, and demonstrate understanding how innovation processes run within and between organisations			2
TWM 20 TWM 21	Select the appropriate delivery and return channels that comply with service level agreements			2
TWM 20 TWM 21	Assess business performance for compliance against an agreed plan and make appropriate recommendations for improvement			2
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Operations Management	Slack & Brandon-Jones	Pearson	9th edition 2019	9781292253961
Other literature/remarks: the 10 th edition will be published this year but the exact timing is not known yet. Choice was to stay with the 9 th edition (contact study stores whether enough copies of the 9 th edition available?)				
TEACHING & ASSESMENT:				
Teaching Form	Class hours	per	Additional Explanation:	
Lecture/Workshop	2	Week	During the workshops the emphasis is on understanding the concepts and the applying these concepts in a case environment. The game demonstrates the	
Game	8	Course		

			dynamics as well as integrates the various parts of the module.
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Written Exam	100%	5.5	Open questions based on a short case description
Choose an item.			
Choose an item.			
Choose an item.			
Choose an item.			
ECTS Breakdown: 6 ECTS = 168			
Lectures/Workshop: 2 hours/week for 15 weeks = 30 Game (incl prep & evaluation) = 8 Reading & preparing the workshops = 104 Revising: 1.5 hours over 16 weeks = 24 Exam: 2 hours = 2 Total 168			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers:			

Module Description: Corporate Social Responsibility

Module Name:	Corporate Social Responsibility	Osiris Code: (Leave blank if new code is required)	New code
Year:	2	ECTS:	6
Semester/Block:	Semester 1	Weeks:	14
Coordinator:		Entry Requirements:	
Brief Abstract:			
<p>The module CSR teaches you the importance of good corporate social responsibility in business by focusing on the topics of ethics, corporate governance and sustainability in managing company's stakeholders. Until recently corporations and businesses tended to focus mainly on profit and shareholders. Given the recent corporate failures both financial and ethical as well as ecological, businesses are acutely aware that their perspective should be broader and included their ethical and ecological footprint. Sustainability as such does not just cover financial, but also social and ecological survival. Hence, the attention to the 3 P-model. In this course we will look at shareholders expectation vis-a-vis the –mainly but not only- the corporate sector.</p> <p>We will start with a general introduction in ethics, corporate governance, and sustainability (not specifically taught in this order). We will investigate the applied business strategies and business models that ensure that corporations act in a way that benefits different stakeholders. We will look more closely into the underlying ethical foundation of ethical behavior in business, corporate culture, the role of executives. Students will then survey how the changing ideas about the relationship between business and stakeholders will impact on the development of new business models and such as circular models and innovative interaction between society as a whole and business.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:		Level (1-3)
Analyze patterns in global macro-economic factors and policies that drive international trade and business development	Explain the key topics and the relevance of ethics, corporate governance, and sustainability in an international business context		2
	Understand the business ethics, corporate governance and sustainability trends in international business which influence strategy or business models		2
Analyze patterns in global macro-economic factors and policies that drive international trade and business development	Analyze/evaluate a company's position concerning the application of ethics, corporate governance, and sustainability		2
Use the proceeds of thoughtful evaluation to deliberately formulate a reasonable conclusion	Define best practices and/or gaps in company strategies or business models in the field of ethics, corporate governance and sustainability		2
Formulate one's own position concerning ethical and social responsibility in a professional environment.	Formulate potential business improvements in the field of ethics, corporate governance and sustainability using a relevant CSR/Sustainability assessment model		2
LITERATURE:			
Title	Author	Publisher	Edition
			ISBN
Other literature/remarks:			
Literature for the module is published in a syllabi			
TEACHING & ASSESSMENT:			

Teaching Form	Class hours		Additional Explanation:
Recorded Lecture	1	Per week for 10 weeks, published online	
Activity Workshop	2	Per week for 10 weeks	
Q&A Workshop	2	Per week for 4 weeks	
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Written Exam	50%	4,5	40 Multiple choice questions
Assignment	50%	4,5	Individual report, further specification in course syllabus
Choose an item.			
Choose an item.			
Choose an item.			
ECTS Breakdown:			
Lectures:	1 hours/week for 10 weeks	= 10	
Activity Workshops:	2 hours/week for 10 weeks	= 20	
Q&A Workshops:	2 hours/week for 4 weeks.	= 8	
Reading:	± 660 pages at 6 page/hour	= 118	
Exam Practice:	10 hours	= 10	
Exam:	2 hours	= 2	
Total			168
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
Business Ethics & Sustainability	IBMS-S209-14	No	
Business Ethics & Sustainability	IBMS-S209-15	No	
Corporate Social Responsibility	IB-S220-19	No	
Corporate Social Responsibility	IB-S220-20	Yes	
For more information consult the conversion table			
Other information for weavers:			

Module Description: Global Business & Economic Analysis (GBEA)

Module Name:	Global Business & Economic Analysis (GBEA)	Osiris Code: (Leave blank if new code is required)	IB-S225-20 IP: GBEA 2021
Year:	2022-2023	ECTS:	6
Semester/Block:	1	Weeks:	2x7 = 14
Coordinator:	René van der Linden	Entry Requirements:	No
Brief Abstract:			
<p>The semester course GBEA consists of two interrelated elements. Firstly, the Y2 module Economics, which is about 50% of the course and which is offered in block 1. Secondly, the Integrated Project 3 (country- & industry analysis) in block 2. The Y2 Economics module builds on both micro- and macro-economic topics from the Y1 Economics module. It provides students deeper knowledge and understanding of the terminology, concepts and foundations of topics such as elasticities, production theory, market structures, governmental and environmental policies, money and banking, and the role of the exchange rates in the form of workshops. At the end of block 1, knowledge and understanding will be tested in week 8 by means of a written exam with open questions. The aim is that relevant parts of the Economics module offered in block 1 are applied to the IP3 in block 2. For instance, the main characteristics of the different market structures explained in block 1 could be applied to the specific industry investigated in block 2.</p> <p>The country- & industry analysis focuses on internationalization of a product from a developed country to a developing country. The analysis consists out of a business environmental scanning in the form of a PESTEL-analysis of a certain industry in a particular emerging market country. This project consists exclusively of desk research in the form of data collection, analysis and interpretation. It needs to be relevant and aligned with topics addressed in the Economics module as well as other relevant modules within the IB-program and needs to be applicable to the specific industry. The project should be approached from the perspective of a certain business (fictional company) which initially wants to explore the emerging market of a certain country (e.g. India) and then wants to investigate more deeply whether there are business opportunities in a specific industry of that country (e.g. mobile phone industry of India). Two important aspects for the students to consider are more sustainable approaches as well as finding creative technological solutions when doing international business.</p> <p>Halfway through block 2 a second in-class assessment will take place in the form of an overall group presentation and a Q&A session. The session will consist out of three elements, namely (i) some fundamental questions from the Economics module linked to the assignment; (ii) an infographic presentation about the country analysis investigated in a group context, and (iii) questions for the individual team members about their justification to elaborate on a specific industry within the country. Each student is expected to make his or her individual contribution to the presentation by indicating how the group's country analysis will be applied to the <i>individual</i> industry analysis.</p> <p>The final product of the module is an <i>individual</i> final report based on criteria mentioned in a separate assessment form. For this, each student in the group will choose an industry from the country analyzed by the team. In the final individual report the student should use the most relevant input from the country analysis and apply it to the selected industry analysis from the relevant country. In addition, the student will learn to ascertain and assess risk components of each of the PESTEL-elements, as well as to understand how those risks will impact an organization when performing an industry analysis.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WT3	International Business Awareness: Analyse patterns in global macro-economic factors and policies that drive international trade and business development	2	
TWM24	Business Research: Analyse a complex business problem in an international business setting with use of adequate research design, resulting in an evidence-based, feasible solution	2	
WW4	International Business Communication: Communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience	2	
WT1	Critical Thinking: use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion	2	

WW6	Collaboration: Collaborate effectively with different kinds of stakeholders in different cultural, organisational and political landscapes to contribute to achieving agreed goals	2		
WW7	Management of Information as digital citizen: Produce management information from various data sources in an international business environment.	2		
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Economics	Sloman, John et.al.	Pearson	11th	978-1-292-40533-9 (print)
Other literature/remarks:				
<ul style="list-style-type: none"> The Hague UAS, <i>Global & Economic Analysis (semester 1), Course syllabus 2022-2023</i>. Bright Space (BS). GBEA Weekly Schedule 2022-2023 (BS). Learning materials on BS 				
TEACHING & ASSESSMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
Lecture & Workshop	2x2 hours per week during the entire semester		<p>In the first 7 weeks (block 1) lectures (instructions incl. kick off) and workshops (exercises) Economics are combined.</p> <p>In the second 7 weeks (block 2) some lectures (instructions incl. recap kick off IP3) about IP3 are given, but most of the sessions consist of IP3 consultancy.</p> <p>In week 4 (block 2) the two sessions of two hours per week are used for the group presentations plus Q&A session.</p> <p>In week 6-7 (block 2) the two sessions of two hours per week are used for BC skills feedback given by BC coaches.</p>	
Assessment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Written Exam	40%	5.5	Proctored exam with open questions via Remindo	
Presentation	20%	5.5	Group presentation + individual pitch + Q&A session	
Assignment	40%	5.5	Country & Industry analysis report	
ECTS Breakdown:				
Lectures:	2 hours/week for 7 weeks	=	14	
Workshops:	2 hours/week for 7 weeks	=	14	
Reading:	4 hours/week for 7 weeks	=	28	
Preparing exam:	24 hours	=	24	
Preparing group presentation:	4 hours	=	4	
Consultancy sessions:	2x2 = 4 hours/week for 7 weeks	=	28	
Preparing group presentation:	6 hours	=	6	
Reading:	21 hours	=	21	
Writing (draft) report	29 hours	=	29	
Total:			168 (= 6 ECTS)	
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:				
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023		
For more information consult the conversion table				

Module Description: Thinking in action 2: Argumentation in writing and film

Module Name:	Thinking in action 2: Argumentation in writing and film.	Osiris Code: (Leave blank if new code is required)	IB-S227-21
Year:	2022-2023	ECTS:	3
Semester/Block:	FYP sem 2, b1 TYP sem 1, b2	Weeks:	7
Coordinator:	Wypkje van der Heide	Entry Requirements:	
Brief 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 and film as authentic material - are going to explore arguments presented in the documentaries and use this for a class/podcast 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 recording a podcast 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>Students will record a podcast featuring dialogues, discussions and debates around topics and themes related to these documentaries, in order to aid critical thinking about the contents, and create an accompanying playlist, and in class will teach a teaser with a clip and activity to draw other students to their Playlist/Podcast. Finally, students will write an argumentative essay on a given thesis statement relating to one or more of the documentaries.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WT1	Select and frame scenes from given documentaries to foster and enhance dialogue in a group setting, applying the theory of framing.	2	
WT1	Relate the documentary and its main themes/stakeholders to its wider business context.	2	
WT1	Compose a persuasive five-paragraph essay with arguments using Toulmin method	2	
WW4	Write accurate, coherent and well-structured sentences and paragraphs appropriate to argumentative essays in the business context	2	
LITERATURE:			
Other literature/remarks: Online manuals and documentary links will be provided via Brightspace. Another platform will be used for film clips and the group assignment.			
Netflix subscription please?			
TEACHING & ASSESMENT:			
Teaching Form	Class hours/Week		Additional Explanation:
Workshop offline	2	14	For documentary/film discussion
Workshop online	1	7	For essay writing practice
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Assignment	60%	4.5	Individual Essay exam – to be planned during TP

Assignment	40%	4.5	Group assignment – with online playlist, podcast and teaching in class
ECTS Breakdown:			
Workshops	21		
Web Lectures & homework	21		
Watching documentaries	5		
Group Assignment	16		
Essay exam practice	20		
Essay Exam	3		
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers:			
Weavers need to be aware that documentaries can change each year – and should enrol for the current Brightspace module to keep up to date.			

Module Description: Management of Information I

Module Name:	Management of Information I	Osiris Code: (Leave blank if new code is required)	IB-S228-19	
Year:	2	ECTS:	3	
Semester/Block:	Semester 2 block 4	Weeks:	7	
Coordinator:	Lou Smeding	Entry Requirements:	-	
Brief Abstract:				
In this module students will learn the essentials of management of information. Students will increase their information literacy by learning an analytical tool (for example Microsoft Excel). Students will learn to produce management information based on a business case and a given dataset, and how this can be visualized in order to support different levels of management in making business decisions.				
LEARNING OUTCOMES:				
PLO	Module Learning Outcome:			Level (1-3)
WW7	Analyse raw data by using an analytical tool and writing expressions and using functions			2
WW7	Produce relevant management information based on a business case and a given dataset			2
WW7	Create visualisations to support decision making and or storytelling in an international business organization			2
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Other literature/remarks: Syllabus on Blackboard and free online reading material from Microsoft				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
<i>Workshop</i>	<i>2 hours /week</i>		1 workshop of 2 class hours per week, during 7 weeks	
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Written Exam	100%	5,5	Application with Excel/Word (APPEX)	
Choose an item.				
Choose an item.				
Choose an item.				
Choose an item.				
ECTS Breakdown:				
Workshops	2 hours/week for 7 weeks			14
Reading (online)	100 pages at 5 page/hour			20
Homework	Approx. 5 hours/week for 7 weeks			38
Exam practice	10 hours			10
Exam	2 hours			2
Total				84

CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:		
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023
For more information consult the conversion table		
Other information for weavers:		

Module Description: FINANCE II

Module Name:	FINANCE II	Osiris Code: (Leave blank if new code is required)	IB-S229-19
Year:	2022-2023	ECTS:	3
Semester/Block:	Semester 2 / Block 4 (FYP) Semester 2 / Block 3 (TYP)	Weeks:	8
Coordinator:	Maria Martina	Entry Requirements:	None
Brief Abstract:			
<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, analysing 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. (TWM19). Students receive information about the financial methods used to analyse and choose between investment alternatives (Net Present Value, Payback Rule and Internal Rate of Return) and understand how to use the most commonly used method, which is the Net Present Value considering that the company has limited resources (TWM19). Students also learn to forecast incremental earnings in a pro forma income statement and to convert forecasted earnings to free cash flows and compute a project's NPV. Finally, students have a second look at the Stock valuation by learning to value a stock as the present value of the company's free cash flows (Discounted Free Cash Flow Model). (TWM19).</p> <p>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>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
TWM19	MLO 1: The student is able to compute the price and yield to maturity of a coupon bond. The student is able to analyse why bond prices change over time. The student will know how credit risk affects the expected return from holding a corporate bond. (Ch 6)	2	
TWM19	MLO 2: The student is able to understand the trade-off between dividends and growth in stock valuation. The student will be able to describe the basic of common stock, preferred stock and stock quotes. The student is able to calculate the value of a stock using the Dividend Discount Model.(Ch 7)	2	
TWM19	MLO 3: The student is able to use the alternative decision rules and their drawbacks to make investment decisions and choose between mutually exclusive alternatives (Ch 8)	2	
TWM19	MLO 4: The student is able to identify the types of cash flows needed in the capital budgeting process, to forecast incremental earnings to produce a pro-forma income statement and to convert forecasted earnings in Free Cash Flows(Ch 9)	2	
TWM19	MLO 5: The student is able to value a stock as the present value of the company's free cash flows and to understand how information is incorporated into stock prices through competition in efficient markets. (Ch 10)	2	
LITERATURE:			
Title	Author	Publisher	Edition
Corporate Finance, Global Edition	Jonathan Berk & Peter DeMarzo	Pearson	Fifth Edition
ISBN			
ISBN 9781292304151			
Other literature/remarks:			
TEACHING & ASSESSMENT:			
Teaching Form	Class hours/Week	Additional Explanation:	
<i>Lecture (recorded)</i>	<i>1</i>		

<i>Workshop</i>	2		
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Written Exam	100%	5.5	Remindo on campus. The exam consists of open questions. A pdf copy of the e-book is provided in Remindo during the exam
Choose an item.			
Choose an item.			
Choose an item.			
Choose an item.			

ECTS Breakdown:

Lectures:	1 hour/week for 7 weeks	7	
Workshops:	2 hours/week for 7 weeks	14	
Self study: Workshop preparation	2 hours/week for 7 weeks	14	
Self study: Reading the book	180 pages at 5 pages/hour	37	
Exam Practice:	10 hours	10	
Exam:	2 hours	2	
	Total	84	

CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:

Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023
FINANCE II	IB-S229-19	
For more information consult the conversion table		
Other information for weavers:		

Module Description: Advanced Marketing & Sales (AM&S)

Module Name:	Advanced Marketing & Sales (AM&S)	Osiris Code: (Leave blank if new code is required)	IB-S226C-19	
Year:	2022-2023	ECTS:	(3 + 3) = 6	
Semester/Block:	Sem 2 / Block 1 & 2	Weeks:	16	
Coordinator:	A Koh	Recommended Entry Requirements:	Marketing Fundamentals YR1; Operation & Sales YR1	
Brief Abstract:				
<p>Building on the knowledge and competences students gained in Year-1 Marketing and Operation & Sales, the Advanced Marketing & Sales 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.</p> <p>It offers the future International Business professionals the necessary knowledge on how marketing works strategically in an international environment, incl. the integration of contemporary digital development, to exceed competition in customer value creation and delivery.</p> <p>Additionally, this course also provides knowledge of sales management, which is critical for the success of international businesses. 4 submodules (subjects) are included: Strategic Marketing Management, International Marketing Management, Digital Marketing Management and Sales Management.</p> <p>It is strongly advised for students to participate in all learning activities in the 16 weeks, including lecture/workshop participation, in order to be successful in this module. Due to the wide range of subjects, the learning materials are specifically tailor-made by various lecturers for specific subjects. Though some books have been listed, there is not a single book to cover all subjects. It is much more efficient to come to every class than only relying on self-study.</p>				
LEARNING OUTCOMES:				
PLO	Module Learning Outcome:		Level (1-3)	
TWM15 Develop a well-founded marketing plan to support the creation of value for international customers	MLO 1: Develop the key elements of a well-founded International Marketing Plan independently. Key elements are: <ul style="list-style-type: none"> Analyze the complex international marketing environment by applying the key concepts and tools, including digital marketing. Justify the strategic marketing decisions in the International Marketing Plan on key marketing elements. 		2	
TWM17 Incorporate developments of the digital landscape in a marketing strategy	MLO 2: Applying digital marketing concepts correctly with significant contribution to the full customer journey.		2	
TWM16 Use appropriate sales techniques in support of durable customer relationships	MLO 3: Justify the strategic sales management decisions in the international business environment by applying critical sales management concepts.		2	
SUGGESTED LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Global Marketing Management	Svend Hollensen	Pearson	8th	978-1-292-25180-6
Strategic Marketing – Creating Competitive Advantage	West, Ford & Ibrahim	Oxford	3rd	978-0-19-968409-0

Global Marketing Management	Keegan	Pearson	8th	978-0-273-76868-5
*Selling and Sales Management	Jobber & Lancaster	Pearson	11th	978-1-292-20502-1
Other literature/remarks:				
* <i>This textbook may be replaced. Exploring new resources at date of this MD preparation.</i>				
TEACHING & ASSESSMENT:				
Teaching Form	Class hours/Week	Semester	Additional Explanation:	
Workshop – 1. <i>Strategic Marketing Mgt.</i> 2. <i>International Marketing Mgt.</i>	2X45mins 2X45mins	Block 1	<ul style="list-style-type: none"> “Waved Approach with blended learning”: Preparation + Workshops + post-class reflections. Student participation is strongly encouraged to appreciate the applied learning aspect. 	
Workshop – 1. <i>Digital Marketing</i> 2. <i>Sales Management</i>	2X45mins 2X45mins	Block 2		
Assessment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Written Exam	<i>Assessment 1 - 60%</i>	5,5	<ul style="list-style-type: none"> Open-book case-based exam with open-ended questions covering both sub-modules – Strategic Marketing and International Marketing Mgt. 2-hour exam in TP3 for main exam & RP3 for resit exam. Written exam and Remindo 	
Written Exam	<i>Assessment 2 - 40%</i>	5,5	<ul style="list-style-type: none"> Open-book case-based exam with open-ended questions covering both sub-modules – Digital Marketing and Sales Management. 2-hour exam in TP4 for main exam & RP4 for resit exam. Written exam and Remindo 	
Choose an item.				
Choose an item.				
Choose an item.				
ECTS Breakdown:				
Video Lectures:	2 hours/week for 7 weeks	14 hours		
Workshops:	2 hours/week for 7 weeks	14 hours		
Reading/video watching:	4 hours/week for 7 weeks	28 hours		
Workshop preparation:	2 hours/week for 7 weeks	14 hours		
Self-Study:		12 hours		
Exam:		2 hours		
TOTAL		84 hours		
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:				
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023		
For more information consult the conversion table				
Other information for weavers:				

Module Description: People & Organization II

Module Name:	People & Organization II	Osiris Code: (Leave blank if new code is required)	
Year:	2	ECTS:	6
Semester/Block:	2	Weeks:	16
Coordinator:	Ms. E. Völker (2021-2022, for 2022-2023 preferably someone else)	Entry Requirements:	Y1: People, Organization & Environment
Brief Abstract:			
<p>People and Organization II will introduce the students to the HRM 's main goals and functions as well as explaining organizational human behavior and its impact on organizational practices. The module is divided in two main components:</p> <p>People's practices Students will learn the fundamentals of people's practices and policies through the Employee Life Cycle (ELC) as well as how those practices interact with the business strategy and contribute to the consecution of strategic business goals.</p> <p>Organizational Behavior (managing the human capital) Students will learn the fundamentals of human behavior and how to maximize individual and group potential in order to drive organizational effectiveness</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
People & Organization (TWM 22) (Draft the strategic cycle of part(s) of the organisation (process and content))	<ol style="list-style-type: none"> Identify and discuss the fundamental goals of HRM function Describe main HR functions and people practices throughout the Employee Life Cycle (ELC) Explain how processes and policies connect to an organization's business strategy (including HR metrics and technology) 	2	
People & Organization (TWM 23) (Assess the impact of change on the organisation)	<ol style="list-style-type: none"> Explain organizational human behaviors in relationship to the impact of organizational practices (motivation, change management, engagement, ...) Identify how to maximize individual and group potential in order to drive organizational effectiveness 	2	
Personal & Professional Development (LW9) (Respond appropriately to an unfamiliar, or unexpectedly changing, business environment)	<ol style="list-style-type: none"> Connect how HR practices impact your PPD How to respond towards change in a business environment 	2	
LITERATURE:			
Title	Author	Publisher	Edition

Other literature/remarks: TBD			
TEACHING & ASSESSMENT:			
Teaching Form	Class hours/Week		Additional Explanation:
<i>Lecture</i>	<i>1/week</i>	14h	
<i>Workshop</i>	<i>2</i>	28/h	
Assessment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Written Exam	100%	5.5	Hybrid exam (Multiple Choice + Open questions)
Assignment	P/F		Handed in week 14
Choose an item.			
Choose an item.			
Choose an item.			
ECTS Breakdown:			
Lectures	1 h/week for 14 weeks = 14		
Workshops	2 h/week for 14 weeks = 28		
Self-Study	5,5h/week for 14 weeks = 77		
Case Study	2,5h/week for 14 weeks = 35		
Exam Practice	10 hours = 12		
Exam	2 hours= 2		
Total	168h		
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
IB-Z002B-20-2021: 2021 People & Organization II	IB-Z002B-20-2021	RP4 2023	
For more information consult the conversion table			
Other information for weavers:			

Module Description: L&C Chinese Business Communication I

Module Name:	L&C Chinese Business Communication I	Osiris Code:	
Year:	2	ECTS:	3
Semester/Block:	I / blocks 1 + 2	Weeks:	14
Coordinator:	Ms. Elena Olivera	Entry Requirements:	See remarks below
Brief Abstract:			
<p>The Language & Culture Business Communication modules offer foreign language courses to prepare our students to use a certain language during their Study Abroad semester, during their Internship and/or in a future work situation. A variety of languages and several levels will be offered to meet different needs.</p> <p>Students will study the language in two ways: they will learn how to apply conversation strategies and how to perform in different (business) environments but they will also get acquainted with the target culture and its differences from their own through group work.</p> <p>The module has a communicative approach as the main goal is to acquire the ability to communicate in the target language. All language skills will be included: reading, listening, speaking, writing and interacting. Students will be required to actively take part in class and will be encouraged to use the target language as much as possible.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	<p>1. <u>MLOs linked to the oral skills.</u></p> <p>1.1. Vocabulary: Use a basic repertoire of words and idioms related to personal details and certain concrete situations in oral assignments.</p> <p>1.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in oral messages.</p> <p>1.3. Pronunciation: Pronounce and intone clearly and intelligibly, despite any foreign accent.</p> <p>1.4. Fluency: Speak without pauses, without looking for expressions or words, or other aspects that interfere with the global understanding of the message.</p> <p>1.5. Coherence: Link words or groups of words and sentences in oral messages in a logical order, connecting them effectively.</p> <p>1.6. Communication: Communicate and interact in the target language, according to the socio-cultural contexts, by asking and answering questions about personal details, and by conveying information and instructions in everyday situations.</p> <p>2. <u>MLOs linked to the written skills.</u></p> <p>2.1. Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments.</p> <p>2.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages.</p> <p>2.3. Coherence:</p>	1	

	<p>Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively.</p> <p>2.4. Reading comprehension: Understand the contents of texts, providing the right answers to related questions.</p> <p>2.5. Writing skills: Communicate clearly and effectively when writing personal and/or business related short written messages.</p>			
<p>LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency</p>	<p>3. <u>MLOs linked to the cultural competences.</u></p> <p>3.1. Identify the main cultural values and beliefs represented in the target language/culture.</p> <p>3.2. Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity.</p> <p>3.3. Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.</p>			1
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Experiencing Chinese - Basic Course 1 Text Book		Higher Education Press		ISBN 978-7-04-020313-4
Experience Chinese - Basic Course 1 Work Book				ISBN 978-7-04-025488-4
Other literature/remarks:				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
Lecture/Workshop	3		<p>Teaching and learning strategy:</p> <ul style="list-style-type: none"> - Workshops, 2 per week (2 teaching hours + 1 (online) teaching hour) - Group work (Presentation) - Work individually at home (Self-study time) 	
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Written Exam	50%	4,5. Students can compensate the written exam grade with the oral exam grade. To pass students need to have a minimum average of 5,5.	Multiple choice/closed and open questions Language skills (writing, reading, grammar and vocabulary) and cultural contents.	
Oral	50%	4,5. Students can compensate the oral exam grade with the written exam grade. To pass students need to have a	Open questions Language skills (speaking, listening, interacting) and the ability to interact in an intercultural context.	

		minimum average of 5,5.	
Presentation	P/F		PowerPoint cultural presentation
Participation	P/F		Mandatory attendance Failure to attend at least 80% of the whole course and/or to participate in the presentation will result in an insufficient result. Consequently, these students will be invited to take the re-sit examinations of the module, having to complete not only the presentation, but also having extra assignments during their oral exam.
ECTS Breakdown:			
Amount of study workload (in hours): 3 ECTS = 84 hours			
<ul style="list-style-type: none"> ▪ Contact time: 31,5 hours <ul style="list-style-type: none"> - 2 sessions per week: 2 hours (90 min) + 1 hour (45 min) x 14 weeks ▪ Self-study time: 52,5 hours <ul style="list-style-type: none"> - Presentation (group work & individual work) - Homework and study time - Preparation for exams 			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers: Weaver students should contact his/her lecturer.			

- **Students must follow the same language in both modules, Language & Culture Business Communication I and II.**

- **Entry requirements:**

The Common European Framework (CEFR) provides a way to determine your linguistic ability in any European language.

- ***You are at Absolute beginners level if you have...***

- **no knowledge of the language to be studied at all.**
- **been exposed to the language in a passive way or have studied it in the past. You are a “false beginner”.**

- ***At the end of the course you will reach the level A1.1***
-

- ***You are at Elementary level if you can...***

- **understand and use sentences and frequently used expressions related to areas of most immediate relevance**
(e.g. very basic personal and family information, such as nationality, family members, etc.).
- **introduce yourself to others and can ask and answer questions about personal details such as where you live, people you know, things you have, etc.**
- **interact in a simple way in a conversation.**
- **make very basic phrases in the present tense.**

- ***At the end of the course you will reach the level A1.2***
-

- ***You have the Pre-Intermediate level if you can...***

- **understand and use sentences and frequently used expressions related to areas of most immediate relevance**
- **describe in simple terms aspects of your background, immediate environment and matters in areas of immediate need.**
- **make basic phrases in the present past tense and in the present perfect (past tense).**

- ***At the end of the course you will reach the level A2.1***
-

Module Description: L&C Dutch Business Communication I

Module Name:	L&C Dutch Business Communication I	Osiris Code:	
Year:	2	ECTS:	3
Semester/Block:	I / blocks 1 + 2	Weeks:	14
Coordinator:	Ms. Elena Olivera	Entry Requirements:	See remarks below
Brief Abstract:			
<p>The Language & Culture Business Communication modules offer foreign language courses to prepare our students to use a certain language during their Study Abroad semester, during their Internship and/or in a future work situation. A variety of languages and several levels will be offered to meet different needs.</p> <p>Students will study the language in two ways: they will learn how to apply conversation strategies and how to perform in different (business) environments but they will also get acquainted with the target culture and its differences from their own through group work.</p> <p>The module has a communicative approach as the main goal is to acquire the ability to communicate in the target language. All language skills will be included: reading, listening, speaking, writing and interacting. Students will be required to actively take part in class and will be encouraged to use the target language as much as possible.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	2. <u>MLOs linked to the oral skills.</u> 1.1. Vocabulary: Use a basic repertoire of words and idioms related to personal details and certain concrete situations in oral assignments. 1.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in oral messages. 1.3. Pronunciation: Pronounce and intone clearly and intelligibly, despite any foreign accent. 1.4. Fluency: Speak without pauses, without looking for expressions or words, or other aspects that interfere with the global understanding of the message. 1.5. Coherence: Link words or groups of words and sentences in oral messages in a logical order, connecting them effectively. 1.6. Communication: Communicate and interact in the target language, according to the socio-cultural contexts, by asking and answering questions about personal details, and by	1	

	<p>conveying information and instructions in everyday situations.</p> <p>4. <u>MLOs linked to the written skills.</u></p> <p>4.1.Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments.</p> <p>4.2.Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages.</p> <p>4.3.Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively.</p> <p>4.4.Reading comprehension: Understand the contents of texts, providing the right answers to related questions.</p> <p>4.5.Writing skills: Communicate clearly and effectively when writing personal and/or business related short written messages.</p>				
<p>LW11 Intercultural Proficiency</p> <p>LW13 Intercultural Proficiency</p> <p>LW14 Intercultural Proficiency</p>	<p>5. <u>MLOs linked to the cultural competences.</u></p> <p>5.1. Identify the main cultural values and beliefs represented in the target language/culture.</p> <p>5.2. Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity.</p> <p>5.3. Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.</p>				1
LITERATURE:					
Title	Author	Publisher	Edition	ISBN	
Nederlands in Gang	Berna de Boer, Margaret van der Kamp, Birgit Lijmbach	Coutinho		ISBN 978-90-469-0560-9	
Other literature/remarks: Students can also choose for the digital version of the book ISBN 978-90-469-4026					
TEACHING & ASSESSMENT:					
Teaching Form	Class hours/Week		Additional Explanation:		
Lecture/Workshop	3		Teaching and learning strategy: - Workshops, 2 per week (2 teaching hours + 1 (online) teaching hour) - Group work (Presentation) - Work individually at home (Self-study time)		
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)		

Written Exam	50%	4,5. Students can compensate the written exam grade with the oral exam grade. To pass students need to have a minimum average of 5,5.	Multiple choice/closed and open questions Language skills (writing, reading, grammar and vocabulary) and cultural contents.
Oral	50%	4,5. Students can compensate the oral exam grade with the written exam grade. To pass students need to have a minimum average of 5,5.	Open questions Language skills (speaking, listening, interacting) and the ability to interact in an intercultural context.
Presentation	P/F		PowerPoint cultural presentation
Participation	P/F		Mandatory attendance Failure to attend at least 80% of the whole course and/or to participate in the presentation will result in an insufficient result. Consequently, these students will be invited to take the re-sit examinations of the module, having to complete not only the presentation, but also having extra assignments during their oral exam.
ECTS Breakdown:			
Amount of study workload (in hours): 3 ECTS = 84 hours			
<ul style="list-style-type: none"> ▪ Contact time: 31,5 hours <ul style="list-style-type: none"> - 2 sessions per week: 2 hours (90 min) + 1 hour (45 min) x 14 weeks ▪ Self-study time: 52,5 hours <ul style="list-style-type: none"> - Presentation (group work & individual work) - Homework and study time - Preparation for exams 			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers: Weaver students should contact his/her lecturer.			

- **Students must follow the same language in both modules, Language & Culture Business Communication I and II.**

- **Entry requirements:**

The Common European Framework (CEFR) provides a way to determine your linguistic ability in any European language.

- ***You are at Absolute beginners level if you have...***

- **no knowledge of the language to be studied at all.**
- **been exposed to the language in a passive way or have studied it in the past. You are a “false beginner”.**

- ***At the end of the course you will reach the level A1.1***

.....

- ***You are at Elementary level if you can...***

- **understand and use sentences and frequently used expressions related to areas of most immediate relevance**

(e.g. very basic personal and family information, such as nationality, family members, etc.).

- **introduce yourself to others and can ask and answer questions about personal details such as where you live,**

people you know, things you have, etc.

- **interact in a simple way in a conversation.**

- **make very basic phrases in the present tense.**

- ***At the end of the course you will reach the level A1.2***

.....

.....

- ***You have the Pre-Intermediate level if you can...***

- **understand and use sentences and frequently used expressions related to areas of most immediate relevance**

- **describe in simple terms aspects of your background, immediate environment and matters in areas of immediate need.**

- **make basic phrases in the present past tense and in the present perfect (past tense).**

- ***At the end of the course you will reach the level A2.1***

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Module Description: L&C French Business Communication I

Module Name:	L&C French Business Communication I	Osiris Code:	
Year:	2	ECTS:	3
Semester/Block:	I / blocks 1 + 2	Weeks:	14
Coordinator:	Ms. Elena Olivera	Entry Requirements:	See remarks below
Brief Abstract:			
<p>The Language & Culture Business Communication modules offer foreign language courses to prepare our students to use a certain language during their Study Abroad semester, during their Internship and/or in a future work situation. A variety of languages and several levels will be offered to meet different needs.</p> <p>Students will study the language in two ways: they will learn how to apply conversation strategies and how to perform in different (business) environments but they will also get acquainted with the target culture and its differences from their own through group work.</p> <p>The module has a communicative approach as the main goal is to acquire the ability to communicate in the target language. All language skills will be included: reading, listening, speaking, writing and interacting. Students will be required to actively take part in class and will be encouraged to use the target language as much as possible.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	3. <u>MLOs linked to the oral skills.</u> 1.1. Vocabulary: Use a basic repertoire of words and idioms related to personal details and certain concrete situations in oral assignments. 1.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in oral messages. 1.3. Pronunciation: Pronounce and intone clearly and intelligibly, despite any foreign accent. 1.4. Fluency: Speak without pauses, without looking for expressions or words, or other aspects that interfere with the global understanding of the message. 1.5. Coherence: Link words or groups of words and sentences in oral messages in a logical order, connecting them effectively. 1.6. Communication: Communicate and interact in the target language, according to the socio-cultural contexts, by asking and answering questions about personal details, and by	1	

	<p>conveying information and instructions in everyday situations.</p> <p>6. <u>MLOs linked to the written skills.</u></p> <p>6.1.Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments.</p> <p>6.2.Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages.</p> <p>6.3.Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively.</p> <p>6.4.Reading comprehension: Understand the contents of texts, providing the right answers to related questions.</p> <p>6.5.Writing skills: Communicate clearly and effectively when writing personal and/or business related short written messages.</p>				
LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	<p>7. <u>MLOs linked to the cultural competences.</u></p> <p>7.1. Identify the main cultural values and beliefs represented in the target language/culture.</p> <p>7.2. Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity.</p> <p>7.3. Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.</p>				1
LITERATURE:					
Title	Author	Publisher	Edition	ISBN	
It will be communicated to students by the lecturer during their first class.					
Other literature/remarks:					
TEACHING & ASSESMENT:					
Teaching Form	Class hours/Week		Additional Explanation:		
Lecture/Workshop	3		Teaching and learning strategy: - Workshops, 2 per week (2 teaching hours + 1 (online) teaching hour) - Group work (Presentation) - Work individually at home (Self-study time)		
Assessment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)		

Written Exam	50%	4,5. Students can compensate the written exam grade with the oral exam grade. To pass students need to have a minimum average of 5,5.	Multiple choice/closed and open questions Language skills (writing, reading, grammar and vocabulary) and cultural contents.
Oral	50%	4,5. Students can compensate the oral exam grade with the written exam grade. To pass students need to have a minimum average of 5,5.	Open questions Language skills (speaking, listening, interacting) and the ability to interact in an intercultural context.
Presentation	P/F		PowerPoint cultural presentation
Participation	P/F		Mandatory attendance Failure to attend at least 80% of the whole course and/or to participate in the presentation will result in an insufficient result. Consequently, these students will be invited to take the re-sit examinations of the module, having to complete not only the presentation, but also having extra assignments during their oral exam.
ECTS Breakdown:			
Amount of study workload (in hours): 3 ECTS = 84 hours			
<ul style="list-style-type: none"> ▪ Contact time: 31,5 hours <ul style="list-style-type: none"> - 2 sessions per week: 2 hours (90 min) + 1 hour (45 min) x 14 weeks ▪ Self-study time: 52,5 hours <ul style="list-style-type: none"> - Presentation (group work & individual work) - Homework and study time - Preparation for exams 			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers: Weaver students should contact his/her lecturer.			

2. Remarks.

- **Students must follow the same language in both modules, Language & Culture Business Communication I and II.**

- **Entry requirements:**

The Common European Framework (CEFR) provides a way to determine your linguistic ability in any European language.

- ***You are at Absolute beginners level if you have...***

- **no knowledge of the language to be studied at all.**
- **been exposed to the language in a passive way or have studied it in the past. You are a “false beginner”.**

- ***At the end of the course you will reach the level A1.1***

.....

- ***You are at Elementary level if you can...***

- **understand and use sentences and frequently used expressions related to areas of most immediate relevance**

(e.g. very basic personal and family information, such as nationality, family members, etc.).

- **introduce yourself to others and can ask and answer questions about personal details such as where you live,**

people you know, things you have, etc.

- **interact in a simple way in a conversation.**

- **make very basic phrases in the present tense.**

- ***At the end of the course you will reach the level A1.2***

.....

.....

- ***You have the Pre-Intermediate level if you can...***

- **understand and use sentences and frequently used expressions related to areas of most immediate relevance**

- **describe in simple terms aspects of your background, immediate environment and matters in areas of immediate need.**

- **make basic phrases in the present past tense and in the present perfect (past tense).**

- ***At the end of the course you will reach the level A2.1***

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Module Description: L&C German Business Communication I

Module Name:	L&C German Business Communication I	Osiris Code:	
Year:	2	ECTS:	3
Semester/Block:	I / blocks 1 + 2	Weeks:	14
Coordinator:	Ms. Elena Olivera	Entry Requirements:	See remarks below
Brief Abstract:			
<p>The Language & Culture Business Communication modules offer foreign language courses to prepare our students to use a certain language during their Study Abroad semester, during their Internship and/or in a future work situation. A variety of languages and several levels will be offered to meet different needs.</p> <p>Students will study the language in two ways: they will learn how to apply conversation strategies and how to perform in different (business) environments but they will also get acquainted with the target culture and its differences from their own through group work.</p> <p>The module has a communicative approach as the main goal is to acquire the ability to communicate in the target language. All language skills will be included: reading, listening, speaking, writing and interacting. Students will be required to actively take part in class and will be encouraged to use the target language as much as possible.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	<p>4. <u>MLOs linked to the oral skills.</u></p> <p>1.1. Vocabulary: Use a basic repertoire of words and idioms related to personal details and certain concrete situations in oral assignments.</p> <p>1.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in oral messages.</p> <p>1.3. Pronunciation: Pronounce and intone clearly and intelligibly, despite any foreign accent.</p> <p>1.4. Fluency: Speak without pauses, without looking for expressions or words, or other aspects that interfere with the global understanding of the message.</p> <p>1.5. Coherence: Link words or groups of words and sentences in oral messages in a logical order, connecting them effectively.</p> <p>1.6. Communication: Communicate and interact in the target language, according to the socio-cultural contexts, by asking and answering questions about personal details, and by conveying information and instructions in everyday situations.</p> <p>8. <u>MLOs linked to the written skills.</u></p> <p>8.1. Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments.</p> <p>8.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages.</p> <p>8.3. Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively.</p> <p>8.4. Reading comprehension: Understand the contents of texts, providing the right answers to related questions.</p>	1	

		grade with the oral exam grade. To pass students need to have a minimum average of 5,5.	Language skills (writing, reading, grammar and vocabulary) and cultural contents.
Oral	50%	4,5. Students can compensate the oral exam grade with the written exam grade. To pass students need to have a minimum average of 5,5.	Open questions Language skills (speaking, listening, interacting) and the ability to interact in an intercultural context.
Presentation	P/F		PowerPoint cultural presentation
Participation	P/F		Mandatory attendance Failure to attend at least 80% of the whole course and/or to participate in the presentation will result in an insufficient result. Consequently, these students will be invited to take the re-sit examinations of the module, having to complete not only the presentation, but also having extra assignments during their oral exam.
ECTS Breakdown:			
Amount of study workload (in hours): 3 ECTS = 84 hours			
<ul style="list-style-type: none"> ▪ Contact time: 31,5 hours <ul style="list-style-type: none"> - 2 sessions per week: 2 hours (90 min) + 1 hour (45 min) x 14 weeks ▪ Self-study time: 52,5 hours <ul style="list-style-type: none"> - Presentation (group work & individual work) - Homework and study time - Preparation for exams 			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers: Weaver students should contact his/her lecturer.			

Module Description: L&C Japanese Business Communication I

Module Name:	L&C Japanese Business Communication I	Osiris Code:	
Year:	2	ECTS:	3
Semester/Block:	I / blocks 1 + 2	Weeks:	14
Coordinator:	Ms. Elena Olivera	Entry Requirements:	See remarks below
Brief Abstract:			
<p>The Language & Culture Business Communication modules offer foreign language courses to prepare our students to use a certain language during their Study Abroad semester, during their Internship and/or in a future work situation. A variety of languages and several levels will be offered to meet different needs.</p> <p>Students will study the language in two ways: they will learn how to apply conversation strategies and how to perform in different (business) environments but they will also get acquainted with the target culture and its differences from their own through group work.</p> <p>The module has a communicative approach as the main goal is to acquire the ability to communicate in the target language. All language skills will be included: reading, listening, speaking, writing and interacting. Students will be required to actively take part in class and will be encouraged to use the target language as much as possible.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	5. <u>MLOs linked to the oral skills.</u> 1.1. Vocabulary: Use a basic repertoire of words and idioms related to personal details and certain concrete situations in oral assignments. 1.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in oral messages. 1.3. Pronunciation: Pronounce and intone clearly and intelligibly, despite any foreign accent. 1.4. Fluency: Speak without pauses, without looking for expressions or words, or other aspects that interfere with the global understanding of the message. 1.5. Coherence: Link words or groups of words and sentences in oral messages in a logical order, connecting them effectively. 1.6. Communication: Communicate and interact in the target language, according to the socio-cultural contexts, by asking and answering questions about personal details, and by conveying information and instructions in everyday situations. 10. <u>MLOs linked to the written skills.</u> 10.1. Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. 10.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 10.3. Coherence:	1	

	Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. 10.4. Reading comprehension: Understand the contents of texts, providing the right answers to related questions. 10.5. Writing skills: Communicate clearly and effectively when writing personal and/or business related short written messages.			
LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	11. <u>MLOs linked to the cultural competences.</u> 11.1. Identify the main cultural values and beliefs represented in the target language/culture. 11.2. Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 11.3. Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1		
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Marugoto A1-1 "Rikai"		Sanshusha publishing company		ISBN 978-4-384-05753-9
Other literature/remarks:				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
Lecture/Workshop	3		Teaching and learning strategy: - Workshops, 2 per week (2 teaching hours + 1 (online) teaching hour) - Group work (Presentation) - Work individually at home (Self-study time)	
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Written Exam	50%	4,5. Students can compensate the written exam grade with the oral exam grade. To pass students need to have a minimum average of 5,5.	Multiple choice/closed and open questions Language skills (writing, reading, grammar and vocabulary) and cultural contents.	
Oral	50%	4,5. Students can compensate the oral exam grade with the written exam grade. To pass students need to have a minimum average of 5,5.	Open questions Language skills (speaking, listening, interacting) and the ability to interact in an intercultural context.	
Presentation	P/F		PowerPoint cultural presentation	

Participation	P/F		Mandatory attendance Failure to attend at least 80% of the whole course and/or to participate in the presentation will result in an insufficient result. Consequently, these students will be invited to take the re-sit examinations of the module, having to complete not only the presentation, but also having extra assignments during their oral exam.
ECTS Breakdown: Amount of study workload (in hours): 3 ECTS = 84 hours			
<ul style="list-style-type: none"> ▪ Contact time: 31,5 hours <ul style="list-style-type: none"> - 2 sessions per week: 2 hours (90 min) + 1 hour (45 min) x 14 weeks ▪ Self-study time: 52,5 hours <ul style="list-style-type: none"> - Presentation (group work & individual work) - Homework and study time - Preparation for exams 			

- **Students must follow the same language in both modules, Language & Culture Business Communication I and II.**

- Entry requirements:

The Common European Framework (CEFR) provides a way to determine your linguistic ability in any European language.

- *You are at **Absolute beginners** level if you have...*

- no knowledge of the language to be studied at all.
- been exposed to the language in a passive way or have studied it in the past. You are a "false beginner".

- **At the end of the course you will reach the level A1.1**
-

...

- *You are at **Elementary level** if you can...*

- **understand and use** sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, such as nationality, family members, etc.).
- **introduce** yourself to others and can ask and answer questions about personal details such as where you live, people you know, things you have, etc.
- **interact** in a simple way in a conversation.
- **make** very basic phrases in the present tense.

- **At the end of the course you will reach the level A1.2**
-

.....

- *You have the **Pre-Intermediate level** if you can...*

- **understand and use** sentences and frequently used expressions related to areas of most immediate relevance
- **describe** in simple terms aspects of your background, immediate environment and matters in areas of immediate need.
- **make** basic phrases in the present past tense and in the present perfect (past tense).

- **At the end of the course you will reach the level A2.1**
-

Module Description: L&C Portuguese Business Communication I

Module Name:	L&C Portuguese Business Communication I	Osiris Code:	
Year:	2	ECTS:	3
Semester/Block:	I / blocks 1 + 2	Weeks:	14
Coordinator:	Ms. Elena Olivera	Entry Requirements:	See remarks below
Brief Abstract:			
<p>The Language & Culture Business Communication modules offer foreign language courses to prepare our students to use a certain language during their Study Abroad semester, during their Internship and/or in a future work situation. A variety of languages and several levels will be offered to meet different needs.</p> <p>Students will study the language in two ways: they will learn how to apply conversation strategies and how to perform in different (business) environments but they will also get acquainted with the target culture and its differences from their own through group work.</p> <p>The module has a communicative approach as the main goal is to acquire the ability to communicate in the target language. All language skills will be included: reading, listening, speaking, writing and interacting. Students will be required to actively take part in class and will be encouraged to use the target language as much as possible.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	<p>6. <u>MLOs linked to the oral skills.</u></p> <p>1.1. Vocabulary: Use a basic repertoire of words and idioms related to personal details and certain concrete situations in oral assignments.</p> <p>1.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in oral messages.</p> <p>1.3. Pronunciation: Pronounce and intone clearly and intelligibly, despite any foreign accent.</p> <p>1.4. Fluency: Speak without pauses, without looking for expressions or words, or other aspects that interfere with the global understanding of the message.</p> <p>1.5. Coherence: Link words or groups of words and sentences in oral messages in a logical order, connecting them effectively.</p> <p>1.6. Communication: Communicate and interact in the target language, according to the socio-cultural contexts, by asking and answering questions about personal details, and by conveying information and instructions in everyday situations.</p> <p>12. <u>MLOs linked to the written skills.</u></p> <p>12.1. Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments.</p> <p>12.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages.</p> <p>12.3. Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively.</p> <p>12.4. Reading comprehension:</p>	1	

	Understand the contents of texts, providing the right answers to related questions. 12.5. Writing skills: Communicate clearly and effectively when writing personal and/or business related short written messages.			
LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	13. <u>MLOs linked to the cultural competences.</u> 13.1. Identify the main cultural values and beliefs represented in the target language/culture. 13.2. Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 13.3. Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.			1
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Português XXI Livro do Aluno Nova Edição!				ISBN 978-946-030-6266
Português XXI Caderno de Exercícios Nova Edição!				ISBN 978-946-030-6273
Other literature/remarks:				
TEACHING & ASSESSMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
Lecture/Workshop	3		Teaching and learning strategy: - Workshops, 2 per week (2 teaching hours + 1 (online) teaching hour) - Group work (Presentation) - Work individually at home (Self-study time)	
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Written Exam	50%	4,5. Students can compensate the written exam grade with the oral exam grade. To pass students need to have a minimum average of 5,5.	Multiple choice/closed and open questions Language skills (writing, reading, grammar and vocabulary) and cultural contents.	
Oral	50%	4,5. Students can compensate the oral exam grade with the written exam grade. To	Open questions Language skills (speaking, listening, interacting) and the ability to interact in an intercultural context.	

		pass students need to have a minimum average of 5,5.	
Presentation	P/F		PowerPoint cultural presentation
Participation	P/F		Mandatory attendance Failure to attend at least 80% of the whole course and/or to participate in the presentation will result in an insufficient result. Consequently, these students will be invited to take the re-sit examinations of the module, having to complete not only the presentation, but also having extra assignments during their oral exam.
ECTS Breakdown:			
Amount of study workload (in hours): 3 ECTS = 84 hours			
<ul style="list-style-type: none"> ▪ Contact time: 31,5 hours <ul style="list-style-type: none"> - 2 sessions per week: 2 hours (90 min) + 1 hour (45 min) x 14 weeks ▪ Self-study time: 52,5 hours <ul style="list-style-type: none"> - Presentation (group work & individual work) - Homework and study time - Preparation for exams 			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers: Weaver students should contact his/her lecturer.			

- **Students must follow the same language in both modules, Language & Culture Business Communication I and II.**

- Entry requirements:

The Common European Framework (CEFR) provides a way to determine your linguistic ability in any European language.

- *You are at **Absolute beginners level** if you have...*

- no knowledge of the language to be studied at all.
- been exposed to the language in a passive way or have studied it in the past. You are a "false beginner".

- **At the end of the course you will reach the level A1.1**
-

...

- *You are at **Elementary level** if you can...*

- **understand and use** sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, such as nationality, family members, etc.).
- **introduce** yourself to others and can ask and answer questions about personal details such as where you live, people you know, things you have, etc.
- **interact** in a simple way in a conversation.
- **make** very basic phrases in the present tense.

- **At the end of the course you will reach the level A1.2**
-

.....

- *You have the **Pre-Intermediate level** if you can...*

- **understand and use** sentences and frequently used expressions related to areas of most immediate relevance
- **describe** in simple terms aspects of your background, immediate environment and matters in areas of immediate need.
- **make** basic phrases in the present past tense and in the present perfect (past tense).

- **At the end of the course you will reach the level A2.1**
-

Module Description: L&C Spanish Business Communication I

Module Name:	L&C Spanish Business Communication I	Osiris Code:	
Year:	2	ECTS:	3
Semester/Block:	I / blocks 1 + 2	Weeks:	14
Coordinator:	Ms. Elena Olivera	Entry Requirements:	See remarks below
Brief Abstract:			
<p>The Language & Culture Business Communication modules offer foreign language courses to prepare our students to use a certain language during their Study Abroad semester, during their Internship and/or in a future work situation. A variety of languages and several levels will be offered to meet different needs.</p> <p>Students will study the language in two ways: they will learn how to apply conversation strategies and how to perform in different (business) environments but they will also get acquainted with the target culture and its differences from their own through group work.</p> <p>The module has a communicative approach as the main goal is to acquire the ability to communicate in the target language. All language skills will be included: reading, listening, speaking, writing and interacting. Students will be required to actively take part in class and will be encouraged to use the target language as much as possible.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	<p>7. MLOs linked to the oral skills.</p> <p>1.1. Vocabulary: Use a basic repertoire of words and idioms related to personal details and certain concrete situations in oral assignments.</p> <p>1.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in oral messages.</p> <p>1.3. Pronunciation: Pronounce and intone clearly and intelligibly, despite any foreign accent.</p> <p>1.4. Fluency: Speak without pauses, without looking for expressions or words, or other aspects that interfere with the global understanding of the message.</p> <p>1.5. Coherence: Link words or groups of words and sentences in oral messages in a logical order, connecting them effectively.</p> <p>1.6. Communication: Communicate and interact in the target language, according to the socio-cultural contexts, by asking and answering questions about personal details, and by conveying information and instructions in everyday situations.</p> <p>14. MLOs linked to the written skills.</p> <p>14.1. Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments.</p> <p>14.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages.</p> <p>14.3. Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively.</p> <p>14.4. Reading comprehension:</p>	1	

	Understand the contents of texts, providing the right answers to related questions. 14.5. Writing skills: Communicate clearly and effectively when writing personal and/or business related short written messages.	
LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	15. MLOs linked to the cultural competences. 15.1. Identify the main cultural values and beliefs represented in the target language/culture. 15.2. Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 15.3. Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
LITERATURE:		
Title	Author	Publisher
Meta profesional 1 (edición internacional). Libro del estudiante.	Diaz Gutierrez e.a.	Intertaal
Meta profesional 1 (edición internacional). Libro de ejercicios.	Diaz Gutierrez e.a	Intertaal
ISBN		
		ISBN 978-94-6030-946-5
		ISBN 978-94-6030-947-2
Other literature/remarks: Students can also choose for the digital version of both books ISBN/EAN 978-94-6293-755-0		
TEACHING & ASSESMENT:		
Teaching Form	Class hours/Week	Additional Explanation:
Lecture/Workshop	3	Teaching and learning strategy: - Workshops, 2 per week (2 teaching hours+1 (online) teaching hour) - Group work (Presentation) - Work individually at home (Self-study time)
Assesment Form	Weight or P/F	Minimum Required Grade.
Written Exam	50%	4,5. Students can compensate the written exam grade with the oral exam grade. To pass students need to have a minimum average of 5,5.
Oral	50%	4,5. Students can compensate the oral exam grade with the written exam grade. To pass students need to have a minimum average of 5,5.
Presentation	P/F	PowerPoint cultural presentation
Participation	P/F	Mandatory attendance Failure to attend at least 80% of the whole course and/or to participate in the presentation will result in an insufficient result. Consequently, these students will be invited to

			take the re-sit examinations of the module, having to complete not only the presentation, but also having extra assignments during their oral exam.
ECTS Breakdown:			
Amount of study workload (in hours): 3 ECTS = 84 hours			
<ul style="list-style-type: none"> ▪ Contact time: 31,5 hours <ul style="list-style-type: none"> - 2 sessions per week: 2 hours (90 min) + 1 hour (45 min) x 14 weeks ▪ Self-study time: 52,5 hours <ul style="list-style-type: none"> - Presentation (group work & individual work) - Homework and study time - Preparation for exams 			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers: Weaver students should contact his/her lecturer.			

- **Students must follow the same language in both modules, Language & Culture Business Communication I and II.**

- Entry requirements:

The Common European Framework (CEFR) provides a way to determine your linguistic ability in any European language.

- *You are at **Absolute beginners level** if you have...*

- no knowledge of the language to be studied at all.
- been exposed to the language in a passive way or have studied it in the past. You are a "false beginner".

- **At the end of the course you will reach the level A1.1**

.....

...

- *You are at **Elementary level** if you can...*

- **understand and use** sentences and frequently used expressions related to areas of most immediate relevance

(e.g. very basic personal and family information, such as nationality, family members, etc.).

- **introduce** yourself to others and can ask and answer questions about personal details such as where you live, people you know, things you have, etc.
- **interact** in a simple way in a conversation.
- **make** very basic phrases in the present tense.

- **At the end of the course you will reach the level A1.2**

.....

.....

- *You have the **Pre-Intermediate level** if you can...*

- **understand and use** sentences and frequently used expressions related to areas of most immediate relevance
- **describe** in simple terms aspects of your background, immediate environment and matters in areas of immediate need.

- **make** basic phrases in the present past tense and in the present perfect (past tense).

- **At the end of the course you will reach the level A2.1**

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Module Description: L&C Chinese Business Communication II

Module Name:	L&C Chinese Business Communication II	Osiris Code:	
Year:	2	ECTS:	3
Semester/Block:	II / blocks 3 + 4	Weeks:	14
Coordinator:	Ms. Elena Olivera	Entry Requirements:	See remarks below
Brief Abstract:			
<p>The Language & Culture Business Communication modules offer foreign language courses to prepare our students to use a certain language during their Study Abroad semester, during their Internship and/or in a future work situation. A variety of languages and several levels will be offered to meet different needs.</p> <p>Students will study the language in two ways: they will learn how to apply conversation strategies and how to perform in different (business) environments but they will also get acquainted with the target culture and its differences from their own through group work.</p> <p>The module has a communicative approach as the main goal is to acquire the ability to communicate in the target language. All language skills will be included: reading, listening, speaking, writing and interacting. Students will be required to actively take part in class and will be encouraged to use the target language as much as possible.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	<p>8. <u>MLOs linked to the oral skills.</u></p> <p>1.1. Vocabulary: Use a basic repertoire of words and idioms related to personal details and certain concrete situations in oral assignments.</p> <p>1.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in oral messages.</p> <p>1.3. Pronunciation: Pronounce and intone clearly and intelligibly, despite any foreign accent.</p> <p>1.4. Fluency: Speak without pauses, without looking for expressions or words, or other aspects that interfere with the global understanding of the message.</p> <p>1.5. Coherence: Link words or groups of words and sentences in oral messages in a logical order, connecting them effectively.</p> <p>1.6. Communication: Communicate and interact in the target language, according to the socio-cultural contexts, by asking and answering questions about personal details, and by conveying information and instructions in everyday situations.</p> <p>16. <u>MLOs linked to the written skills.</u></p> <p>16.1. Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments.</p> <p>16.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages.</p> <p>16.3. Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively.</p> <p>16.4. Reading comprehension: Understand the contents of texts, providing the right answers to related questions.</p> <p>16.5. Writing skills:</p>	1	

	Communicate clearly and effectively when writing personal and/or business related short written messages.				
LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	17. <u>MLOs linked to the cultural competences.</u> 17.1. Identify the main cultural values and beliefs represented in the target language/culture. 17.2. Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 17.3. Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.				1
LITERATURE:					
Title	Author	Publisher	Edition	ISBN	
Experiencing Chinese - Basic Course 1 Text Book		Higher Education Press		ISBN 978-7-04-020313-4	
Experience Chinese - Basic Course 1 Work Book				ISBN 978-7-04-025488-4	
Other literature/remarks:					
TEACHING & ASSESMENT:					
Teaching Form	Class hours/Week		Additional Explanation:		
Lecture/Workshop	3		Teaching and learning strategy:		
			- Workshops, 2 per week (2 teaching hours+1 (online) teaching hour)		
			- Group work (Presentation)		
			- Work individually at home (Self-study time)		
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)		
Written Exam	50%	4,5. Students can compensate the written exam grade with the oral exam grade. To pass students need to have a minimum average of 5,5.	Multiple choice/closed and open questions Language skills (writing, reading, grammar and vocabulary) and cultural contents.		
Oral	50%	4,5. Students can compensate the oral exam grade with the written exam grade. To pass students need to have a minimum average of 5,5.	Open questions Language skills (speaking, listening, interacting) and the ability to interact in an intercultural context.		
Presentation	P/F		PowerPoint cultural presentation		
Participation	P/F		Mandatory attendance Failure to attend at least 80% of the whole course and/or to participate in the presentation will result in an insufficient result. Consequently, these students will be invited to take the re-sit examinations of the module, having to complete not only the presentation, but also having extra assignments during their oral exam.		
ECTS Breakdown:					

Amount of study workload (in hours): 3 ECTS=84 hours

- **Contact time: 31,5 hours**
 - 2 sessions per week: 2 hours (90 min)+1 hour (45 min) x 14 weeks
- **Self-study time: 52,5 hours**
 - Presentation (group work & individual work)
 - Homework and study time
 - Preparation for exams

CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:

Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023
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For more information consult the conversion table

Other information for weavers: Weaver students should contact his/her lecturer.

- **Students must follow the same language in both modules, Language & Culture Business Communication I and II.**

- Entry requirements:

The Common European Framework (CEFR) provides a way to determine your linguistic ability in any European language.

- *You are at **Absolute beginners level** if you have...*
 - no knowledge of the language to be studied at all.
 - been exposed to the language in a passive way or have studied it in the past. You are a "false beginner".

- **At the end of the course you will reach the level A1.1**

- *You are at **Elementary level** if you can...*
 - **understand and use** sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, such as nationality, family members, etc.).
 - **introduce** yourself to others and can ask and answer questions about personal details such as where you live, people you know, things you have, etc.
 - **interact** in a simple way in a conversation.
 - **make** very basic phrases in the present tense.

- **At the end of the course you will reach the level A1.2**

- *You have the **Pre-Intermediate level** if you can...*
 - **understand and use** sentences and frequently used expressions related to areas of most immediate relevance
 - **describe** in simple terms aspects of your background, immediate environment and matters in areas of immediate need.
 - **make** basic phrases in the present past tense and in the present perfect (past tense).

- **At the end of the course you will reach the level A2.1**

Module Description: L&C Dutch Business Communication II

Module Name:	L&C Dutch Business Communication II	Osiris Code:	
Year:	2	ECTS:	3
Semester/Block:	II / blocks 3 + 4	Weeks:	14
Coordinator:	Ms. Elena Olivera	Entry Requirements:	See remarks below
Brief Abstract:			
<p>The Language & Culture Business Communication modules offer foreign language courses to prepare our students to use a certain language during their Study Abroad semester, during their Internship and/or in a future work situation. A variety of languages and several levels will be offered to meet different needs.</p> <p>Students will study the language in two ways: they will learn how to apply conversation strategies and how to perform in different (business) environments but they will also get acquainted with the target culture and its differences from their own through group work.</p> <p>The module has a communicative approach as the main goal is to acquire the ability to communicate in the target language. All language skills will be included: reading, listening, speaking, writing and interacting. Students will be required to actively take part in class and will be encouraged to use the target language as much as possible.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	<p>9. <u>MLOs linked to the oral skills.</u></p> <p>1.1. Vocabulary: Use a basic repertoire of words and idioms related to personal details and certain concrete situations in oral assignments.</p> <p>1.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in oral messages.</p> <p>1.3. Pronunciation: Pronounce and intone clearly and intelligibly, despite any foreign accent.</p> <p>1.4. Fluency: Speak without pauses, without looking for expressions or words, or other aspects that interfere with the global understanding of the message.</p> <p>1.5. Coherence: Link words or groups of words and sentences in oral messages in a logical order, connecting them effectively.</p> <p>1.6. Communication: Communicate and interact in the target language, according to the socio-cultural contexts, by asking and answering questions about personal details, and by conveying information and instructions in everyday situations.</p> <p>18. <u>MLOs linked to the written skills.</u></p> <p>18.1. Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments.</p> <p>18.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages.</p> <p>18.3. Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively.</p> <p>18.4. Reading comprehension:</p>	1	

	Understand the contents of texts, providing the right answers to related questions. 18.5. Writing skills: Communicate clearly and effectively when writing personal and/or business related short written messages.			
LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	19. MLOs linked to the cultural competences. 19.1. Identify the main cultural values and beliefs represented in the target language/culture. 19.2. Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 19.3. Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.			1
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Nederlands in Gang	Berna de Boer, Margaret van der Kamp, Birgit Lijmbach	Coutinho		ISBN 978-90-469-0560-9
Other literature/remarks: Students can also choose for the digital version of the book ISBN/EAN 978-90-469-4026				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
Lecture/Workshop	3		Teaching and learning strategy: - Workshops, 2 per week (2 teaching hours + 1 (online) teaching hour) - Group work (Presentation) - Work individually at home (Self-study time)	
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Written Exam	50%	4,5. Students can compensate the written exam grade with the oral exam grade. To pass students need to have a minimum average of 5,5.	Multiple choice/closed and open questions Language skills (writing, reading, grammar and vocabulary) and cultural contents.	
Oral	50%	4,5. Students can compensate the oral exam grade with the written exam grade. To pass students need to have a minimum average of 5,5.	Open questions Language skills (speaking, listening, interacting) and the ability to interact in an intercultural context.	
Presentation	P/F		PowerPoint cultural presentation	
Participation	P/F		Mandatory attendance	

			Failure to attend at least 80% of the whole course and/or to participate in the presentation will result in an insufficient result. Consequently, these students will be invited to take the re-sit examinations of the module, having to complete not only the presentation, but also having extra assignments during their oral exam.
ECTS Breakdown:			
Amount of study workload (in hours): 3 ECTS = 84 hours			
<ul style="list-style-type: none"> ▪ Contact time: 31,5 hours <ul style="list-style-type: none"> - 2 sessions per week: 2 hours (90 min) + 1 hour (45 min) x 14 weeks ▪ Self-study time: 52,5 hours <ul style="list-style-type: none"> - Presentation (group work & individual work) - Homework and study time - Preparation for exams 			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers: Weaver students should contact his/her lecturer.			

- **Students must follow the same language in both modules, Language & Culture Business Communication I and II.**

- Entry requirements:

The Common European Framework (CEFR) provides a way to determine your linguistic ability in any European language.

- *You are at **Absolute beginners level** if you have...*

- no knowledge of the language to be studied at all.
- been exposed to the language in a passive way or have studied it in the past. You are a "false beginner".

- **At the end of the course you will reach the level A1.1**

.....

...

- *You are at **Elementary level** if you can...*

- **understand and use** sentences and frequently used expressions related to areas of most immediate relevance

(e.g. very basic personal and family information, such as nationality, family members, etc.).

- **introduce** yourself to others and can ask and answer questions about personal details such as where you live, people you know, things you have, etc.
- **interact** in a simple way in a conversation.
- **make** very basic phrases in the present tense.

- **At the end of the course you will reach the level A1.2**

.....

.....

- *You have the **Pre-Intermediate level** if you can...*

- **understand and use** sentences and frequently used expressions related to areas of most immediate relevance
- **describe** in simple terms aspects of your background, immediate environment and matters in areas of immediate need.
- **make** basic phrases in the present past tense and in the present perfect (past tense).

- **At the end of the course you will reach the level A2.1**

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Module Description: L&C French Business Communication II

Module Name:	L&C French Business Communication II	Osiris Code:	
Year:	2	ECTS:	3
Semester/Block:	II / blocks 3+4	Weeks:	14
Coordinator:	Ms. Elena Olivera	Entry Requirements:	See remarks below
Brief Abstract:			
<p>The Language & Culture Business Communication modules offer foreign language courses to prepare our students to use a certain language during their Study Abroad semester, during their Internship and/or in a future work situation. A variety of languages and several levels will be offered to meet different needs.</p> <p>Students will study the language in two ways: they will learn how to apply conversation strategies and how to perform in different (business) environments but they will also get acquainted with the target culture and its differences from their own through group work.</p> <p>The module has a communicative approach as the main goal is to acquire the ability to communicate in the target language. All language skills will be included: reading, listening, speaking, writing and interacting. Students will be required to actively take part in class and will be encouraged to use the target language as much as possible.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	<p>10. <u>MLOs linked to the oral skills.</u></p> <p>1.1. Vocabulary: Use a basic repertoire of words and idioms related to personal details and certain concrete situations in oral assignments.</p> <p>1.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in oral messages.</p> <p>1.3. Pronunciation: Pronounce and intone clearly and intelligibly, despite any foreign accent.</p> <p>1.4. Fluency: Speak without pauses, without looking for expressions or words, or other aspects that interfere with the global understanding of the message.</p> <p>1.5. Coherence: Link words or groups of words and sentences in oral messages in a logical order, connecting them effectively.</p> <p>1.6. Communication: Communicate and interact in the target language, according to the socio-cultural contexts, by asking and answering questions about personal details, and by conveying information and instructions in everyday situations.</p> <p>20. <u>MLOs linked to the written skills.</u></p> <p>20.1. Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments.</p> <p>20.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages.</p> <p>20.3. Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively.</p> <p>20.4. Reading comprehension:</p>	1	

	Understand the contents of texts, providing the right answers to related questions. 20.5. Writing skills: Communicate clearly and effectively when writing personal and/or business related short written messages.			
LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	21. <u>MLOs linked to the cultural competences.</u> 21.1. Identify the main cultural values and beliefs represented in the target language/culture. 21.2. Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 21.3. Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.			1
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
It will be communicated to students by the lecturer during their first class.				
Other literature/remarks:				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
Lecture/Workshop	3		Teaching and learning strategy: - Workshops, 2 per week (2 teaching hours + 1 (online) teaching hour) - Group work (Presentation) - Work individually at home (Self-study time)	
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Written Exam	50%	4,5. Students can compensate the written exam grade with the oral exam grade. To pass students need to have a minimum average of 5,5.	Multiple choice/closed and open questions Language skills (writing, reading, grammar and vocabulary) and cultural contents.	
Oral	50%	4,5. Students can compensate the oral exam grade with the written exam grade. To pass students need to have a minimum average of 5,5.	Open questions Language skills (speaking, listening, interacting) and the ability to interact in an intercultural context.	
Presentation	P/F		PowerPoint cultural presentation	
Participation	P/F		Mandatory attendance Failure to attend at least 80% of the whole course and/or to participate in the presentation	

			will result in an insufficient result. Consequently, these students will be invited to take the re-sit examinations of the module, having to complete not only the presentation, but also having extra assignments during their oral exam.
ECTS Breakdown:			
Amount of study workload (in hours): 3 ECTS = 84 hours			
<ul style="list-style-type: none"> ▪ Contact time: 31,5 hours <ul style="list-style-type: none"> - 2 sessions per week: 2 hours (90 min) + 1 hour (45 min) x 14 weeks ▪ Self-study time: 52,5 hours <ul style="list-style-type: none"> - Presentation (group work & individual work) - Homework and study time - Preparation for exams 			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers: Weaver students should contact his/her lecturer.			

- **Students must follow the same language in both modules, Language & Culture Business Communication I and II.**

- Entry requirements:

The Common European Framework (CEFR) provides a way to determine your linguistic ability in any European language.

- *You are at **Absolute beginners** level if you have...*

- no knowledge of the language to be studied at all.
- been exposed to the language in a passive way or have studied it in the past. You are a "false beginner".

- **At the end of the course you will reach the level A1.1**
-

- *You are at **Elementary level** if you can...*

- **understand and use** sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, such as nationality, family members, etc.).
- **introduce** yourself to others and can ask and answer questions about personal details such as where you live, people you know, things you have, etc.
- **interact** in a simple way in a conversation.
- **make** very basic phrases in the present tense.

- **At the end of the course you will reach the level A1.2**
-

- *You have the **Pre-Intermediate level** if you can...*

- **understand and use** sentences and frequently used expressions related to areas of most immediate relevance
- **describe** in simple terms aspects of your background, immediate environment and matters in areas of immediate need.
- **make** basic phrases in the present past tense and in the present perfect (past tense).

- **At the end of the course you will reach the level A2.1**
-

Module Description: L&C German Business Communication II

Module Name:	L&C German Business Communication II	Osiris Code:	
Year:	2	ECTS:	3
Semester/Block:	II / blocks 3 + 4	Weeks:	14
Coordinator:	Ms. Elena Olivera	Entry Requirements:	See remarks below
Brief Abstract:			
<p>The Language & Culture Business Communication modules offer foreign language courses to prepare our students to use a certain language during their Study Abroad semester, during their Internship and/or in a future work situation. A variety of languages and several levels will be offered to meet different needs.</p> <p>Students will study the language in two ways: they will learn how to apply conversation strategies and how to perform in different (business) environments but they will also get acquainted with the target culture and its differences from their own through group work.</p> <p>The module has a communicative approach as the main goal is to acquire the ability to communicate in the target language. All language skills will be included: reading, listening, speaking, writing and interacting. Students will be required to actively take part in class and will be encouraged to use the target language as much as possible.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	<p>11. <u>MLOs linked to the oral skills.</u></p> <p>1.1. Vocabulary: Use a basic repertoire of words and idioms related to personal details and certain concrete situations in oral assignments.</p> <p>1.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in oral messages.</p> <p>1.3. Pronunciation: Pronounce and intone clearly and intelligibly, despite any foreign accent.</p> <p>1.4. Fluency: Speak without pauses, without looking for expressions or words, or other aspects that interfere with the global understanding of the message.</p> <p>1.5. Coherence: Link words or groups of words and sentences in oral messages in a logical order, connecting them effectively.</p> <p>1.6. Communication: Communicate and interact in the target language, according to the socio-cultural contexts, by asking and answering questions about personal details, and by conveying information and instructions in everyday situations.</p> <p>22. <u>MLOs linked to the written skills.</u></p> <p>22.1. Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments.</p> <p>22.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages.</p> <p>22.3. Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively.</p> <p>22.4. Reading comprehension: Understand the contents of texts, providing the right answers to related questions.</p>	1	

	22.5. Writing skills: Communicate clearly and effectively when writing personal and/or business related short written messages.	
LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	23. MLOs linked to the cultural competences. 23.1. Identify the main cultural values and beliefs represented in the target language/culture. 23.2. Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 23.3. Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
LITERATURE:		
Title	Author	Publisher
Elementary / Pre-intermediate <ul style="list-style-type: none"> DaF im Unternehmen A1-A2, Kursbuch mit Audios und Filmen DaF im Unternehmen A1-A2, Übungsbuch mit Audios 		
		ISBN 978-3-12-676460-5
		ISBN 978-3-12-676459-9
Other literature/remarks:		
TEACHING & ASSESMENT:		
Teaching Form	Class hours/Week	Additional Explanation:
Lecture/Workshop	3	Teaching and learning strategy: - Workshops, 2 per week (2 teaching hours+1 (online) teaching hour) - Group work (Presentation) - Work individually at home (Self-study time)
Assesment Form	Weight or P/F	Minimum Required Grade.
Written Exam	50%	4,5. Students can compensate the written exam grade with the oral exam grade. To pass students need to have a minimum average of 5,5.
		Multiple choice/closed and open questions Language skills (writing, reading, grammar and vocabulary) and cultural contents.
Oral	50%	4,5. Students can compensate the oral exam grade with the written exam grade. To pass students need to have a minimum average of 5,5.
		Open questions Language skills (speaking, listening, interacting) and the ability to interact in an intercultural context.
Presentation	P/F	PowerPoint cultural presentation
Participation	P/F	Mandatory attendance

			Failure to attend at least 80% of the whole course and/or to participate in the presentation will result in an insufficient result. Consequently, these students will be invited to take the re-sit examinations of the module, having to complete not only the presentation, but also having extra assignments during their oral exam.
ECTS Breakdown:			
Amount of study workload (in hours): 3 ECTS = 84 hours			
<ul style="list-style-type: none"> ▪ Contact time: 31,5 hours <ul style="list-style-type: none"> - 2 sessions per week: 2 hours (90 min) + 1 hour (45 min) x 14 weeks ▪ Self-study time: 52,5 hours <ul style="list-style-type: none"> - Presentation (group work & individual work) - Homework and study time - Preparation for exams 			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers: Weaver students should contact his/her lecturer.			

2. Remarks.

- **Students must follow the same language in both modules, Language & Culture Business Communication I and II.**

- Entry requirements:

The Common European Framework (CEFR) provides a way to determine your linguistic ability in any European language.

- *You are at **Absolute beginners level** if you have...*

- no knowledge of the language to be studied at all.

- been exposed to the language in a passive way or have studied it in the past. You are a "false beginner".

- **At the end of the course you will reach the level A1.1**
-

...

- *You are at **Elementary level** if you can...*

- **understand and use** sentences and frequently used expressions related to areas of most immediate relevance

(e.g. very basic personal and family information, such as nationality, family members, etc.).

- **introduce** yourself to others and can ask and answer questions about personal details such as where you live, people you know, things you have, etc.

- **interact** in a simple way in a conversation.

- **make** very basic phrases in the present tense.

- **At the end of the course you will reach the level A1.2**
-

.....

- *You have the **Pre-Intermediate level** if you can...*

- **understand and use** sentences and frequently used expressions related to areas of most immediate relevance

- **describe** in simple terms aspects of your background, immediate environment and matters in areas of immediate need.

- **make** basic phrases in the present past tense and in the present perfect (past tense).

- **At the end of the course you will reach the level A2.1**
-

Module Description: L&C Japanese Business Communication II

Module Name:	L&C Japanese Business Communication II	Osiris Code:	
Year:	2	ECTS:	3
Semester/Block:	II / blocks 3 + 4	Weeks:	14
Coordinator:	Ms. Elena Olivera	Entry Requirements:	See remarks below
Brief Abstract:			
<p>The Language & Culture Business Communication modules offer foreign language courses to prepare our students to use a certain language during their Study Abroad semester, during their Internship and/or in a future work situation. A variety of languages and several levels will be offered to meet different needs.</p> <p>Students will study the language in two ways: they will learn how to apply conversation strategies and how to perform in different (business) environments but they will also get acquainted with the target culture and its differences from their own through group work.</p> <p>The module has a communicative approach as the main goal is to acquire the ability to communicate in the target language. All language skills will be included: reading, listening, speaking, writing and interacting. Students will be required to actively take part in class and will be encouraged to use the target language as much as possible.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	12. <u>MLOs linked to the oral skills.</u> 1.1. Vocabulary: Use a basic repertoire of words and idioms related to personal details and certain concrete situations in oral assignments. 1.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in oral messages. 1.3. Pronunciation: Pronounce and intone clearly and intelligibly, despite any foreign accent. 1.4. Fluency: Speak without pauses, without looking for expressions or words, or other aspects that interfere with the global understanding of the message. 1.5. Coherence: Link words or groups of words and sentences in oral messages in a logical order, connecting them effectively. 1.6. Communication: Communicate and interact in the target language, according to the socio-cultural contexts, by asking and answering questions about personal details, and by	1	

	<p>conveying information and instructions in everyday situations.</p> <p>24. <u>MLOs linked to the written skills.</u></p> <p>24.1. Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments.</p> <p>24.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages.</p> <p>24.3. Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively.</p> <p>24.4. Reading comprehension: Understand the contents of texts, providing the right answers to related questions.</p> <p>24.5. Writing skills: Communicate clearly and effectively when writing personal and/or business related short written messages.</p>				
<p>LW11 Intercultural Proficiency</p> <p>LW13 Intercultural Proficiency</p> <p>LW14 Intercultural Proficiency</p>	<p>25. <u>MLOs linked to the cultural competences.</u></p> <p>25.1. Identify the main cultural values and beliefs represented in the target language/culture.</p> <p>25.2. Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity.</p> <p>25.3. Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.</p>				1
LITERATURE:					
Title	Author	Publisher	Edition	ISBN	
Marugoto A1-1 "Rikai"		Sanshusha publishing company		ISBN 978-4-384-05753-9	
Other literature/remarks:					
TEACHING & ASSESMENT:					
Teaching Form	Class hours/Week		Additional Explanation:		
Lecture/Workshop	3		<p>Teaching and learning strategy:</p> <ul style="list-style-type: none"> - Workshops, 2 per week (2 teaching hours + 1 (online) teaching hour) - Group work (Presentation) - Work individually at home (Self-study time) 		
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)		

Written Exam	50%	4,5. Students can compensate the written exam grade with the oral exam grade. To pass students need to have a minimum average of 5,5.	Multiple choice/closed and open questions Language skills (writing, reading, grammar and vocabulary) and cultural contents.
Oral	50%	4,5. Students can compensate the oral exam grade with the written exam grade. To pass students need to have a minimum average of 5,5.	Open questions Language skills (speaking, listening, interacting) and the ability to interact in an intercultural context.
Presentation	P/F		PowerPoint cultural presentation
Participation	P/F		Mandatory attendance Failure to attend at least 80% of the whole course and/or to participate in the presentation will result in an insufficient result. Consequently, these students will be invited to take the re-sit examinations of the module, having to complete not only the presentation, but also having extra assignments during their oral exam.
ECTS Breakdown:			
Amount of study workload (in hours): 3 ECTS = 84 hours			
<ul style="list-style-type: none"> ▪ Contact time: 31,5 hours <ul style="list-style-type: none"> - 2 sessions per week: 2 hours (90 min) + 1 hour (45 min) x 14 weeks ▪ Self-study time: 52,5 hours <ul style="list-style-type: none"> - Presentation (group work & individual work) - Homework and study time - Preparation for exams 			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers: Weaver students should contact his/her lecturer.			

2. Remarks.

- **Students must follow the same language in both modules, Language & Culture Business Communication I and II.**

- **Entry requirements:**

The Common European Framework (CEFR) provides a way to determine your linguistic ability in any European language.

- ***You are at Absolute beginners level if you have...***

- **no knowledge of the language to be studied at all.**
- **been exposed to the language in a passive way or have studied it in the past. You are a “false beginner”.**

- ***At the end of the course you will reach the level A1.1***

.....

- ***You are at Elementary level if you can...***

- **understand and use sentences and frequently used expressions related to areas of most immediate relevance**

(e.g. very basic personal and family information, such as nationality, family members, etc.).

- **introduce yourself to others and can ask and answer questions about personal details such as where you live,**

people you know, things you have, etc.

- **interact in a simple way in a conversation.**

- **make very basic phrases in the present tense.**

- ***At the end of the course you will reach the level A1.2***

.....

.....

- ***You have the Pre-Intermediate level if you can...***

- **understand and use sentences and frequently used expressions related to areas of most immediate relevance**

- **describe in simple terms aspects of your background, immediate environment and matters in areas of immediate need.**

- **make basic phrases in the present past tense and in the present perfect (past tense).**

- ***At the end of the course you will reach the level A2.1***

.....

Module Description: L&C Portuguese Business Communication II

Module Name:	L&C Portuguese Business Communication II	Osiris Code:	
Year:	2	ECTS:	3
Semester/Block:	II / blocks 3 + 4	Weeks:	14
Coordinator:	Ms. Elena Olivera	Entry Requirements:	See remarks below
Brief Abstract:			
<p>The Language & Culture Business Communication modules offer foreign language courses to prepare our students to use a certain language during their Study Abroad semester, during their Internship and/or in a future work situation. A variety of languages and several levels will be offered to meet different needs.</p> <p>Students will study the language in two ways: they will learn how to apply conversation strategies and how to perform in different (business) environments but they will also get acquainted with the target culture and its differences from their own through group work.</p> <p>The module has a communicative approach as the main goal is to acquire the ability to communicate in the target language. All language skills will be included: reading, listening, speaking, writing and interacting. Students will be required to actively take part in class and will be encouraged to use the target language as much as possible.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	<p>13. <u>MLOs linked to the oral skills.</u></p> <p>1.1. Vocabulary: Use a basic repertoire of words and idioms related to personal details and certain concrete situations in oral assignments.</p> <p>1.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in oral messages.</p> <p>1.3. Pronunciation: Pronounce and intone clearly and intelligibly, despite any foreign accent.</p> <p>1.4. Fluency: Speak without pauses, without looking for expressions or words, or other aspects that interfere with the global understanding of the message.</p> <p>1.5. Coherence: Link words or groups of words and sentences in oral messages in a logical order, connecting them effectively.</p> <p>1.6. Communication: Communicate and interact in the target language, according to the socio-cultural contexts, by asking and answering questions about personal details, and by</p>	1	

	<p>conveying information and instructions in everyday situations.</p> <p>26. <u>MLOs linked to the written skills.</u></p> <p>26.1. Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments.</p> <p>26.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages.</p> <p>26.3. Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively.</p> <p>26.4. Reading comprehension: Understand the contents of texts, providing the right answers to related questions.</p> <p>26.5. Writing skills: Communicate clearly and effectively when writing personal and/or business related short written messages.</p>				
<p>LW11 Intercultural Proficiency</p> <p>LW13 Intercultural Proficiency</p> <p>LW14 Intercultural Proficiency</p>	<p>27. <u>MLOs linked to the cultural competences.</u></p> <p>27.1. Identify the main cultural values and beliefs represented in the target language/culture.</p> <p>27.2. Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity.</p> <p>27.3. Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.</p>				1
LITERATURE:					
Title	Author	Publisher	Edition	ISBN	
Português XXI Livro do Aluno Nova Edição!				ISBN 978-946-030-6266	
Português XXI Caderno de Exercícios Nova Edição!				ISBN 978-946-030-6273	
Other literature/remarks:					
TEACHING & ASSESMENT:					
Teaching Form	Class hours/Week		Additional Explanation:		
Lecture/Workshop	3		Teaching and learning strategy:		
			- Workshops, 2 per week (2 teaching hours + 1 (online) teaching hour)		

			- Group work (Presentation) - Work individually at home (Self-study time)
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Written Exam	50%	4,5. Students can compensate the written exam grade with the oral exam grade. To pass students need to have a minimum average of 5,5.	Multiple choice/closed and open questions Language skills (writing, reading, grammar and vocabulary) and cultural contents.
Oral	50%	4,5. Students can compensate the oral exam grade with the written exam grade. To pass students need to have a minimum average of 5,5.	Open questions Language skills (speaking, listening, interacting) and the ability to interact in an intercultural context.
Presentation	P/F		PowerPoint cultural presentation
Participation	P/F		Mandatory attendance Failure to attend at least 80% of the whole course and/or to participate in the presentation will result in an insufficient result. Consequently, these students will be invited to take the re-sit examinations of the module, having to complete not only the presentation, but also having extra assignments during their oral exam.
ECTS Breakdown:			
Amount of study workload (in hours): 3 ECTS = 84 hours			
<ul style="list-style-type: none"> ▪ Contact time: 31,5 hours <ul style="list-style-type: none"> - 2 sessions per week: 2 hours (90 min) + 1 hour (45 min) x 14 weeks ▪ Self-study time: 52,5 hours <ul style="list-style-type: none"> - Presentation (group work & individual work) - Homework and study time - Preparation for exams 			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers: Weaver students should contact his/her lecturer.			

2. Remarks.

- **Students must follow the same language in both modules, Language & Culture Business Communication I and II.**

- **Entry requirements:**

The Common European Framework (CEFR) provides a way to determine your linguistic ability in any European language.

- ***You are at Absolute beginners level if you have...***

- **no knowledge of the language to be studied at all.**
- **been exposed to the language in a passive way or have studied it in the past. You are a “false beginner”.**

- ***At the end of the course you will reach the level A1.1***

.....

- ***You are at Elementary level if you can...***

- **understand and use sentences and frequently used expressions related to areas of most immediate relevance**

(e.g. very basic personal and family information, such as nationality, family members, etc.).

- **introduce yourself to others and can ask and answer questions about personal details such as where you live,**

people you know, things you have, etc.

- **interact in a simple way in a conversation.**

- **make very basic phrases in the present tense.**

- ***At the end of the course you will reach the level A1.2***

.....

.....

- ***You have the Pre-Intermediate level if you can...***

- **understand and use sentences and frequently used expressions related to areas of most immediate relevance**

- **describe in simple terms aspects of your background, immediate environment and matters in areas of immediate need.**

- **make basic phrases in the present past tense and in the present perfect (past tense).**

- ***At the end of the course you will reach the level A2.1***

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Module Description: L&C Spanish Business Communication II

Module Name:	L&C Spanish Business Communication II	Osiris Code:	
Year:	2	ECTS:	3
Semester/Block:	II / blocks 3 + 4	Weeks:	14
Coordinator:	Ms. Elena Olivera	Entry Requirements:	See remarks below
Brief Abstract:			
<p>The Language & Culture Business Communication modules offer foreign language courses to prepare our students to use a certain language during their Study Abroad semester, during their Internship and/or in a future work situation. A variety of languages and several levels will be offered to meet different needs.</p> <p>Students will study the language in two ways: they will learn how to apply conversation strategies and how to perform in different (business) environments but they will also get acquainted with the target culture and its differences from their own through group work.</p> <p>The module has a communicative approach as the main goal is to acquire the ability to communicate in the target language. All language skills will be included: reading, listening, speaking, writing and interacting. Students will be required to actively take part in class and will be encouraged to use the target language as much as possible.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	<p>14. <u>MLOs linked to the oral skills.</u></p> <p>1.1. Vocabulary: Use a basic repertoire of words and idioms related to personal details and certain concrete situations in oral assignments.</p> <p>1.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in oral messages.</p> <p>1.3. Pronunciation: Pronounce and intone clearly and intelligibly, despite any foreign accent.</p> <p>1.4. Fluency: Speak without pauses, without looking for expressions or words, or other aspects that interfere with the global understanding of the message.</p> <p>1.5. Coherence: Link words or groups of words and sentences in oral messages in a logical order, connecting them effectively.</p> <p>1.6. Communication: Communicate and interact in the target language, according to the socio-cultural contexts, by asking and answering questions about personal details, and by</p>	1	

	<p>conveying information and instructions in everyday situations.</p> <p>28. <u>MLOs linked to the written skills.</u></p> <p>28.1. Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments.</p> <p>28.2. Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages.</p> <p>28.3. Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively.</p> <p>28.4. Reading comprehension: Understand the contents of texts, providing the right answers to related questions.</p> <p>28.5. Writing skills: Communicate clearly and effectively when writing personal and/or business related short written messages.</p>			
<p>LW11 Intercultural Proficiency</p> <p>LW13 Intercultural Proficiency</p> <p>LW14 Intercultural Proficiency</p>	<p>29. <u>MLOs linked to the cultural competences.</u></p> <p>29.1. Identify the main cultural values and beliefs represented in the target language/culture.</p> <p>29.2. Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity.</p> <p>29.3. Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.</p>	1		
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Meta profesional 1 (edición internacional). Libro del estudiante.	Díaz Gutierrez e.a.	Intertaal		ISBN 978-94-6030-946-5
Meta profesional 1 (edición internacional). Libro de ejercicios.	Díaz Gutierrez e.a.	Intertaal		ISBN 978-94-6030-947-2
Other literature/remarks: Students can also choose for the digital version of both books ISBN/EAN 978-94-6293-755-0				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
Lecture/Workshop	3		Teaching and learning strategy: - Workshops, 2 per week (2 teaching hours + 1 (online) teaching hour) - Group work (Presentation) - Work individually at home (Self-study time)	

Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Written Exam	50%	4,5. Students can compensate the written exam grade with the oral exam grade. To pass students need to have a minimum average of 5,5.	Multiple choice/closed and open questions Language skills (writing, reading, grammar and vocabulary) and cultural contents.
Oral	50%	4,5. Students can compensate the oral exam grade with the written exam grade. To pass students need to have a minimum average of 5,5.	Open questions Language skills (speaking, listening, interacting) and the ability to interact in an intercultural context.
Presentation	P/F		PowerPoint cultural presentation
Participation	P/F		Mandatory attendance Failure to attend at least 80% of the whole course and/or to participate in the presentation will result in an insufficient result. Consequently, these students will be invited to take the re-sit examinations of the module, having to complete not only the presentation, but also having extra assignments during their oral exam.
ECTS Breakdown:			
Amount of study workload (in hours): 3 ECTS = 84 hours			
<ul style="list-style-type: none"> ▪ Contact time: 31,5 hours <ul style="list-style-type: none"> - 2 sessions per week: 2 hours (90 min) + 1 hour (45 min) x 14 weeks ▪ Self-study time: 52,5 hours <ul style="list-style-type: none"> - Presentation (group work & individual work) - Homework and study time - Preparation for exams 			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers: Weaver students should contact his/her lecturer.			

2. Remarks.

- **Students must follow the same language in both modules, Language & Culture Business Communication I and II.**

- **Entry requirements:**

The Common European Framework (CEFR) provides a way to determine your linguistic ability in any European language.

- ***You are at Absolute beginners level if you have...***

- **no knowledge of the language to be studied at all.**
- **been exposed to the language in a passive way or have studied it in the past. You are a “false beginner”.**

- ***At the end of the course you will reach the level A1.1***

.....

- ***You are at Elementary level if you can...***

- **understand and use sentences and frequently used expressions related to areas of most immediate relevance**

(e.g. very basic personal and family information, such as nationality, family members, etc.).

- **introduce yourself to others and can ask and answer questions about personal details such as where you live,**

people you know, things you have, etc.

- **interact in a simple way in a conversation.**

- **make very basic phrases in the present tense.**

- ***At the end of the course you will reach the level A1.2***

.....

.....

- ***You have the Pre-Intermediate level if you can...***

- **understand and use sentences and frequently used expressions related to areas of most immediate relevance**

- **describe in simple terms aspects of your background, immediate environment and matters in areas of immediate need.**

- **make basic phrases in the present past tense and in the present perfect (past tense).**

- ***At the end of the course you will reach the level A2.1***

.....

IB Year 3 Modules

Module Description: Career Development year 3

Module Name:	Career Development year 3	Osiris Code: (Leave blank if new code is required)	
Year:	Year 3 FYP/Year 2 TYP	ECTS:	3
Semester/Block:	Semester 1, block 2 FYP ? TYP	Weeks:	8
Coordinator:	Corina Tabacaru or Lilian Völker	Entry Requirements:	None
Brief 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).</p> <p>In this module, students will develop the following career self-management skills: reflection on capacities and motivation, career exploration and networking (Kuijpers & Scheerens 2006). Through career exploration and self-awareness, students will gain more insight into various professional paths and start articulating their professional brand in written and oral job application messages.</p> <p>This module aims to equip students with the practical tools needed to secure an internship in a desired company.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
LW8	Develop career self-awareness through reflection on strengths, values and motivations.	2-3	
LW9	Explore career options through researching industry field, analyzing job vacancy and networking.	2-3	
WT1 and WW4	Compose written and oral employment messages e.g. CV, LinkedIn profile and application video to communicate employability.	2-3	
LITERATURE:			
Other literature/remarks:			
All materials will be published on Blackboard.			
TEACHING & ASSESMENT:			
Teaching Form	Class hours/Week		Additional Explanation:
Lecture	1		Lecture will be used for transfer of information and material, workshop will be actively engaging with the materials.
Workshop	2		
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Assignment	P/F		Application packet with background materials
ECTS Breakdown:			
5,25 hrs - lectures			
10,5 hrs – workshops & individual and peer coaching			
70,25- hrs - self-study			
Total: 86 hours			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers:			

Module Description: Management of Information II

Module Name:	Management of Information II	Osiris Code: (Leave blank if new code is required)	Needs new code
Year:	3	ECTS:	6
Semester/Block:	Semester 1 block 2	Weeks:	7
Coordinator:	Lou Smeding	Entry Requirements:	Management of Information I (YR 2)
Brief Abstract:			
<p>In this module students will learn the essentials of Business Intelligence (BI). 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. Within this module the student will work with tabular models and design and create a Business Intelligence dashboard based on a set of big data and company needs/questions.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WW7	Apply technology to one of the International Business fields Marketing & Sales, Finance, Operations & SCM and Organization & People, and create actionable results	3	
WW7	Define KPIs suitable to manage business processes specific to the different international Business fields, with respect to workforce and international business environment	3	
WW7	Find and select internal and external data sources suitable to support the specific information requirements, while considering legal and ethical issues surrounding sensible data and processes, and evaluating data integrity and reliability.	3	
WW7	Handle large amounts of data of varied origins and formats using querying tools and creating a data model with little direction and coaching to explore and analyse them for trends and correlations.	3	
WW7	Apply BI technology to monitor and steer processes, and to analyse trends and correlations. Create visualizations in a dashboard suitable to tell a coherent story and support decision-making.	3	
LITERATURE:			
Title	Author	Publisher	Edition
Other literature/remarks:			
Syllabus on Bright Space, and free online material from Microsoft			
TEACHING & ASSESSMENT:			
Teaching Form	Class hours/Week		Additional Explanation:
<i>workshop</i>	2 * 2		During 7 weeks, 2 workshops per week, each workshop is 2 class hours
Assessment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)

Written Exam	100%	5,5	Application with PowerBI (APPPBI)
Choose an item.			
Choose an item.			
ECTS Breakdown:			
Workshops	4 hours/week for 7 weeks		28
Reading (online)	100 pages at 5 page/hour		20
Homework	Approx. 15 hours/week for 7 weeks		108
Exam practice	10 hours		10
Exam	2 hours		2
Total			168
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
Management of Information II	IB-S313-21	yes	
For more information consult the conversion table			
Other information for weavers:			

Module Description: EXPLICO

Module Name:	EXPLICO	Osiris Code: (Leave blank if new code is required)	IB-K200-20 EXPLICO
Year:	2022/2023	ECTS:	3
Semester/Block:	1/2, 2/4	Weeks:	7
Coordinator:	Marloes Ambagts, Refiya Scheltinga	Entry Requirements:	None
Brief Abstract:			
<p>In this intense seven-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, including students from THUAS IB, ES and IPM and students from international partner institutions.</p> <p>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>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
LW 11, 12, 13	Communicate thoughts, opinions, beliefs and values on a wicked problem from various perspectives and interests	2-3	
LW 11, 14	Examine a real-life problem from multi-disciplinary, multi-cultural and multi-stakeholder perspective with a local and global scope.	2-3	
LW 9 LW 8	Critically reflect on personal intercultural interactions for personal, academic and professional development.	2-3	
	Demonstrate flexibility by managing ambiguity and adjust expectations and behaviour in the context of a virtual exchange project.	2-3	

WT3	Apply the design thinking cycle to design and propose solutions to local problems, considering multi-cultural and multi-stakeholder perspectives in the process.				2-3
LITERATURE:					
Title	Author	Publisher	Edition	ISBN	
Other literature/remarks: Online instructions and input via Interactive Sways to be shared via Brightspace					
TEACHING & ASSESMENT:					
Teaching Form	Class hours/Week		Additional Explanation:		
Guest lecture	1		In the guest lectures, students are introduced to key tools and inspiring speakers from different disciplines and parts of the world to support and inspire them in their process. Student teams independently work towards the project deliverables during the work sessions based on online instructions. Coaches check in with them in coaching sessions.		
Team coaching	1				
Work sessions	2				
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)		
Portfolio	P/F		Team portfolio presenting the team's development towards the MLOs in the course of the project		
Multimedia reflection	P/F		Individual		
ECTS Breakdown:					
Contact hours: 12 Group work: 48 Individual work: 24					
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:					
Predecessor Module Name:		Osiris Code	Last Chance Exams to be offered in 2022-2023		
For more information consult the conversion table					
Other information for weavers:					

2. Remarks/Questions for Curcom (if any)

Please indicate here what changes you have made compared to last year and/or any question or request for feedback/advice you have.
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IB Minors

Module Description: Minor Business in Asia

Module Name:	Business in Asia	Osiris Code: (Leave blank if new code is required)	
Year:	4	ECTS:	15
Semester/Block:	Spring/Block 3	Weeks:	8
Coordinator:	Van der Molen (e.m. vandermolen@hhs.nl)	Entry Requirements:	none
Brief Abstract:			
<p>The minor consists of three submodules:</p> <p>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 <i>China, Japan, South Korea, India and Vietnam</i>, with a look at these countries' history, economy , (business) culture and business opportunities.</p> <p>Asia: Business, Communication and Management (BCM, 6 credits) 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 (3 credits) will ask the students to independently research, analyse a business or economic topic, business case or alternatively develop a business plan, taking into account all practice and theory of the other submodules.</p> <p>PES and BCM can be taken separately as elective module. Essay alone cannot be taken as a separate elective module</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WT3	Assess the strategic relevance for internationally operating companies of historical developments, key patterns and trends of globalization, international relations and economic development in the Asian Region	2	
WT2	Provide solutions for business problems through the study and analysis of theory and real-life business cases related to doing business in Asia and emerging markets in general..	2	
LW11	Recognize the cultural differences in behaviour and values when doing business in the main Asian economies.	2	
TWM24	Analyse a trend or business problem related to Asia linking political, cultural and business aspects through independent research.	2	
WT1/WW4	Apply relevant insights, theories and concepts from academic sources to draw conclusions in a methodical manner and express these fluently and correctly in speech and writing.	2	
LITERATURE:			
Title	Author	Publisher	Edition ISBN
Other literature/remarks:			
+ Book of choice out of recommended booklist for Book Review (to be published after start of course)			

+ Other readings such as articles & Cases provided through the Learning Environment			
TEACHING & ASSESMENT:			
Teaching Form	Class hours/Week		Additional Explanation:
PES Seminars	2x2 hours x 7		
BCM Workshop	2x2 hours/ 5 weeks		
Essay Workshops	2 hours/ 7 weeks		
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Written Exam	60% of PES	5,5	PES Written Exam
Assignment	40% of PES	5,5	PES Written Exam
Written Exam	100% of BCM	5,5	BCM Written Exam
Assignment	P/F BCM	P	BCM Group Portfolio
Assignment	100% of Essay	5,5	Essay
ALL PARTS OF THE MINOR NEED TO BE PASSED WITH A MINIMUM OF 5.5 THERE IS NO COMPENSATION.			
ECTS Breakdown:			
Lectures & Workshop		62	
Essay		84	
PES Book Review		68	
BCM Portfolio		68	
Exams		6	
Reading/Self Study		132	
		420	
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
Business in Asia -BCM	IBMS-K502-20 Asia: Business, Communication & Managem / BFM-HMVT20-BIA Business in Asia	Written Exam BiA BCM	
Business in Asia-PES	IBMS-K505-20 Asia: Politics, Economics & Society / BFM-HMVT20-BIA Business in Asia	Written Exam BiA PES	
For more information consult the conversion table			
Other information for weavers:			
BiA BCM/PES have changed content. Last chance exams based on the old material will be offered. Ensure you register for the right exam.			

Module Description: Minor Sustainable Business

Module Name:	Sustainable Business	Osiris Code: (Leave blank if new code is required)	New Osiris code is needed
Year:	2022/2023	ECTS:	15
Semester/Block:	3	Weeks:	7
Coordinator:	Angela Roe	Entry Requirements:	None
Brief Abstract:			
<p>The minor consists of four submodules:</p> <p>1. Introduction to Sustainable Business (ISB 4 ECTS) The module will teach how business can become (more) sustainable following the circular economy requisites. Students will critically look at existing linear business models (produce, use and dispose) and actively look for business solutions to become sustainable. We will explore the business environment, global changes and industrial revolutions which have taken place so far and that are based in the actual linear economy. Students will explore, analyse and possibly create new views towards business performances via presentations and an individual essay.</p> <p>2. Sustainable Business Challenges (SBC 4 ECTS) The module will intrinsically explore sustainable business models and practices and their impact on business, society and environment. We critically look at linear business models; produce, use and dispose. Also, we critique how businesses and stakeholders affect the balance between economy, society and environment in local and global contexts. By the end of this module, students will be able to formulate sustainable strategies and solutions for business to balance environmental, social and economic development. In doing so, they will be changemakers in the international business environment.</p> <p>3. CSR and Global Supply Chain (CSR 4 ECTS) Business activities have both significant positive and negative impacts on societies. Whereas efficient supply chain operations help businesses deliver the needed goods and services to consumers, they can also impact the environment and people negatively, when not done responsibly. Some of these impacts include emission of greenhouse gas, poor wages, worker's rights issues, overconsumption due for example to fast-fashion models, waste generations, and filling of landfills, to mention a few. The course discusses these issues, but more importantly, explores options open for firms to run a sustainable supply chain. In this course students learn how to identify the impact of supply chain operations on people and the environment. Students become acquainted with the impact of supply chain operation on people and environment and various, international frameworks for environmental and social performance, and NGO-business collaborations. The course consists of the following parts: (Global) Supply Chain; Corporate Social Responsibility (CSR); CSR in (Global) Supply Chain; NGO-Business collaboration; and Environmental Regulation and Policy.</p> <p>4. Guest Lectures (GL 3 ECTS) Sustainable Business is not just theory or a collection of case studies in books and articles; most and foremost it is a reality that is practiced daily in increasing numbers of businesses and organizations. In the Guest Lectures module, students will be exposed to a broad variety of presenters from startups to large corporations, from NGO's to people from the political field. They will listen to sustainability challenges and best practices, and have ample opportunity for critical engagement with these presenters via Q&A's, discussions and in some cases even short workshops. By the end of this course students will have been exposed to a broad range of practical information and real life experiences with sustainable business. This will increase insight in the concrete applicability of the knowledge and skills presented in the other three courses in the minor, and add to students' own sustainable business solutions toolkit.</p> <p>Each submodule can be taken separately.</p>			

LEARNING OUTCOMES:				
PLO	Module Learning Outcome:			Level (1-3)
WT3	Critique how business performances in the linear economy differ from a circular approach.			2
TWM24	Analyse a trend or business problem related to sustainable business linking local to global contexts through independent, applied research.			2
WT2/LW10	Formulate sustainable business strategies and solutions through the study and analysis of theory and real-life business cases related to business and stakeholder performance in a changing business environment.			2
TWM 20	Set up and manage CSR strategies for a sustainable supply chain.			2
WT1/WW4	Apply relevant insights, theories and concepts from academic sources to draw conclusions in a methodical manner and express these fluently and correctly in speech and writing.			2
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Other literature/remarks: Readings such as articles & Cases provided through the Learning Environment				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week	Additional Explanation:		
ISB: workshops	2 hours x 7 weeks	<ul style="list-style-type: none"> Weekly workshops (Lectures, discussions, student presentations, feedback sessions) = 56 Class preparation / homework (for ISB, SBC and CSR) = 30 hours Individual assignment + resit: 280 hours Group presentations preparation + resit = 60 hours 		
SBC: workshops	2 hours x 7 weeks			
CSR: workshops	2 hours x 7 weeks			
GL: lectures	2 hours x 7 weeks			
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Assignment	70% ISB	5,5	ISB Individual assignment	
Presentation	30% ISB	5,5	ISB Group presentation	
Assignment	70% SBC	5,5	SBC Individual assignment	
Presentation	30% SBC	5,5	SBC Group presentation	
Assignment	70% CSR	5,5	CSR Individual assignment	
Presentation	30% CSR	5,5	CSR Group presentation	
Assignment	100% GL	5,5	GL individual assignment	
ECTS Breakdown:				
Lectures & Workshops		56		
Individual assignment + resit		280		
Group presentations + resit		54		
Class preparation		30		
Total		420		
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:				
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023		

Module Description: Minor International Entrepreneurship

Module Name:	International Entrepreneurship (new proposed name)	Osiris Code: (Leave blank if new code is required)	BFM-HMVT20-ENTRE-2022
Year:	2022-2023	ECTS:	15
Semester/Block:	Semester 2, block 3	Weeks:	8
Coordinator:	Ms. A.J.A Swakhoven (co-coordinator) Mr. A. Kraaij (co-coordinator) Mr. J. Vreeke	Entry Requirements:	None
Brief Abstract:			
<p>This minor adopts mostly an action-oriented approach (learning by doing) where students in a explorative way gain business oriented insights to transform a currently existing business model into a business model which fits local (international) circumstances. Additionally, an analytical approach is being added to support students in developing a strategic vision on their business models' sustainability based on the Sustainable Development Goals (SDGs).</p> <p>Students will be challenged to develop their entrepreneurial mindset & skills and actively apply them by executing several assignments based on Design Thinking & Doing, Business Model Canvas and Frugal Innovation. Newly gained insights will lead to bootstrapped business models which can be the foundation of start-up companies abroad. This is not mandatory.</p> <p>Key words: business model experimentation & generation, frugal innovation, design thinking & doing, sustainability</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
LW 8	Develop entre(/intra-)preneurial skills and mindset with the aim to explore entrepreneurial possibilities in the country of origin	2	
LW 10	Analyze sustainable, viable business models in an international business setting with the use of Design Thinking & Doing, Business Model Experimentation /Generation and Frugal Innovation	2	
LW 8	Develop leadership to mobilize different kind of stakeholders, in different cultural, organizational, and political landscapes to contribute to achieving a sustainable business environment	2	
LW 10	Respond appropriately to an unfamiliar or unexpected changing business environment	2	
WT 3	Calculate financing possibilities of bootstrapped business models in a dynamic international environment which can be the foundation of start-up companies abroad	2	
WW 4	Visualize the different steps of creating a sustainable, viable business model	2	
WW 4	Present these visuals and the redesigned business model in a convincing, written and verbal form	2	
LITERATURE:			
Title	Author	Publisher	Edition ISBN
Osterwalder, A., & Pigneur, Y. (2009), Business Model Generation. John Wiley & Sons.			
Brown, T. (2009), Change by Design – how design thinking transforms organizations and inspires innovation, HarperCollins Publishers.			
Leadbeater, C. (2014), The Frugal Innovator – Creating change on a shoestring budget, Palgrave MacMillan.			
Read, S., Sarasvathy, S., Dew, N., Wiltbank, R., & Ohlsson, A.-V. (2010), Effectual Entrepreneurship, Londen/New York, Taylor & Francis LTD.			
Ries, E. (2013), The Lean Startup, New York, Crown Business.			
Other literature/remarks:			

TEACHING & ASSESSMENT:			
Teaching Form	Class hours/Week		Additional Explanation:
<i>Workshop</i>	<i>3 x 3 hours per week</i>		Workshops (Guest) lectures Peer-to-peer feedforward Canvassing & experimenting Service & product prototyping Company visits and network activities / events Workload is 420 hours
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Assignment	30%	4.5	Group Portfolio of business growth path (digital)
Presentation	40%	4.5	Group Pitch / group visual of summarized portfolio (<i>for example infographic and/or cut-out style video</i>)
Oral	30%	4.5	Assessment on individual entrepreneurial growth path (verbal)
Choose an item.			
Choose an item.			
ECTS Breakdown:			
Workshop: 9 hours/week for 7 weeks = 91 hrs Self-study & group work: = 328 hrs Assessments: = 1 hrs Total 420			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers:			
N.a.			

Module Description: Minor Purposeful marketing challenge

Module Name:	Purposeful marketing challenge	Osiris Code: (Leave blank if new code is required)	IB-HMVT21-CBG-2021	
Year:	2022-2023	ECTS:	15	
Semester/Block:	Semester 2 / Block 1	Weeks:	8	
Coordinator:	Jennifer Cakir	Entry Requirements:	Yr.2 business-related studies, English fluency required	
Brief Abstract:				
<p>This minor is intended to transform the student's business knowledge and skills to integrated and personalized success through solving a problem for a real purposeful business. A purposeful business is defined as a business which exists to benefit society and produce societal value, not just be driven by profit.</p> <p>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 and soft skills in leadership and project management. More specifically, participants will work in a multiple disciplinary team to conduct a stakeholder-driven business project, in which 3 key components of learnings are included:</p> <p>Stakeholder-driven business project: Solving a stakeholder-driven business problem for a real purposeful business.</p> <p>Integrated project management practice.</p> <p>Leadership development practice.</p> <p>Within all three components, the principles of "international", "sustainability" and "critical thinking" will be applied. 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> <p>Class will be conducted in English, therefore students are expected to have a fluent level of English to participate.</p>				
LEARNING OUTCOMES:				
PLO	Module Learning Outcome:			Level (1-3)
WT1, WT2	MLO 1: Create a well-founded stakeholder-driven solution for a purposeful company that integrates all relevant business disciplines in order business to win in the complex and dynamic business environment.			2
WT1, WW6	MLO 2: Apply project management skills to deliver team project as well as own focused- area effectively.			2
LW8	MLO 3: Practice leadership skills through clear self-awareness, goal setting, feedback and reflection.			2
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
None				
Other literature/remarks:				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
Lecture/Workshop	8 hrs / 7 wks			
Self-study	40 hrs / 8 wks			
Assessments	44 hours / 2 wks			
Assessment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Presentation	70%	5.5	Group presentation solving problem	
Assignment	30%	5.5	Individual reflection	
Choose an item.				

Module Description: Minor Business in Europe

Module Name:	Business in Europe	Osiris Code: (Leave blank if new code is required)	BFM-HMVT21 Business in Europe
Year:	3	ECTS:	15 (or 3 per sub-part for parts A, B and C)
Semester/Block:	Fall /1	Semester weeks:	1-10 (semester 1)
Coordinator:	Pieter de Vos (p.w.devos@hhs.nl)	Entry Requirements:	Basic knowledge of Marketing and business development Maximum: 25 students

Brief Abstract:

This minor will introduce students to the backgrounds, specifics and dynamics of doing business in Europe, more specifically in the Common Market of the European Union. Students will subsequently be challenged to apply these learnings in a business simulation, using the European Union as a 'biotope', an SME-type of organisation as exemplary, and the business model canvas as a common platform. In this group project, they will simulate bringing a company of their choice from its country of origin to a market in one of the EU countries, including decision making about all business strategic and operational aspects.

This minor consists of 4 courses: Parts A,B,C and D. Parts A, B and C can be taken individually and can each serve as a 3 ECTS elective. Part D is an integrated project where all theories, concepts and learnings of the courses A,B and C are applied. Course D counts for 6 ECTS and cannot be taken separately.

The parts A, B and C (3 ECTS each) will address the history of the EU, the functions of the European institutions such as the European Parliament (EP), The European Commission (EC) and the Council. Furthermore, the courses will investigate the EU as a common market and its trade relations in a macroeconomic context with for instance India, China, the US, the WTO, and emerging markets. The EU budget and the Eurozone will be addressed as will the EU's regional policy. In particular, current developments such as Brexit, sustainable policies and measures and other stimuli or inhibits for SME's either active in or entering into the EU, will highlighted. Generic models such as the business model canvas, concepts of value chains, competitiveness and marketing strategies will be (re-)introduced as framework for discussions and analyses within the setting of the European business environment.

The integrated Project of the Minor (weighing 40% or the equivalent of 6 ECTS) will challenge students to bring a company of their choice from its country of origin to a market in one of the EU countries, including decision making about all business strategic and operational aspects that will impact competitiveness, revenues and profits.

The minor consists of 6 weeks of classes. The final presentation of the integrated project (part D) will be scheduled in week 7. The resit will be scheduled in the resit week of TP2.

In principle the minor will offered on campus but can be offered online when needed.

LEARNING OUTCOMES:

PLO	Module Learning Outcome:		Level (1-3)	
WT1	Critical Thinking		2	
WT2	Innovation & Creativity		2	
WT3	International Business Awareness		3	
WW4	International Business Communication		3	
WW6	Collaboration		3	
TWM20	Operations & Supply chain management		3	
TWM24	Business Research		3	
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Europe in 12 lessons	P. Fontaine	European Commission	2017	978-92-797155-0
Other literature/remarks: Articles, white papers and other study materials will be provided during class				
TEACHING & ASSESSMENT: Part A- Europe - Policies & ambitions (20% of Minor) Osiris code: IB-K800-21				
Teaching Form	Class hours/Week		Additional Explanation:	
<i>Lecture and workshop</i>	2 class hours per week (90 minutes) for 6 weeks		6 weekly assignments and a portfolio.	
Assessment form	Weight or P/F	Minimum Required Grade.	The portfolio needs to be handed in in week 7	
Assignment	40%	5,5	Weekly assignments	
Professional Product	60%	5,5	1 portfolio	
ECTS Breakdown: 3 ECTS				
TEACHING & ASSESSMENT: Part B –Analysis of the EU member states portfolio (20% of Minor) Osiris code: IB-K801-21				
Teaching Form	Class hours/Week		Additional Explanation:	
<i>Lecture and workshop</i>	2 class hours per week (90 minutes) for 6 weeks		Assignments and a portfolio	
Assessment form	Weight or P/F	Minimum Required Grade.	Additional Explanation:	
			2 Assignments and a portfolio.	
			Assignment 1 needs to be presented in week 3 Assignment 2 needs to be presented in week 6 The portfolio needs to be handed in in week 7	
Assignment	40%	5,5	2 Assignments	
Professional Product	60%	5,5	1 Portfolio	
ECTS Breakdown: 3 ECTS				
TEACHING & ASSESSMENT: Part C - Business Practice in Europe (20% of Minor) Osiris Code: IB-K802-21				
Teaching Form	Class hours/Week		Additional Explanation:	

<i>Lecture and workshop</i>	2 class hours per week (90 minutes) for 6 weeks		6 weekly assignments
Assessment Form	Weight or P/F	Minimum Required Grade.	
Assignment	100%	5,5	
ECTS Breakdown: 3 ECTS			
TEACHING & ASSESSMENT:			
Part D – Business Simulation Project (40% of Minor)			
Osiris code: IB-K803-21			
Teaching Form	Class hours/Week		Additional Explanation:
<i>Lecture and workshop</i>	2 class hours per week (90 minutes) for 6 weeks.		Part A: The outcomes of the weekly assignments need to be assessed for implementation. Part B: The outcomes of assignment 1 and 2 need to be implemented in week 3 and week 6 of the project. Part C: The outcomes of the weekly assignments need to be implemented in the project
Assessment Form	Weight or P/F	Minimum Required Grade.	
Group presentation	20%	5,5 (week 7)	
Group report	80%	5,5 (week 7)	
ECTS Breakdown: 6 ECTS (virtually)			

Module Description: Minor Business Analytics

Module Name:	Business Analytics	Osiris Code: (Leave blank if new code is required)	
Year:	2022-2023	ECTS:	15
Semester/Block:		Weeks:	7
Coordinator:	Xiao Peng and Mathis Mourey	Entry Requirements:	Descriptive and inferential statistics knowledge (for all components); power BI skills (for DV component); Basic JASP skills (for DA component).
Brief Abstract:			
<p>The business world has shown an increasing need for talents with advanced data analytic skills and strong capabilities to translate and communicate findings in an accessible way. These highly sought-after skills help organizations to tackle business problems and make decisions based on a deep understanding of hard evidence.</p> <p>Big data analytics helps organizations to get the most out of their data in various aspects, including identifying new opportunities, better-allocating investments, developing better customer insights, designing more innovative marketing strategies, devising more efficient operations, and discovering new products and services.</p> <p>During the course, the students will be introduced to Data Analytics within a business environment. The students will learn and practice several commonly used business analytics techniques that can help them to set-up analytics projects in their future organizations. The students will also learn and practice the interpretation of results and decision making based on the analysis.</p> <p>3 ECTS: Data visualization for business problems with Power BI (DV)</p> <p>6 ECTS: Data analytics for business problems with JASP (DA)</p> <p>6 ECTS: Capstone project with business data (project)</p> <p>Students can choose: 6 ECTS: 6ECTS (DA); 9 ECTS: 3ECTS (DV) + 6ECTS (DA); 15 ECTS: 3ECTS (DV) + 6ECTS (DA) + 6ECTS (project)</p> <p>It is not possible to choose 3ECTS (DV) alone, its not possible to choose 6ECTS (project) alone, its not possible to choose 3ECTS (DV)+ 6ECTS (project) without 6ECTS (DA).</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
TWM24	Explain the analytics methods used in a business setting.	3	
TWM24, WT1	Justify the choice in methodology for problems in different business context.	3	
TWM24, WW7 not applicable if students only choose 6ECTS(DA)	Apply Power BI on business data for explanatory data analysis.	3	
TWM24, WW7	Apply machine learning methods on business data using JASP.	3	
WW6	Work efficiently in the group to accomplish a common goal within an intercultural team.	2	
WW4 not applicable if students only choose 6ECTS(DA)	Present complicated data in an accessible way to a professional audience.	3	
WT1, WT3	Interpret results from analytics to propose valid business decisions.	3	

LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Other literature/remarks:				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
Lecture + Workshop – Data Visualization	2 x 2/4 week			
Lecture + Workshop – Data Analytics	2 x 2/7 week			
Project whorkshops	2 x 2/7 week			
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Power BI with presentation (DV)	100% for DV component	5.5	Power BI with group presentation: group grade + individual grade	
Assignment (DA)	100% for DA component	5.5	Weekly assignment	
Report (project)	70% for project component	5.5	Group assignment: only group grade	
Presentation (project)	30% for project component	5.5	Group presentation: group grade + individual grade	
<p>The combination of DV, DA and project will take each component equally. For example, 9ECTS final grade consists of 1/2 of DV grade + 1/2 of DA grade; 15ECTS final grade consists of 1/3 of DV grade + 1/3 of DA grade + 1/3 of project grade. No compensation, each assessment needs to pass with a minimum of 5.5.</p>				
ECTS Breakdown:				
3 ECTS: Data visualization for business problems with Power BI (DV)				
Lectures + Workshops:	2 hours*2/week for 4 weeks		= 16	
Reading:	16 hours		= 16	
Self study:	32 hours		= 32	
Preparing Power BI and group presentation:	20 hours		= 20	
Total:			84 (= 3 ECTS)	
6 ECTS: Data analytics for business problems with JASP (DA)				
Lectures + Workshops:	2 hours*2/week for 7 weeks		= 28	
Reading:	32 hours		= 32	
Self study:	70 hours		= 70	
Writing assignment:	40 hours		= 40	
Total:			168 (= 6 ECTS)	
6 ECTS: Capstone project with business data (project)				
Workshops:	2 hours*2/week for 7 weeks		= 28	
Reading:	32 hours		= 32	
Self study:	70 hours		= 70	
Preparing group presentation:	10 hours		= 10	
Writing assignment:	30 hours		= 30	
Total:			168 (= 6 ECTS)	

Electives

Module Description: Current Business and Economic Trends (CBET)/Currents Trends in Economic Topics (CTET)

Module Name:	Current Business and Economic Trends (CBET)/ Currents Trends in Economic Topics (CTET)	Osiris Code: (Leave blank if new code is required)	IBMS-S403-16 CBET 2021 (old curriculum); IB-K403-21 CTET 2021 (elective)
Year:	Y3 for TYP3 and Y4 for IB-4 or Y5 for IB-5 or weaver students	ECTS:	3 ECs for old curriculum (regular program); 6 ECs for new curriculum (elective)
Semester/Block:	1 and (block 1, 3 and 4)	Weeks:	7
Coordinator:	René van der Linden	Entry Requirements:	For IB students: Advisable IP7/internship

Brief Abstract:

The course focuses on the link between business and economics. After a general review of the fundamentals of economic theory, the 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); Sino-American economic and financial interdependencies (e.g. trade and tech-war) and the role of China's Belt and Road Initiative etc. 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. In order to start this module, it is recommended, but not required, that students have completed their internship.

LEARNING OUTCOMES:

PLO	Module Learning Outcome:	Level (1-3)
WT3	International Business Awareness: Analyse patterns in global macro-economic factors and policies that drive international trade and business development	3
WW4	International Business Communication: Communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience (e.g. in group presentations).	3
WT1	Critical Thinking: Use the process of thoughtful evaluation to deliberately formulate a reasonable argument or statement or conclusion	3
WT2	Innovation & Creativity: Create innovative ideas in a changing business environment	3
LW10	Ethical & Social Responsibility: Formulate one's own position concerning ethical and social responsibility in a professional environment.	3
WW6	Collaboration: Collaborate effectively with different kinds of stakeholders in different cultural, organisational and political landscapes to contribute to achieving agreed goals.	3

LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Economics	John Sloman & Dean Garratt & Jon Guest (2018)	Pearson	10 th	978-1-292-18785-3
The Industries of the Future	Alec Ross (2017)	Simon & Schuster	1st	978-1-471-13526-2
Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist	Kate Raworth (2018)	Random House UK	1st	978-1-847-94139-8
Other literature/remarks: Learning materials on Bright Space				
Lectoraat: New Finance, Research Platform: the Next Economy				
TEACHING & ASSESSMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
Lecture/Workshop	2x2 hours per week during 7 weeks (one block)		For CBET (old curriculum) 28 hours of classes (including lectures and group presentations); 84 hours (= 3 ECs) per student (including preparations; making the individual essay assignment). An extension to 6 ECs (new curriculum or elective) means an extra 84 hours including consultancy meetings with coach, research proposal, final report plus critical discussion.	
Consultancy	1x2 hours per week only in weeks 4, 5, 6 and 7 (in the same block)			
Assessment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Assignment 1	70%	4.5 (average 5.5)	Take home essay questions with a separate assessment form (rubric)	
Presentation	30%	4.5 (average 5.5)	Group presentation with a separate assessment form (minimum of three students in a group)	
Assignment 2	100%	5.5	Academic paper with a separate assessment form (CTET examination)	
Participation	P/F	Pass	Critical discussion research proposal, draft paper with peer review (CTET)	
Choose an item.				
ECTS Breakdown:				
Lectures:	2 hours/week for 7 weeks	=	14	
Workshops:	2 hours/week for 7 weeks	=	14	
Reading:	32 hours	=	32	
Watching documentary	2 hours	=	2	
Making essay questions:	16 hours	=	16	
Preparing group presentation:	6 hours	=	6	
Consultancy sessions:	2 hours/week for 4 weeks	=	8	
Reading and research:	32 hours	=	32	
Writing proposal /academic paper:	44 hours	=	44	
Total:			168	(= 6 ECTS)
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:				
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023		
For more information consult the conversion table				
Other information for weavers:				

Module Description: Valuation

Module Name:	Valuation	Osiris Code: (Leave blank if new code is required)	
Year:	4 / 3 (TYP)	ECTS:	3
Semester/Block:	8	Weeks:	7
Coordinator:	Mathis MOUREY	Entry Requirements:	Statistics I, Finance I, Finance II
Brief Abstract:			
International Business (IB) program aims at producing professionals that are competent in managing resources in multinational enterprises wherever they may be based. In this module, we aim at integrating all corporate finance concepts, theories, metrics, and models into specific valuation exercises that will help the students to make sense of all the finance covered in the duration of the program. This module provides an up-to-date, integrated treatment of the valuation of investment opportunities, business segments, and an entire firm altogether by applying a traditional valuation technique (DCF). This module is case-based and the valuing method will be demonstrated using a real-life case. Students will need to do, in parallel of the class, their own valuation of a listed company. At the end of the module, students will have the fundamental skill that a financial analyst daily apply in their job.			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
TWM18, TWM24	Students should be able to independently collect, analyse data concerning a firm and estimate its cost of equity, weighted average cost of capital (WACC) and other relevant valuation metric.	3	
TWM18	Students learn how financial analysts choose and apply appropriate valuation techniques to real-life projects, investments opportunities that aims to establish an intrinsic value.	3	
TWM18, TWM19	Students should be able to independently identify, define, compute and forecast Cash Flows of a firm.	3	
WW4, WT3	Students should be able to communicate complex financial data to non-expert audience in a simple, ethical and meaningful way to win approval of higher-up decision makers.	3	
TWM24	Students should be able to estimate the time that a valuation would take and to be able to plan/organize themselves in order to respect deadlines.	3	
LITERATURE:			
Title	Author	Publisher	Edition ISBN
<p>The assignment consists of the valuation of the company Netflix. The assignment is twofold:</p> <p>1. Valuation of Netflix (Pass/Fail - excel file):</p> <p>During each lecture (each week) you will have 45min to work on this part of the assignment. You will follow the steps provided during the lecture with your own data and perform a complete valuation of Netflix in an excel file. You will then need to submit the file before the defense (2nd part of the assignment). This part is a pass/fail. In order for the file to be valid, it should include (one worksheet for each item):</p> <ul style="list-style-type: none"> • Financial Statement's data to compute FCFF (5 years of historical data) • Forecasted FCFF (5 years of forecast + Terminal Value) • Computation of cost of equity (beta) • Computation of cost of debt (with data) • Computation of Long-Run Growth Rate • Final valuation <p>You will pass if the valuation followed the steps shown in class and provide a coherent and "defendable" value of Netflix. You may work for this part by pair (or individually if you prefer).</p>			

2. Defense (100% of the grade - presentation):

Once your valuation is approved, you will be invited to defend it. The defense will focus on key points seen during the class. Your grade will depend on your understanding of the whole process/assumptions made through the valuation. You will find the critical points below. For each point, the grade will be structured followingly (This scale is subject to small changes):

- Do not understand the concept at all: 0 – 3
- Remember parts from the class but is not able to comment: 4 – 5
- Remember whole concept from the class but is not able to defend/argue the assumptions: 5.5 – 6.5
- Understand the concept and is able to discuss its relevancy: 7 – 8
- Understand strongly the concept and knowledge goes beyond the scope of the class: 9 – 10

This second part is individual only. The defense will be under the form of a discussion (no slides expected, except if you see a real added-value in using some) and should last approx. 15-20min.

TEACHING & ASSESSMENT:

Teaching Form	Class hours/Week		Additional Explanation:
Lecture	1h		Lecture and workshop are given back-to-back. The lecture first introduces the theory, and an application on the lecturer's valuation. Workshop is the application of what was learned to the students' projects.
Workshop	1h		
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Assignment	P/F	Pass	Assignment is an excel file with the full valuation of the firm. Can be done in pairs. However, defence is individual.
Oral	100%	5.5	The defence is the final, individual, grade for the module. Consists in a discussion of the valuation process. See details above.
Choose an item.			
Choose an item.			
Choose an item.			

ECTS Breakdown:

Amount of study workload (in hours):

14 hrs (Lectures + Workshops)

40 hrs (Self-Study)

30 hrs (Project)

Total 84h (28h * 3 ECTS)

CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:

Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023

For more information consult the conversion table

Other information for weavers:

Minimum passing grade of 5.5 applies for the defense. The actual valuation is Pass/Fail.

2. Remarks/Questions for Curcom (if any)

Please indicate here what changes you have made compared to last year and/or any question or request for feedback/advice you have.

Module Description: Business in Latin America

Module Name:	Business in Latin America	Osiris Code: (Leave blank if new code is required)	IB-K203-21	
Year:	4	ECTS:	9	
Semester/Block:	Semester 1 Block 1 / Semester 2 Block 3	Weeks:	7 weeks instructions	
Coordinator:	C. Meiller	Entry Requirements:	Completion of Year 2 courses recommended	
Brief 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. 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 instructional lanes:</p> <p><u>Latin American Business Practices (LABP)</u> This instructional lane 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.</p> <p><u>Latin American Economic Analysis (LADD)</u> In this instructional lane 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/or commercial export offices will provide you with a "deep dive" into their respective economies, highlighting economic, trade, and investment conditions/regulations.</p> <p><u>Latin America Socioeconomic History & Culture (LASH)</u> 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.</p>				
LEARNING OUTCOMES:				
PLO	Module Learning Outcome:	Level (1-3)		
WT3	Analyze LatAm's socio/economic/historic context and the global trends that affects them	2-3		
LW11	Evaluate and analyze the impact of cultural differences between the EU and LatAm and how they are/might affect business practices	2-3		
LW14	Analyze the impact of cultural differences between the EU and selected LatAm economies and how they are/might affect trade and investments	2-3		
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Understanding Contemporary Latin America	Richard S. Hillman, Thomas J. D'Agostino	Lynne Rienner Publishers	4th (2011) or later	9781588267917
Doing Business In Latin America: Challenges and Opportunities	John Spillan Nicholas Virzi Mauricio Garita	Routledge	1st (2014) or later	9781136195730
Business in Emerging Latin America	Fernando Robles, Nila Wiese	Routledge	1st (2014) or later	9781135123574

Other literature/remarks:			
TEACHING & ASSESSMENT:			
Teaching Form	Class hours/Week		Additional Explanation:
Lecture LASH	2	Campus	A few lectures involve guest lecturers: LatAm ambassadors, Managers of certain LatAm commerce offices, regional experts,
Lecture LADD	2	Campus	
Lecture LABP	2	Campus	
Assessment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc.)
Assignment	33 %	5,5	15 page essay on a topic presented in LASH module
Assignment	33 %	5,5	15 page essay on a topic presented in LABP module
Assignment	33 %	5,5	15 page essay on a topic presented in LADD module
Choose an item.			
Choose an item.			
ECTS Breakdown:			
Each module awards 3 ECTS and are evaluated and taught using the same approach:			
Lecture	2hr/week for 7 weeks = 14 hrs		
Self-study / topic research / homework	6hr/week for 7 weeks = 42 hrs		
Final assignment essay	28 hrs		
Total	84 hrs		
3 modules * 84 hours per module = 252 hours			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
None	N/A	N/A	
For more information consult the conversion table			
Other information for weavers:			
N/A			

Module Description: Behavioural Economics

Module Name:	Behavioural Economics	Osiris Code: (Leave blank if new code is required)	
Year:	3/4	ECTS:	6 or 15 (15 if it becomes a minor)
Semester/Block:	Semester 1, Block 2 or Semester 2, Block 1 (for 6 ECTS) OR The whole Semester 1 (for 15 ECTS)	Weeks:	7 or 14 (14 if it becomes a minor)
Coordinator:	Suthinee Oussoren-Supanantaroek	Entry Advisory:	Economics I Economics II (GBEA) Finance I&II (Business Mathematics) (Statistics I&II)
Brief Abstract:			
<p>Behavioural Economics focuses on explaining how people behave the way they do. Even though the name of the course suggests economic behaviour or decision making; it is NOT limited to this area or finance. People can make unexplainable decisions on, for example, buying a certain model of car, consume a certain type of food even though it is not a healthy option, etc. Basically, the decisions made on the daily basis and in business settings are considered. The course further focuses on what is considered "efficient and optimal" decision in a given situation. In addition, the students will focus on the factors behind decision making processes of different kinds of stakeholders.</p> <p>Behavioural Economics brings in the psychological, social, cognitive, and cultural perspectives to explain irrational decisions and behaviours which cannot be explained by the traditional economic theories. Behavioural Economics also brings in the "<i>new economic thinking</i>" and tools that fit for <i>the twenty-first century</i>. The students will be guided through how and why Neoclassical Economics fails to address the dynamic changes in our economic systems. The course covers both micro- and macro-level decision making processes and how to mitigate unfavorable results caused by certain decisions made. In addition, financial inclusion (inclusivity) is also looked at in this course. Behavioural Economics gives insights for the financial services providers to understand how people think about money (and financial products) and hence can design appropriate financial services and financial products that meet their needs (micro-level). As a result, there will be no financial inequality and inequity, which will eventually and hopefully lead to economic growth (macro-level). Last but not least, how Behavioural Economics can be implemented to promote favorable sustainable practices (sustainability) from the perspective of a firm/an organization is also discussed in this course. Unquestionably, optimal decisions and behaviours will contribute to a growth in social welfare and economic well-being.</p> <p>The students who follow this course are highly encouraged to get acquainted with the materials in the suggested reading list (see below) before the course begins. The participation is strongly advised. The students also should devote their time on self-studying, group discussion, searching for relevant information online, and reading research papers.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
WT1	Distinguish between the economic and financial behaviours that cannot and can be explained by the traditional economic models.	2	
WT1, TWM24	Discuss factors that explain the irrational behaviour and economic and financial decisions made by economic individuals and stakeholders.	3	
WT1, TWM24	Justify why specific (economic and financial) choices have been made.	3	
WT1, LW10, TWM24	Conclude what can possibly be the desired economic and financial behaviours that lead to optimal economic outcomes.	3	
WT1, LW10, TWM24	Critically analyse and justify the factors contributing to the desired economic and financial behaviours that lead to optimal economic outcomes.	3	
WW4	Express thoughts by using professional business English language to convey persuasive messages.	3	
LITERATURE:			
Title	Author	Publisher	Edition
			ISBN

Advances in behavioural economics	(Edited by) Colin F. Camerer, George Loewenstein, and Matthew Rabin	New York. Princeton University Press.	(Published: December, 28 2003 Copyright: 2004)	9781 4008 2911 8
The Making of Behavioural Economics MISBEHAVING	Richard H. Thaler	W.W. Norton & Company	First edition, 2016	9780 3933 5279 5
Other literature/remarks:				
<ul style="list-style-type: none"> o Kahneman, D. (2011). <i>Thinking, Fast and Slow</i>. New York: Farrar, Straus and Giroux. o Poundstone, W. (2015). <i>How to predict the unpredictable: The art of outsmarting almost everyone</i>. London: Oneworld Publications. o Thaler, R.H. & Sunstein, C.R. (2008). <i>Nudge: Improving decisions about health, wealth and happiness</i>. Yale University Press. o Ariely, D. (2008). <i>Predictably Irrational: The hidden forces that shape our decisions</i>. HarperCollinsPublishers. o Keen, S. (2022). <i>The New Economics, A Manifesto</i>. Polity Press. 				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
Lecture	1.5	1.5 hour per week x 14 weeks = 21 <i>hours</i>		
Workshop	2	2 hours per week x 14 weeks = 28 <i>hours</i>		
Consultation (group)	3	3 hour per week x 14 weeks = 42 <i>hours</i>		
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Assignment	<i>Weight (30%)</i>	5.5	Individual critical review assignment	
Presentation	<i>Weight (40%)</i>	5.5	Group presentation (20%) and individual Q&A (20%)	
Assignment	<i>Weight (30%)</i>	5.5	Individual portfolio	
Choose an item.				
Choose an item.				
ECTS Breakdown:				
<u>Synchronous study activities</u>				
Lectures:	1.5 hour/week for 14 weeks	= 21		
Workshops:	2 hours/week for 14 weeks	= 28		
Consultation (group):	3 hour/week for 14 weeks	= 42		
<u>Asynchronous study activities</u>				
Self-study and self-reflection: 4 hours/week for 14 weeks + 35 hours for reading the materials before week 1 = 91				
Read assigned articles and make notes: 3 hours/week for 14 weeks = 42				
Group work on presentation (research and discussion): = 45				
Work on individual portfolio and on individual critical review assignment – review the lecture notes, search for information online and offline, write a portfolio, seek for feedback, make an adjustment: = 150				
Group presentation and individual Q&A: 60 minutes per group for 6 groups = 1				
Total: 420				

Module Description: ATU-THUAS Virtual Exchange

Module Name:	ATU-THUAS Virtual Exchange		Osiris Code: (Leave blank if new code is required)	
Year:	3 or 4 (2022-2023)		ECTS:	3
Semester/Block:	Semester 2/block 4		Weeks:	7
Coordinator:	Sushy Mangat		Entry Requirements:	
Brief Abstract:				
<p>Virtual Exchange is the joining up of distant classrooms by way of online tools and technology. Virtual Exchange allows you to learn from people with diverse backgrounds and perspectives by communicating and working with them on reaching common goals. In addition to working on your intercultural and communication skills, this project will enable you to further develop other 21st century skills such as adaptability, flexibility and creativity. Additionally, as the project is designed for business/marketing students, it will involve new marketing insights and will require you to put this knowledge to use in the development of a new digital product. And of course, students will develop more specific knowledge about both Ghanaian and Dutch culture</p> <p>You will be working in a group of 4 students (2 students from ATU in Ghana and 2 students from THUAS/BFM in the Netherlands) during the entire project and will receive instructions, guidance and feedback from marketing lecturers from both institutions.</p>				
LEARNING OUTCOMES:				
PLO	Module Learning Outcome:			Level (1-3)
	Identify cultural similarities, differences, preferences and needs			
	Develop a digital product solution suitable for both the Ghanaian and Dutch market			
	Able to work in cross-cultural teams with creativity, flexibility and adaptability			
	Demonstrate an understanding of intercultural challenges and how to address them			
	Demonstrate knowledge of intercultural competence (i.e. cognitive, affective and behavioural skills) to enhance effective communication			
	Work collaboratively by using digital applications			
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Other literature/remarks:				
TEACHING & ASSESSMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
<i>Lecture</i>	2			
<i>Workshop</i>	2			
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Choose an item.				
Choose an item.				
Choose an item.				

Choose an item.			
Choose an item.			
ECTS Breakdown:			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers:			

Module Description: Elective Sustainable Fashion Brand Audit Research

Module Name:	Elective Sustainable Fashion Brand Audit Research	Osiris Code: (Leave blank if new code is required)	NEW	
Year:	3/4	ECTS:	3	
Semester/Block:	Sem2 Block 3	Weeks:	8	
Coordinator:	Drs M. Li Fo Sjoe	Entry Requirements:	Finalized; IP3/IP4 and Marketing Yr2 and Marketing Specialization Yr3	
Brief Abstract:				
<p>The Elective Sustainable Fashion Brand Audit Research aims to deliver useful research insights for business decision making, through a current sustainable business case, organized around the strategic brand management decisions that must be made to build, measure, and manage brand equity.</p> <p>Leveraging the knowledge and competences students gained in their previous IP3/IP4 and Marketing Yr2 and Marketing Specialization Yr3 and other relevant IB courses (Minor Sustainability for example).</p> <p>It's strongly advised for all students to participate in all workshops throughout the 8 weeks to be successful in this 3 ECTS module.</p> <p>Maximum capacity of this Elective is capped at maximum 20 IB students.</p>				
LEARNING OUTCOMES:				
PLO	Module Learning Outcome:	Level (1-3)		
TWM24	Analyse a complex sustainable business idea in an international business setting with use of an adequate research design, resulting in an evidence based feasible solution	2/3		
WT1	Use the process of thoughtful evaluation of sustainable business ideas to deliberately formulate a reasonable conclusion	3		
TWM15	Apply relevant insights from the internal and external marketing environment and make substantiated business decisions to support innovative sustainable business ideas	2/3		
LITERATURE:				
Title	Author	Publisher	Edition	ISBN
Principles of Marketing	Kotler/Armstrong	Pearson	18 GE	9781292341132
Strategic Brand Management	Keller/Swaminathan	Pearson	5 th GE	9781292314969
Research methods for business students	Saunders, M., Lewis, P., & Thornhill, A;	Pearson	7th	9781292016627
AND/OR:	David E. Gray	SAGE	1 st	9781473915688
Other literature/remarks: TBD				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
<i>Workshop</i>	2		84 hours (3 ECTS)	
<i>Others</i>	2		Workshops/ Etcetera – 16 hours <u>average</u> of @2hrs/week	
			Other: Self Study/ Etcetera – 68 hours <u>average</u> of @8,5hrs/week	

Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)
Assignment	100%	5,5	Written Group Report
Choose an item.			
Choose an item.			
Choose an item.			
Choose an item.			
ECTS Breakdown:			
84 hours (3 ECTS)			
Workshops/ Exam/ Etcetera – 30 hours average of @4hrs/week			
Other: Self Study/ Etcetera – 54 hours average of @7hrs/week			
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:			
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023	
For more information consult the conversion table			
Other information for weavers:			
Each provided Elective (Block 2 or Block 4) will focus on a different sustainable business case provided by the Lectorate of Circular Business that is time bound and each Blocks Elective content will not be repeated.			

Module Description: Inclusive Entrepreneurship & Global Citizenship

Module Name:	Inclusive Entrepreneurship & Global Citizenship	Osiris Code: (Leave blank if new code is required)	
Year:	3/4	ECTS:	3
Semester/Block:	Semester 1/ Block 1	Weeks:	6
Coordinator:	Sushy Mangat	Entry Requirements:	None
Brief Abstract:			
<p>Inclusive entrepreneurship is about a set of attitudes, competences and skills which allow people to turn their dreams into concrete projects or enterprises and then see these through to fruition. It is about more than starting an individual business. Inclusive entrepreneurship can be applied to self-employment, starting or growing micro or small enterprises and to social enterprises using business-based approaches driven by a social mission. Indeed, the personal qualities required for entrepreneurship are essential for success in the knowledge economy – whether this is in the private or public sectors.</p> <p>Global citizenship has evolved as historically human beings always have organized themselves into groups and communities based on shared identity. Such identity gets forged in response to a variety of human needs - economic, political, religious, and social.</p> <p>As a result, inclusive entrepreneurship plays an important role in the natural development of global citizenship and its importance to us all.</p> <p>In this course you will learn and understand what are the impact and effectiveness of the European Union policies on global citizenship in connection with above topics and inclusive entrepreneurship. Students, working in a project team, will develop a report covering two assignments, self-assessment and a final presentation.</p>			
LEARNING OUTCOMES:			
PLO	Module Learning Outcome:	Level (1-3)	
LW12	Able to work in cross-cultural teams with creativity, flexibility and adaptability.		
LW11	Demonstrate an understanding of intercultural challenges and how to address them.		
LW13	Demonstrate knowledge of intercultural competence (i.e. cognitive, affective and behavioural skills) to enhance effective communication.		
WT1, WT3	An in-depth understanding of EU policies to be able to give advice on current and new policies.		
WW6, LW14	Advise on aspects of culture, society and behavioural patterns in EU countries and advise on the appropriate response to differences in business cultures in EU countries.		
LITERATURE:			
Title	Author	Publisher	Edition
The Missing Entrepreneurs 2021	OECD/ European Commission (2021)	OECD	9264840613

(Policies for Inclusive Entrepreneurship in Europe)				
Other literature/remarks:				
TEACHING & ASSESMENT:				
Teaching Form	Class hours/Week		Additional Explanation:	
<i>Lecture</i>	2			
<i>Workshop</i>	2			
Assesment Form	Weight or P/F	Minimum Required Grade.	Additional Explanation: (e.g. multiple choice/open book etc)	
Presentation	P/F		Group presentation	
Assignment	P/F		Group assignment	
Assignment	P/F		Group assignment	
Assignment	P/F		Self-reflection	
Choose an item.				
ECTS Breakdown:				
CONVERSION INFORMATION IN CASE OF CHANGES TO THE MODULE:				
Predecessor Module Name:	Osiris Code	Last Chance Exams to be offered in 2022-2023		
For more information consult the conversion table				
Other information for weavers:				

8. Module Descriptions IFMC

Minor #web3 - Blockchain Technology & Cryptocurrencies: an introduction (BTC)

Over 1,000 students went before you.

Welcome to the club!



Description of components	Description text
Title & language	#web3 - Blockchain Technology & Cryptocurrencies: an introduction (BTC) The minor will be taught in English. Students can also submit assignments in Dutch if needed.
Faculty/program offering the minor	Faculty Business, Finance & Marketing (BFM)
Contact person	General Co-ordinators Minors: Malva Ahmed (m.p.ahmed@hhs.nl) & Jordi Jansen (j.m.jansen@hhs.nl) Main Lecturers: <ul style="list-style-type: none"> • Jamie Jansen: jamie@koios.online • Martijn Bolt: mail@martijnbolt.com • Hans Xiang: H.Xiang@hhs.nl Many international guest lecturers & Active Discord community. Join here: https://discord.com/invite/jBjudugeBa
Structure 15 & 30 ECT Minors	There are two variants of the Blockchain minor, 15 & 30 ECT. Both Minors start simultaneously, so 15 ECT and 30 ECT classes begin together. After ten weeks after the first period, the first students of the 15 ECT variant are finished. Students of the 30 ECT variant then continue with the second part for more profound knowledge, skills, and network. This second part is another ten weeks.
Reason for this Minor	The digital world is evolving rapidly. New technologies and services are paving the way to a decentralized internet: Web3.0, a user-centric internet powered by blockchain technology. Unfortunately, current economic models seem unsustainable and unstable. There is an ever-growing inequality between rich and poor. Our environment suffers under consumerism and an insatiable need for growth, profit, and personal gain. Corruption is deeply rooted in our governments and financial systems and exists because of crooked incentives. New technologies make it possible to quickly reinvent current models, including people from all society layers. First, however, these models need to be tried, tested, and developed further. Education/learning plays an essential role in this. Humanity seems to be at a tipping point. There appears to be a clear understanding that we need to change our behavior and rethink our way forward. Technology can help us in this process. In the next five to ten years, available technologies will provide the infrastructure for this change. The internet was a giant first step. But, our internet is still flawed and is not censorship-resistant, resulting in abuse of power by those that can gain control over parts of it. Blockchains could provide us with a solution to this and many more problems. Furthermore, current financial models exclude a

	<p>considerable part of the world's population. In the next decade, the internet, mobile phones, AI, the internet of things, and blockchain technology offer us an opportunity to drastically change how the world works. Adding new properties to the web. Creating a web3.0 with data sovereignty, strong financial incentives, and other unique properties.</p> <p>The Blockchain Minor is grabbing this opportunity with both hands, realizing the problems above can be dealt with. With a focus on, but not limited to, the financial, legal, and technological aspects of the issues that we face, we will educate and prepare people from all corners of our societies. This transition doesn't happen without getting our hands dirty, and we want to be at the frontline of this transition.</p>
<p>Important Educational Elements</p>	<ol style="list-style-type: none"> 1. Multidisciplinary Minor offers theoretical foundations in a blended form via https://app.koios.world/#/worlds and offline university locations (The Hague). Online is the commonly shared foundation and created by an ecosystem of multiple partners. Offline, every entity can deviate and add its regional flavor to the mix. Students run a joined multidisciplinary blockchain-related social assignment for and with an external field partner rather than acquire only theoretical knowledge. An example would be: solve blockchain issue XXX for organization XXX. In short, shared solid online theoretical foundations with offline regional spin-offs in classes and regional field assignments. 2. Another important aspect is that students can determine their pace and route in assignments. Not only can they choose to stick to the regular program or accelerate within the program (for example, select multiple specializations in the second part). In addition, students can pick additional mini-routes by choosing topics & assignments for their portfolio, choosing the field assignment, or participating in many extracurricular activities, like visiting events, joining meet-ups in social communities, participating in hackathons. 3. Alongside the practical integration, our Lectorates, like 'New Finance' with Martijn van der Linden, are also partly integrated with the Minor and participate in guest lecturers and project guidance. Moreover, together with multiple field experts, they will also facilitate delivering researched content and in-network events, assignments, etc. Therefore, the Minor will be closely intertwined with the Centre of Expertise "Digital Operations & Finance." 4. The KOIOS infrastructure https://app.koios.world/#/worlds hosts this Minor. Therefore, students can also follow lectures and courses of the other Web 3.0 minors. 5. Strongly community-driven Discord.
<p>General Objectives</p>	<p>The multidisciplinary period's main objective is that students can "explain at a detailed level which technological, financial and legal characteristics blockchain technology has. In addition, they can also describe which socio-</p>

	<p>economic impact these characteristics have on different scales, like regional, national and global. See further up ahead for a more detailed description formulated in learning outcomes.</p>
<p>Learning outcomes & Summary of contents</p>	<p>Fundamentals, also separately available as "introduction to blockchain" for 15 ECT's. We describe the first two levels during this period, offered via https://app.koios.world/#/worlds/blockchain, so level 1 and level 2. The primary outcome of the multidisciplinary period A is that students can:</p> <p>"explain at a detailed level which technological, financial, and legal characteristics blockchain technology has and which socio-economic impact these characteristics have on a national and global scale."</p> <p>Topics per week:</p> <p>Week 1 - 1.1 Ledger-nomics</p> <p>Week 2 - 1.2 Blockchain - 1.3 Satoshi's cheat - 1.4 Why care</p> <p>Week 3 - 1.5 Money - 1.6 Ethereum - 1.7 Socio-Economic impact</p> <p>Week 4 - 2.1 DLT - 2.2 Crypto-Flower</p> <p>Week 5 - 2.3 Layers - 2.4 Players - 2.5 Hardware & Software</p> <p>Week 6 - 2.6 Transactions, 2.7 Tokenizing Ecosystems</p> <p>Topics:</p> <ul style="list-style-type: none"> - All about Money - Open Financial Systems - Decentralized Autonomous Organisations - Governance - Smart Contracting & algorithmic decision making - Self-sovereign identity - IoT, AI, Big Data (highlights) - Innovation management - Public & private blockchains - Crypto & Token Economics - Network Effects & building ecosystems - Layer Solutions - Cyber Security & Risk Management - Blockchain & Accounting (triple entry accounting or single-entry accounting) - Blockchain & Insurance - Blockchain & Banking - Blockchain & Trading Assets - Blockchain in practice & use cases <p>LEARNING OUTCOMES (GENERAL) → see further ahead.</p>
<p>Target group</p>	<p>The target group is students who follow a Minor at Bachelor-level and prefer FinTech. However, the module is aimed at everyone who is generally interested in the principles and applications of blockchain technology. The teaching material offers tools for both current and future Finance professionals. It also covers strategy & process management on subjects above and implementation.</p>

	It is a multidisciplinary topic, so it is open to all. Experiences taught us that many different types of students enroll, primarily students with a background in economics or IT (75% in total, 25% other studies).
Entry requirements	Intermediate English. Assignments may be submitted in a regional language (for example). Prior knowledge is not necessary; the Minor takes students from scratch. However, basic knowledge in project management, process control, strategy, and IT gives the student a possible lead.
Final objectives/ competencies (summary)	<p>Economics</p> <ol style="list-style-type: none"> 1. Provide a contribution to the design of the management control system aimed at managing, controlling, and monitoring an organization, such that the (strategic) goals are achieved. 2. Selecting and applying appropriate analysis methods to make the right decisions by an organization. 3. Finance professionals can translate practical questions in organizations based on critical analysis into a concrete knowledge need. And answer these with realistic, feasible advice or designs (e.g., product, process, model), focusing on decision making that leads to improvement or renewal of practical situations. 4. Finance professionals are advisory. This means, among other things, that they are communicative in word / and writing, also in an international context. In addition, finance professionals are agile because they can reflect on their own actions and learning process and adjust their actions accordingly.
Description of tests and the minimum pass rate	<ol style="list-style-type: none"> 1. In the lessons, written tests are administered, of which four must be sufficiently completed (> 5.5). If students have not missed more than three lessons and have completed more than four tests, they can do the video assignment, which determines the grade. In the video assignment, the student must explain a minimum of two subjects of the curriculum. (20%). 2. Students will actively manage a portfolio in which theoretical knowledge and practical skills are tested. This part must be completed off > 5.5 (40%). 3. Field assignment where students solve a real-life blockchain problem. Form output differs per assignment. (40%) <p>All three parts must at least score higher than the standard > 5.5 rule (in THB). The deviation is necessary. Sufficient understanding of each component is essential for the overall knowledge of the technology.</p> <p>Total Grade</p> <ul style="list-style-type: none"> - 20% tests + video, 40% portfolio, 40% field assignment - Testing usually occurs during the 9th week of the block, while the resit is offered during the 10th week of the next block. MPC quizzes are weekly during the first six weeks. - Bonus: n/a

Teaching methods + study load	<p>Teaching method(s):</p> <p>Blended learning, classical education, individual and team assignments, presentations, portfolio's and reports. Tokenized education.</p> <p>Study load:</p> <ul style="list-style-type: none"> ▪ Web colleges at their own pace. Application of blended learning where students prepare the material at home and come to class to discuss the material. In addition, the homework assignments for the portfolio are related to the teaching material. ▪ Classes, Tutorials, plus Lectures from guest speakers: max. 2 days per week. ▪ Intensive contact with industry, i.e., advisory report. Max 1,5 days per week. ▪ Individual portfolio; max 1-2 days per week. ▪ We strongly encourage ecosystem learning (on- and offline) via KOIOS. ▪ Minor is considered to be intensive but instructive by students.
Contact hours per week	<p>The total amount of lecturing hours is 12 hours per week in period I and 12 hours for period II per specialization. Students may follow multiple disciplines or other extracurricular activities. Classes aren't always mandatory (you can miss three classes, but it might depend on the specialization, and the lecturer is allowed to deviate). Remember that MPC exams are given during class, as described below.</p> <p>Many hours are assigned to the portfolio and the final assignment. It combines theory and authentic experience in the field ("if you want to learn how to ride a bike, you need to hop and make some mileage on the road").</p>
Study and other aids	<p>Required Reading:</p> <ul style="list-style-type: none"> - Mastering Bitcoin – A. Antonopoulos (will be provided) - Mastering Ethereum – A. Antonopoulos (will be provided) - THUAS Blockchain Reader (will be provided) - How to DeFi: Beginner – Darren Lau, Daryl Lau, Sze Jin Teh (will be provided) <p>All are presented per class on https://app.koios.world/#/worlds/blockchain</p>
Partners	<p>Connected Lectors: New Finance (M. van der Linden) & via internal field assignments other lectorates and CoE's as well (cross-functional tasks, like for example trading with the digital assets (New Finance) that are built by the hardware mining rig (IT) that runs on sustainable energy (Energy))</p> <p>Networking:</p> <ul style="list-style-type: none"> - Integration of <u>external</u> field assignments - Guest lectures - Events - External specialized digital tools (software as well as hardware) - Cross-functional with other programs like projects from New Finance Lectorate such as the sustainable investment bank, the blockchain

	<p>minor (business, IT & law), cybersecurity CoE, zero-emission CoE, and of course digital operations and finance CoE.</p> <p>Partners:</p> <ul style="list-style-type: none"> • International crypto partners of the blockchain minor (> 35 partners) • Lectorate: New Finance Lectorate. • Regional: Yes!Delft, Municipality The Hague, Dutch Blockchain Coalition, LOOFC. 		
Minimum and maximum participation	<p>Minimum number of students: 5 Maximum number of students: 250</p>		
Full-time/ part-time and term	<ul style="list-style-type: none"> • Every ten weeks, a new run will start. • Introduction (15 ECT): classes will be held on Thursday & Friday 		
Subject themes (more than one possible)	<table border="1"> <tr> <td> <ul style="list-style-type: none"> • Economics and Market ○ ICT and Media ○ International themes ○ Management and Organisation </td> <td> <ul style="list-style-type: none"> ○ People and Culture ○ Law, Security, and Society ○ Technology and Design ○ Work, Welfare and Education </td> </tr> </table>	<ul style="list-style-type: none"> • Economics and Market ○ ICT and Media ○ International themes ○ Management and Organisation 	<ul style="list-style-type: none"> ○ People and Culture ○ Law, Security, and Society ○ Technology and Design ○ Work, Welfare and Education
<ul style="list-style-type: none"> • Economics and Market ○ ICT and Media ○ International themes ○ Management and Organisation 	<ul style="list-style-type: none"> ○ People and Culture ○ Law, Security, and Society ○ Technology and Design ○ Work, Welfare and Education 		
OSIRIS code	15 ECT - BFM-HMVT21-BTC		

Minor #web3 - Blockchain Technology & Cryptocurrencies: a deep dive (BTCXL)

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Description of components	Description text
Title & language	#web3 - Blockchain Technology & Cryptocurrencies: a deep dive (BTCXL) The minor will be taught in English. Students can also submit assignments in Dutch if needed.
Faculty/program offering the minor	Officially powered by THUAS program Finance & Control and Faculty Business, Finance & Marketing (BFM).
Contact person	General Co-ordinators Minors: Malva Ahmed (m.p.ahmed@hhs.nl) & Jordi Jansen (j.m.jansen@hhs.nl) Main Lecturers: <ul style="list-style-type: none"> • Jamie Jansen: jamie@koios.online • Martijn Bolt: mail@martijnbolt.com • Hans Xiang: H.Xiang@hhs.nl Many international guest lecturers & Active Discord community. Join here: https://discord.com/invite/jBjudugeBa
Structure 15 & 30 ECT Minors	There are two variants of the Blockchain minor, 15 & 30 ECT. Both Minors start simultaneously, so 15 ECT and 30 ECT classes begin together. After ten weeks after the first period, the first students of the 15 ECT variant are finished. Students of the 30 ECT variant then continue with the second part for more profound knowledge, skills, and network. This second part is another ten weeks.
Reason for this Minor	<ol style="list-style-type: none"> 1. The digital world is evolving rapidly. New technologies and services are paving the way to a decentralized internet: Web3.0, a user-centric internet powered by blockchain technology. This is a multidisciplinary Minor, which offers theoretical foundations in a blended form via https://app.koios.world/#/worlds. Online is the commonly shared foundation and created by an ecosystem of multiple partners. Offline, every entity can deviate and add its regional flavor to the mix. Students run a joined multidisciplinary blockchain-related social assignment for and with an external field partner rather than acquire new theoretical knowledge. An example would be: solve blockchain issue XXX for organization XXX. In short, shared solid online theoretical foundations with offline regional spin-offs in classes and regional field assignments. 2. Another important aspect is that students can determine their path and route in assignments. Not only can they choose to stick to the regular program or accelerate within the program (for example, select multiple specializations in the second part). In addition, students can pick additional mini-routes by choosing topics & assignments for their portfolio, choosing the field assignment, or participating in many extracurricular activities, like visiting events, joining meet-ups in social communities, participating in hackathons.

	<p>3. Alongside the practical integration, our Lectorates, like 'New Finance' with Martijn van der Linden, are also partly integrated with the Minor and participate in guest lecturers and project guidance. Together with multiple field experts, they will also facilitate delivering researched content and in-network events, assignments, etc. Therefore, the Minor will be closely intertwined with the Centre of Expertise "Digital Operations & Finance."</p> <p>The KOIOS infrastructure, https://app.koios.world/#/worlds, hosts this Minor. Therefore, a strong correlation and partnership exist with other KOIOS curricula offered via KOIOS, like the Trading Digital and Financial assets Minor, the Minor Data Analytics, and multiple other tracks like Personal & Professional Development.</p>
<p>Important Educational Elements</p>	<ol style="list-style-type: none"> 1. Multidisciplinary Minor offers theoretical foundations in a blended form via https://app.koios.world/#/worlds and offline university locations (The Hague). Online is the commonly shared foundation and created by an ecosystem of multiple partners. Offline, every entity can deviate and add its regional flavor to the mix. Students run a joined multidisciplinary blockchain-related social assignment for and with an external field partner rather than acquire only theoretical knowledge. An example would be: solve blockchain issue XXX for organization XXX. In short, shared solid online theoretical foundations with offline regional spin-offs in classes and regional field assignments. 2. Another important aspect is that students can determine their path and route in assignments. Not only can they choose to stick to the regular program or accelerate within the program (for example, select multiple specializations in the second part). In addition, students can pick additional mini-routes by choosing topics & assignments for their portfolio, choosing the field assignment, or participating in many extracurricular activities, like visiting events, joining meet-ups in social communities, participating in hackathons. 3. Alongside the practical integration, our Lectorates, like 'New Finance' with Martijn van der Linden, are also partly integrated with the Minor and participate in guest lecturers and project guidance. Moreover, together with multiple field experts, they will also facilitate delivering researched content and in-network events, assignments, etc. Therefore, the Minor will be closely intertwined with the Centre of Expertise "Digital Operations & Finance." 4. The KOIOS infrastructure https://app.koios.world/#/worlds hosts this Minor. Therefore, students can also follow lectures and courses of the other Web 3.0 minors. 5. Strongly community-driven Discord.

General Objectives	<p>Period 1. Introduction to Blockchain (15 ECT)</p> <p>The multidisciplinary period's main objective is that students can "explain at a detailed level which technological, financial and legal characteristics blockchain technology has. In addition, they can also describe which socio-economic impact these characteristics have on different scales, like regional, national and global. See further up ahead for a more detailed description formulated in learning outcomes.</p> <p>Period 2. Deep dive (30 ECT)</p> <p>The student explains the blockchain technology compared with various parts of the business (finance, control, and management process design, strategy, information analyses) and at the social level. Then, the student designs / invents/builds a practical application that solves a blockchain-related functional problem and formulates some implementation advice. In other words: on the micro-level, will the student recognize opportunities and threats within an organization as a result of blockchain technology and provide an organization with advice and, in cooperation with fellow students, to come to a (partial) implementation of the proposal. Finally, at the macro-level, we discuss the specific impact and possibilities of blockchain technology on global topics like the SDG and financial systems like the monetary system, global exchange systems, and other systems that transfer value.</p>
Learning outcomes & Summary of contents	<p>Period 1 Introduction to Blockchain</p> <p>Fundamentals, also separately available as "introduction to blockchain" for 15 ECT's. We describe the first two levels during this period, offered via https://app.koios.world/#/worlds/blockchain, so level 1 and level 2. The primary outcome of the multidisciplinary period A is that students can "explain at a detailed level which technological, financial and legal characteristics blockchain technology has. And which socio-economic impact these characteristics have on a national and global scale.</p> <p>Topics per week:</p> <p>Week 1 - 1.1 Ledgernomics</p> <p>Week 2 - 1.2 Blockchain - 1.3 Satoshi's cheat - 1.4 Why care</p> <p>Week 3 - 1.5 Money - 1.6 Ethereum - 1.7 Socio-Economic impact</p> <p>Week 4 - 2.1 DLT - 2.2 Crypto-Flower</p> <p>Week 5 - 2.3 Layers - 2.4 Players - 2.5 Hardware & Software</p> <p>Week 6 - 2.6 Transactions, 2.7 Tokenising Ecosystems</p> <p>Learning outcomes period one = See all LO's below per specialization. The LO is more high level in period one and more deep-dive level in period two.</p> <p>Period 2</p> <p>The student explains the blockchain technology compared with various parts of the business (finance, control, and management process design, strategy, information analyses) and at the social level. Then, the student designs /</p>

invents/builds a practical application in which a blockchain-related functional problem is solved and where implementation advice is formulated. In other words, the student can recognize opportunities and threats within an organization due to blockchain technology and can provide an organization with advice and, in cooperation with fellow students, to come to a (partial) implementation of the proposal.

Week 1 – Innovation in cryptography

Week 2 – Innovation in consensus models

Week 3 – Token economics & Ecosystems

Week 4 – Decentralised Finance

Week 5 – Decentralised Finance

Week 6 – Trading & Investment

Exemplary topics:

- "All about Money"
- Open Financial Systems
- Decentralized Autonomous Organizations
- Governance
- Smart Contracting & algorithmic decision making
- Self-sovereign identity
- IoT, AI, Big Data (highlights)
- Innovation management
- Public & private blockchains
- Crypto & Token Economics
- Network Effects & building ecosystems
- Layer Solutions
- Cyber Security & Risk Management
- Blockchain & Accounting (triple entry accounting or single-entry accounting)
- Blockchain & Insurance
- Blockchain & Banking
- Blockchain & Trading Assets
- Blockchain in practice & use cases

Period 2 (specialization economics)

1. Providing a contribution to the design of the management control system aimed at the management, control, and monitoring of an organization, such that the (strategic) goals are achieved (= LO 2 F&C).

LO 1: the student demonstrates that they understand blockchain technology and its technical, economic, and social characteristics. Bloom: apply

2. Advising on the organization of the information provided and business processes aimed at managing risks in an organization (LO 4 F&C)

LO 2: the student applies the basic technical principles of blockchain technology in various practical skills and business processes. Bloom: apply

	<p><i>3. Selecting and applying appropriate analysis methods to make the right decisions (= LO 3 F&C).</i> LO 3: the student evaluates the socio-economic impact of blockchain technology & the ecosystem. Bloom: evaluate LO 4: the student assesses the current blockchain projects that try to solve global problems. Bloom: evaluate</p> <p><i>4. Finance professionals can translate practical questions in organizations based on critical analysis into a concrete knowledge need. The answer these with practical, feasible advice or designs (e.g., product, process, model) aimed at decision-making that improves or renews practical situations.</i></p> <p>LO 5: the student applies the characteristics of blockchain technology to the different types of (global) business strategies, models, and processes and evaluates possible opportunities and/or threats for an organization. Bloom: evaluate. <i>5. Finance professionals are advisory. This means, among other things, that they are communicative in word / and writing, also in an international context. Moreover, finance professionals are agile because they can reflect on their own actions and learning process. As a result, can adjust their actions (professional-forming aspect professional craftsmanship F&C).</i> LO 6: The student constructs an advisory plan for an organization with a blockchain-related issue in groups. Bloom: create</p>
Target group	<p>Students who have to follow a Minor at Bachelor-level and prefer FinTech. The module aims at everyone who is generally interested in the principles and applications of blockchain technology. The teaching material offers tools for both current and future Finance professionals. It also covers strategy & process management on subjects above and implementation. It is a multidisciplinary topic, so it is open to all. Experiences taught us that many different types of students enroll, primarily students with a background in economics or IT (75% in total, 25% other studies).</p>
Entry requirements	<p>Intermediate English. Assignments may be submitted in Dutch. Prior knowledge is not necessary; the Minor takes students from scratch. Experience in project management, process control, strategy, and IT gives the student a possible lead.</p>
Final objectives/ competencies (summary)	<p>1. Provide a contribution to the design of the management control system aimed at managing, controlling, and monitoring an organization, such that the (strategic) goals are achieved.</p> <p>2. Select and apply appropriate analysis methods to make the right decisions.</p> <p>3. Finance professionals can translate practical questions in organizations based on critical analysis into a concrete knowledge need and answer these with realistic, feasible advice or designs (e.g., product, process, model), focusing on decision making that leads to improvement or renewal of practical situations.</p> <p>4. Finance professionals are advisory. This means, among other things, that they are communicative in word / and writing, also in an international context. In addition, finance professionals are agile because they can reflect</p>

	on their own actions and learning process and adjust their actions accordingly.
Description of tests and minimum pass rate	<ol style="list-style-type: none"> 1. In the lessons, written tests are administered, of which four must be sufficiently completed (> 5.5). Each 'block' of ten weeks will contain five tests, and there are two blocks in 1 Semester (= 30 ECT), therefore ten tests. If students have not missed more than two lessons and have completed more than eight tests. They are allowed to do the video assignment, which determines the grade. Endproduct: 8 passed weekly quizzes + final video assignments. (20%) 2. Students will actively manage a portfolio in which theoretical knowledge and practical skills are tested. This part must be completed off > 5.5 (40%). 3. Field assignment where students solve a real-life blockchain problem. Form output differs per assignment. (40%) <p>All three parts must at least score higher than the standard >5.5 rule (in THB). The deviation is necessary because a sufficient understanding of each component is essential for the overall knowledge of blockchain technology.</p> <p>Total Grade</p> <ul style="list-style-type: none"> - 20% tests + video's, 40% portfolio, 40% field assignment - Testing usually occurs during the 9th week of the block. The resit is offered during the 10th week of the next block. MPC quizzes are weekly during the first six weeks. - Bonus: n/a
Teaching methods + study load	<p>Teaching method(s):</p> <p>Blended learning, classical education, individual and team assignments, presentations, portfolio's and reports. Tokenised education.</p> <p>Study load:</p> <ul style="list-style-type: none"> ▪ Web colleges at their own pace. Application of blended learning where students prepare the material at home and come to class to discuss the material. In addition, the homework assignments for the portfolio are related to the teaching material. ▪ Classes, Tutorials, plus Lectures guest speakers: max. 2 days per week. ▪ Intensive contact with industry, i.e., advisory report. Max 1,5 days per week. ▪ Individual portfolio; max 1-2 days per week. ▪ We strongly encourage ecosystem learning (on- and offline) via KOIOS. ▪ Minor is considered to be intensive but instructive by students.
Contact hours per week	The total lecturing hours are 12 hours per week in the first period and 12 hours for the second period per specialization. Students may follow multiple disciplines or other extracurricular activities. Classes aren't always mandatory (you can miss three classes, but it might depend on the specialization, and the lecturer is allowed to deviate). Remember that MPC exams are given during class, as described below.

	Many hours are assigned to the portfolio and the final assignment. It combines theory and authentic experience in the field ("if you want to learn how to ride a bike, you need to hop and make some mileage on the road").		
Study and other aids	<p>Required Reading:</p> <ul style="list-style-type: none"> - Mastering Bitcoin – A. Antonopoulos (will be provided) - Mastering Ethereum – A. Antonopoulos (will be provided) - THUAS Blockchain Reader (will be provided) - How to DeFi: Beginner – Darren Lau, Daryl Lau, Sze Jin Teh (will be provided) <p>All are presented per class on https://app.koios.world/#/worlds/blockchain</p>		
Partners	<p>Connected Lectors: New Finance (M. van der Linden) & via internal field assignments other lectorates and CoE's as well (cross-functional tasks, like for example trading with the digital assets (New Finance) that are built by the hardware mining rig (IT) that runs on sustainable energy (Energy))</p> <p>Networking:</p> <ul style="list-style-type: none"> - Integration of <u>external</u> field assignments - Guest lectures - Events - External specialized digital tools (software as well as hardware) - Cross-functional with other programs like projects from New Finance Lectorate such as the sustainable investment bank, the blockchain minor, and all the other Web 3.0 minors. <p>Partners:</p> <ul style="list-style-type: none"> • International crypto partners of the blockchain minor (> 35 partners) • Lectorate: New Finance Lectorate. • Regional: Yes!Delft, Municipality The Hague, Dutch Blockchain Coalition, LOOFC. 		
Minimum and maximum participation	<p>Minimum number of students: 5 Maximum number of students: 250</p>		
Full-time/ part-time and term	30 ECT full-time minor, 2 semesters, starts at the official date of the academic year (beginning September) and halfway (mid-February)		
Subject themes (more than one possible)	<table border="1"> <tr> <td> <ul style="list-style-type: none"> • Economics and Market ○ ICT and Media ○ International themes ○ Management and Organization </td> <td> <ul style="list-style-type: none"> ○ People and Culture ○ Law, Security, and Society ○ Technology and Design ○ Work, Welfare and Education </td> </tr> </table>	<ul style="list-style-type: none"> • Economics and Market ○ ICT and Media ○ International themes ○ Management and Organization 	<ul style="list-style-type: none"> ○ People and Culture ○ Law, Security, and Society ○ Technology and Design ○ Work, Welfare and Education
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OSIRIS code	30 ECT - BFM-HMVT21-BTCXL		

Minor #Web3.0 FinTech: Investing & Trading (FIT)

Welcome to the club!



FinTech Investing Trading minorbeschrijving PDF - 30 ECT.docx

Description of components	Description text (wherever the text says 'minor', it can also be read as elective module)
Title & language	#Web3.0 FinTech: Investing & Trading (FIT) The minor will be taught in English. Students can also submit assignments in Dutch if needed.
Type	Minor (30 ECTS)
Faculty/ programme offering the minor	Program: Finance & Control Faculty: Business, Finance, Marketing (BFM)
Contact person	General Co-ordinators Minors: Malva Ahmed (m.p.ahmed@hhs.nl) & Jordi Jansen (j.m.jansen@hhs.nl) Main Lecturers: <ul style="list-style-type: none"> • Ricardo Eradus: r.eradus@hhs.nl • Hans Xiang: H.Xiang@hhs.nl Many international guest lecturers & Active Discord community. Join here: https://discord.com/invite/iBiudugeBa
General Objectives	Intro The 21 st century asks for 21 st -century education. Here at THUAS, we encourage our students to not only leave university with a degree but also with 21 st -century skills. The use of financial technology, or 'FinTech', has increased significantly in recent years. What in the past was a complex way to manage finances is now used by millions of people worldwide thanks to the rise of online banking and mobile platforms. With the emergence of financial technology, students must be cognizant of the latest digital innovation to fully prepare for what may be referred to as the fourth industrial revolution. The existing financial landscape will fundamentally be altered by incorporating technology to finance, leading to more new entrants providing more effective and efficient financial solutions to its users. We want students to become world citizens, in our case familiar with the workings of global financial systems and their financial products (assets). Becoming a world citizen isn't easy. It means that, other than understanding the theory, you would also need to adjust your mindset and behavior, and for that, you also need insights and training. Part of this 'mindset and behavior' is developing critical thinking, fundamental and technical research skills and "global" orientation. Therefore this 30 ECT, as opposed to the 15 ECT variant (Trading Digital & Financial Assets (BFM-HMVT20-TRADE), also adds these additional elements in the mix. In this extended version, you will encounter real-life field challenges, research challenges, team & communication skills, personal development aspects, and even more in-depth technical analysis (TA) and fundamental analysis (FA) knowledge. The art of doing We therefore combine theory, practice and the "art of doing / experiencing" in this minor. We believe that real-life trading and managing

Format minor description_THUAS/Education, Knowledge & Communication/Unit Education/IF 9-9-2016

of digital financial assets, backed by theory and backed by field experts, will act as a bridge towards understanding these types of assets. We expect this minor to act as a gateway for students to further investigate and reflect upon current and new financial systems, like, for example our monetary systems. We aim to broaden the student's horizon, learning by doing and experiencing first-hand. The 30 ECT variant allows us to add more elements to the teaching philosophy: "Understanding the bike, by riding it". Resulting in finance professionals equipped with not only an understanding of but also experience in, managing financial assets and the global financial systems of the 21st century that we are all part of. Finally, as FinTech is becoming a more dominant phenomenon with practical solutions, the purpose is to merge theoretical knowledge with practical case studies for students to better comprehend both the threats and opportunities of this nascent industry.

Multidisciplinary approach

Other than (1) the integration of field experts, we will also aim to combine this minor with (2) other THUAS projects like the minor investment bank/fund and the minor Blockchain technology, (3) other disciplines like sustainability, IT and Cyber security and (4) (inter)national partners. The aim of this multidisciplinary approach is to create a multidisciplinary view of the world for our future finance professionals. There might be an overlap with some of the topics from your regular curricula or other minors due to the multi-disciplinary approach, but thanks to that same approach a lot of new unfamiliar topics will introduce themselves as well, as well as different views / perspectives, field challenges and real life action in the realm of TA and FA trading.

Topics of content

1. A Technical Analysis of Digital Financial Assets: this is the mathematical approach of reading charts and graphs and base future prediction upon the past.
2. A Fundamental Analysis of Digital Financial Assets: here, we analyse underlying core elements of the asset. Using quantitative and qualitative analysis, also includes non-financial fundamental elements ("integrated reporting").
3. Global Systems: this is where we focus on the current global systems, like our monetary or exchanges systems, and upcoming new financial systems like decentralised exchanges or decentralised financial products (global inclusiveness).
4. SDG's: we will bridge finance and with the role it plays regarding the SDG's. We will teach students, and let them experience on their own, how they as future finance professionals can contribute themselves to the SDG's in a more sustainable and inclusive way, while managing financial assets.
5. Psychology and behaviour: this is where we confront students with their emotions, feelings and behaviour. A large part of our behaviour and choices are visible when acting under pressure (for example, when you

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	<p>trade and open a position). This is where we offer students insight and tools to better themselves and their skill set. We will also cover elements of personal development and growing mindset.</p> <p>6. Understanding of recent financial technology developments. This section aims to illustrate students the latest updates and changes of the fast-moving fintech industry, including new innovations such as tokenised assets, national digital currencies, GDPR focused solutions (Regtech), technology and management business innovation and digital entrepreneurship.</p> <p>In this 30 ECT variant all the above is done in field practice setting where you will encounter and deal with real life trading situations, field challenges and research challenges from actual field partners. This time not only done on an individual basis, but also on a team base. The 30 ECT minors allows for more time and therefore does an in-depth analysis per topic of content. More subjects are discussed within each topic of content as well as further elaboration on each topic and inherent subjects.</p> <p>Flexible and personal study elements</p> <p>We will offer this course in a blended variant and will use innovative educational tools to incentivise study behaviour. Examples are digital tokens and badges, but also high-level trading software. The course will also partially be offered via the KOIOS open infrastructure, enabling a platform for students to connect with other enthusiasts worldwide communities, and enable flexible personal elements like learn in your own pace or choice in assignments. Students can also follow lectures and courses of the other Web 3.0 minors.</p>
<p>Summary of contents</p>	<p>Topics of content (main overview)</p> <p>1. A Technical Analysis of Digital Financial Assets: this is the mathematical approach of reading charts and graphs and base future prediction upon the past.</p> <p>30 ECT-extension: more variables, settings, platforms, products and services, analytics tools and trading skills and mindsets are added.</p> <p>2. A Fundamental Analysis of Digital Financial Assets: here we analyse underlying core elements of the asset. Using quantitative and qualitative analysis, also includes non-financial fundamental elements ("integrated reporting").</p> <p>30 ECT-extension: more systems, products and services from centralised institutions, in-depth analysis of more different markets are added.</p> <p>3. Global Systems: this is where we focus on the current global systems, like our monetary or exchanges systems, and upcoming new financial systems like decentralised exchanges or decentralised financial products (global inclusiveness).</p> <p>30 ECT-extension: more policies, global and local markets, decentralised alternatives and recent global innovations & developments are added.</p>

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	<p>4. SDG's: we will bridge finance and with the role it plays regarding the SDG's. We will teach students, and let them experience on their own, how they as future finance professionals can contribute themselves to the SDG's in a more sustainable and inclusive way, while managing financial assets.</p> <p>30 ECT-extension: your field assignment and research assignments will be connected to the SDG-goals. This means that the real live field and research challenges are linked to an SDG.</p> <p>5. Psychology and behaviour: We confront students with their emotions, feelings and behaviour. A large part of our behaviour and choices are visible when acting under pressure (for example, when you trade and open a position). This is where we offer students insight and tools to better themselves and their skill set.</p> <p>30 ECT-extension: we will also cover personal development and growing mindset elements.</p> <p>In this 30 ECT variant, all the above is done in field practice setting where you will encounter and deal with real-life trading situations, field challenges and research challenges from actual field partners. This time not only done on an individual basis, but also on a team base. The 30 ECT minors allow for more time and, therefore, do an in-depth analysis per content topic. More subjects are discussed within each topic of content, and further elaboration on each topic and inherent matters.</p>
Target group	Open for all. We have seen many different types of students in the minor so far, from Art students to IT'ers.
Entry requirements	There are no entry requirements, but it will help to have intermediate English. Assignments may be submitted in Dutch, but classes & content are done in English. Prior knowledge is not necessary. The minor takes students from scratch. Basic knowledge in project management, process control, strategy, and IT may give the student a possible lead.
Final objectives/competencies	<p>Desired competencies. These competencies can be traced back to the program's professional (domain) competencies (s) offering the minor. Competencies are always on the university of applied sciences level. For a transfer minor, these competencies should be derived from the academic competency profiles.</p> <ol style="list-style-type: none"> 1. Provide a contribution to the design of the management control system aimed at the management, control and monitoring of an organisation, such that the (strategic) goals are achieved. 2. Selecting and applying appropriate analysis methods aimed at taking the right decisions by an organisation. 3. Finance professionals can translate practical questions in organisations on the basis of a critical analysis into a concrete knowledge need and answer these with practical, feasible advice or designs (e.g. product, process, model), focusing on decision making that leads to improvement or renewal of practical situations . 4. Finance professionals are advisory. This means, among other things, that they are communicative in word / and writing, also in an international context. Finance professionals are agile because they can reflect on their

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FinTech Investing Trading minorbeschrijving PDF - 30 ECT.docx

	<p>own actions and their own learning process and can adjust their actions accordingly.</p> <p>The above are the Finance & Control Program Learning Outcomes (PLO's) from which this minor is officially offered.</p> <p>Goals:</p> <p>LO1: The student is able to evaluate (15 ECT) and create (30 ECT) entry and exit trading points based on fundamental as well as technical aspects of trading</p> <p>LO2: The students is able to apply trading skills into practice and will be able to actively manage a trading/investing portfolio (15 ECT) and participate in trading research field projects (30 ECT)</p> <p>LO3: The student will learn the fundamentals of financial markets, macro-economic tendencies, their history and their implications on the world economy (15 ECT) and evaluate them with global market tendencies (30 ECT)</p> <p>LO4: The student will be able to analyse (15 ECT) and evaluate (30 ECT) the financial results of companies (listed on stock exchanges)</p> <p>LO5: The student learns extensive risk and investment management strategies and apply them in a live trading competition for 10 weeks (15 ECT) or 20 weeks (30 ECT).</p> <p>LO6: The student will learn to work in a team of traders, collectively and actively managing a portfolio and act as advisors to employers and/or trading/investment funds (15 ECT). Students can create a (automated) trading strategy based, based on this portfolio managing (30 ECT)</p> <p>LO7: The student will learn how to recognise and improve Psychologic elements of trading (15 ECT) and how to apply them in TA and FA (30 ECT)</p> <p>LO8: the student support and evaluates the pallet of possible TA variables, connects them with FA variables and applies them over an extended period in real live trading situations.</p> <p>LO 9: the student supports and advices in real life field and research challenges.</p>
<p>Description of tests and minimum pass rate</p>	<p>Forms of assessment</p> <ol style="list-style-type: none"> 1. In the lessons, written tests are administered, of which four must be sufficiently completed (> 5.5). Each 'block' of ten weeks will contain five tests, and there are two blocks in 1 Semester (= 30 ECT), therefore ten tests. If students have not missed more than two lessons and have completed more than eight tests. They are allowed to do the video assignment, which determines the grade. Endproduct: 8 passed weekly quizzes + s final video assignments.(20%) 2. Students will actively manage a trading portfolio in which both theoretical knowledge and practical skills are tested. This part must be completed off >5.5 as well (50% + competition elements may be applied where preferred). Due to twice the available amount of time,

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FinTech Investing Trading minorbeschrijving PDF - 30 ECT.docx

	<p>the portfolio will have twice the amount of assignments and, therefore, a double workload with more scenario and market analysis etc. Endproduct: portfolio(50%)</p> <p>3. Students participate in a trading competition, keep a journal of their trading activities, and reflect upon it. Within this 30 ECT variant, as opposed to the 15 ECT variant, the student also participate in a field research assignment where trading knowledge is applied in different challenges offered by various external field assignment providers (30%) end product trading competition: results + supported trading journal & end product field challenge: advisory outcome (like a report for example)(30%)</p> <p>All three parts must at least score higher than the standard >5.5 rule (in THB). Deviation is necessary because, on the one hand, sufficient understanding of each individual component is essential for the overall understanding of trading and managing digital assets and, on the other hand, because the minor program is offered on a transboundary basis (where possibly other rules apply).</p> <p>Grade</p> <p>20% tests+ video's, 50% portfolio, 30% journal + fieldresearch.</p> <p>Bonus: n/a</p>																								
<p>Teaching methods + study load</p>	<p>Teaching method(s):</p> <p>Blended learning, classical education, individual and team assignments, presentations, portfolio's and reports. Tokenised education.</p> <p>Study load:</p> <ul style="list-style-type: none"> - Web colleges + tutorials + lectures guest speakers. - Intensive contact with industry i.e. advisory report. - Application of blended learning where students prepare the material at home and come to class to discuss the material. In addition, the homework assignments for the portfolio are related to the teaching material. - We strongly encourage ecosystem learning (on- and offline) via KOIOS. - Minor is considered to be intensive but instructive by students. <p>Our division of the grade (20% test + video, 50% portfolio 30% journal + field) is based on our expectation of the working load. Therefore the individual weekly portfolio is considered the most extensive part (as is confirmed by students so far).</p> <table border="1" data-bbox="603 1574 1238 1756"> <thead> <tr> <th>Contact time</th> <th>Weeks</th> <th>Hours</th> <th>Total hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>20</td> <td>12</td> <td>240</td> </tr> <tr> <td>Presentation</td> <td>1</td> <td>0,5</td> <td>0,5</td> </tr> <tr> <td>Feedback</td> <td>3</td> <td>0,5</td> <td>1,5</td> </tr> <tr> <td colspan="4">Self-study</td> </tr> <tr> <td>Reading time</td> <td>12</td> <td>20</td> <td>240</td> </tr> </tbody> </table>	Contact time	Weeks	Hours	Total hours	Lectures	20	12	240	Presentation	1	0,5	0,5	Feedback	3	0,5	1,5	Self-study				Reading time	12	20	240
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FinTech Investing Trading minorbeschrijving PDF - 30 ECT.docx

	<table border="1"> <tbody> <tr> <td>Watching time</td> <td>12</td> <td>6</td> <td>72</td> </tr> <tr> <td>Test preparation</td> <td></td> <td></td> <td>20</td> </tr> <tr> <td>Presentation preparation</td> <td></td> <td></td> <td>6</td> </tr> <tr> <td colspan="4">Assignments</td> </tr> <tr> <td>Portfolio assignments</td> <td>12</td> <td>10</td> <td>120</td> </tr> <tr> <td>Trading Journal</td> <td>10</td> <td>4</td> <td>40</td> </tr> <tr> <td>Competition</td> <td>10</td> <td>6</td> <td>60</td> </tr> <tr> <td>Field assignment</td> <td>6</td> <td>6</td> <td>36</td> </tr> <tr> <td>Video assignment</td> <td>2</td> <td>0,5</td> <td>1</td> </tr> <tr> <td colspan="3">Total in hours</td> <td>837</td> </tr> <tr> <td colspan="3">Total in studypoints (ects)</td> <td>30</td> </tr> </tbody> </table>	Watching time	12	6	72	Test preparation			20	Presentation preparation			6	Assignments				Portfolio assignments	12	10	120	Trading Journal	10	4	40	Competition	10	6	60	Field assignment	6	6	36	Video assignment	2	0,5	1	Total in hours			837	Total in studypoints (ects)			30
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Contact hours per week	<p>There are three contact moments of each 4 hours per week.</p> <p>One of these will be facilitated by guest lectures and external entities.</p>																																												
Study and other aids	<p>In addition to the Koios.world platform (see https://app.koios.world/#/worlds), which supports online content sharing, community building and field /network connecting, other aids are coming from:</p> <p>Required Reading:</p> <ul style="list-style-type: none"> - How to Make Money in Stocks – William K. O’Neil - Thinking Fast & Slow – Daniel Kahneman - Market Wizards – Jack D. Schwager - Insider Buy Superstocks – Jesse C. Stine - How to DeFi: Beginner – Darren Lau, Daryl Lau, Sze Jin Teh <p>Recommended Reading:</p> <ul style="list-style-type: none"> - Investopedia.com - Fidelity.com - Discord community - Other online trading communities - Tradimo online technical analysis course <p>Note: a personal laptop and internet connection for this course are highly recommended. If a student has no access, we will act according to the THUAS policy (provide via library and other facilities).</p>																																												
Partners	<p>Connected Lectors: New Finance (M. van der Linden) & via internal field assignments other lectorates and CoE's as well (cross-functional assignments, like for example trading with the digital assets (New</p>																																												

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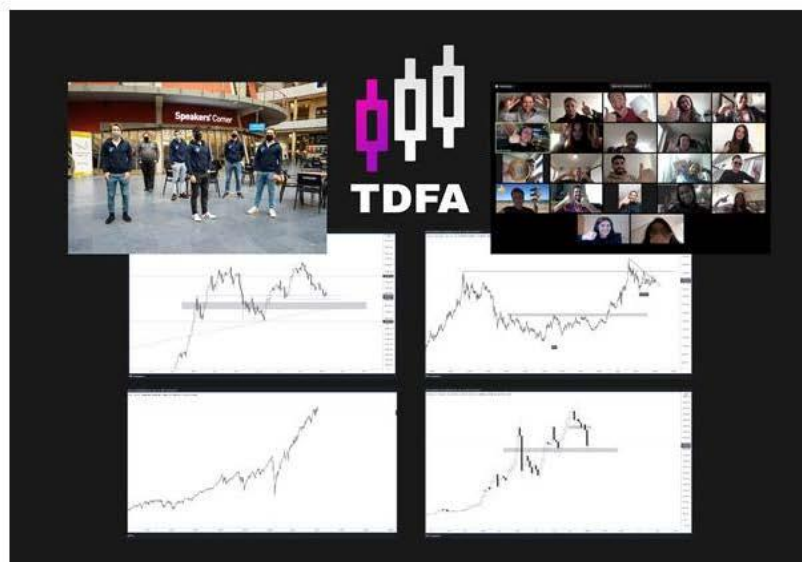
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	<p>Finance) that are built by the hardware mining rig (IT) that runs on sustainable energy (Energy)</p> <p>Networking:</p> <p>Integration of <u>external</u> field assignments, guest lectures, external specialised digital tools (software as well as hardware!), cross-functional with other programs like projects from New Finance Lectorate such as the sustainable investment bank, the blockchain minor and all the other Web 3.0 minors.</p> <p>Partners:</p> <ul style="list-style-type: none"> • Multiple network partners like Blockchain Investment (affiliated with Nasdaq) and other companies with assignments • Partners of the blockchain minor (> 35 partners), New Finance Lectorate and BFM programs. • Odyssey • Yes!Delft, Municipality The Hague, The Hague Tech • Possibly: University of Derby 		
Minimum and maximum participation	<p>Minimum number of students: 15 Maximum number of students: none</p>		
Full-time/ part-time and term	<ul style="list-style-type: none"> - full-time minor, 2 semesters, starts at the official date of the academic year (beginning September) and halfway (mid-February) - Three contact moments of 4 hours (per week) 		
Subject themes (more than one possible)	<p>Students can search for minors in OSIRIS student based on the following themes. Indicate within which category/ categories the minor falls by ticking one or more of the following options:</p> <table border="1"> <tr> <td> <ul style="list-style-type: none"> • Economics and Market <input type="radio"/> Health and Sports <input type="radio"/> ICT and Media <input type="radio"/> International themes <input type="radio"/> Management and Organisation </td> <td> <ul style="list-style-type: none"> <input type="radio"/> People and Culture <input type="radio"/> Law, Security and Society <input type="radio"/> Technology and Design <input type="radio"/> Work, Welfare and Education </td> </tr> </table>	<ul style="list-style-type: none"> • Economics and Market <input type="radio"/> Health and Sports <input type="radio"/> ICT and Media <input type="radio"/> International themes <input type="radio"/> Management and Organisation 	<ul style="list-style-type: none"> <input type="radio"/> People and Culture <input type="radio"/> Law, Security and Society <input type="radio"/> Technology and Design <input type="radio"/> Work, Welfare and Education
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Miscellaneous	<p>Main goal Minor (student): The student applies technical and fundamental characteristics of digital assets and relate this to socio-economic (macro & micro) behaviour. They will build up a comprehensive understanding of fundamental and technical analysis and the managing of digital assets and apply this theory in practice with field partners. In other words, the student can recognise opportunities and threats regarding the trading and managing of digital assets and can relate this to field practice, macro-economic tendencies, and psychology and behaviour.</p> <p>Main goal Minor (Finance & Control): We started this minor because we believe that trading, and therefore this minor, can act as a gateway for students to investigate further (new & old) financial systems.</p>		
OSIRIS code	BFM-HMVT21-FIT		

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Minor #Web3.0 Trading Digital & Financial Assets (TDFA)

Welcome to the club!



Trading Digital Financial Assets minorbeschrijving PDF - 15 ECT.docx

Description of components	Description text (wherever the text says 'minor', it can also be read as elective module)
Title & language	#Web3.0 Trading Digital & Financial Assets (TDFA) The minor will be taught in English. Students can also submit assignments in Dutch if needed.
Type	Minor (15ECTS)
Faculty/ programme offering the minor	Program: Finance & Control Faculty: Business, Finance, Marketing (BFM)
Contact person	General Co-ordinators Minors: Malva Ahmed (m.p.ahmed@hhs.nl) & Jordi Jansen (j.m.jansen@hhs.nl) Main Lecturers: <ul style="list-style-type: none"> • Ricardo Eradus: r.eradus@hhs.nl • Hans Xiang: H.Xiang@hhs.nl Many international guest lecturers & Active Discord community. Join here: https://discord.com/invite/jBjudugeBa
General Objectives	General Objectives: The 21 st century asks for 21 st -century education. Here at THUAS, we encourage our students to not only leave university with a degree but also with 21 st -century skills. We want students to become world citizens, in our case familiar with the workings of global financial systems and their financial products (assets). Becoming a world citizen isn't easy. It means that, other than understanding the theory, you would also need to adjust your mindset and behavior, and for that, you also need insights and training. The art of doing We therefore combine theory, practice and the "art of doing/experiencing" in this minor. We believe that real-life trading and managing of digital financial assets, backed by theory and backed by field experts, will act as a bridge towards understanding these types of assets. We expect this minor to act as a gateway for students to further investigate and reflect upon current and new financial systems, like our monetary systems. We aim to broaden the student's horizon, learning by doing and experiencing first-hand, resulting in finance professionals equipped with not only an understanding of but also experience in managing financial assets and the global financial systems of the 21 st century that we all are part of. Multidisciplinary approach Other than (1) the integration of field experts, we will also aim to combine this minor with (2) other THUAS projects like the minor investment bank/fund and the minor Blockchain technology, (3) other disciplines like sustainability, IT and Cyber security and (4) international partners like the University of Derby. This

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	<p>multidisciplinary approach aims to create a multidisciplinary view of the world for our future finance professionals.</p> <p>Topics of content</p> <p>1. A Technical Analysis of Digital Financial Assets: this is the mathematical approach of reading charts and graphs and base future prediction upon the past.</p> <p>2. A Fundamental Analysis of Digital Financial Assets: here we analyse underlying core elements of the asset. Using quantitative and qualitative analysis, also including non-financial fundamental elements ("integrated reporting").</p> <p>3. Global Systems: this is where we focus on the current global systems, like our monetary or exchanges systems, and upcoming new financial systems like decentralised exchanges or decentralised financial products (global inclusiveness).</p> <p>4. SDG's: we will bridge finance and the role it plays regarding the SDG's. We will teach students, and let them experience on their own, how they as future finance professionals, can contribute themselves to the SDG's in a more sustainable and inclusive way, while managing financial assets.</p> <p>5. Psychology and behaviour: We confront students with their emotions, feelings and behaviour. A large part of our behaviour and choices are visible when acting under pressure (for example, when you trade and open a position). This is where we offer students insight and tools to better themselves and their skill set.</p> <p>Flexible and personal study elements</p> <p>We will offer this course in a blended variant and use innovative educational tools to incentivize study behaviour. Examples are digital tokens and badges, but also high-level trading software. It will also be offered via the KOIOS open infrastructure, enabling a platform for students to connect with other enthusiasts worldwide and enabling flexible personal elements like learning at your own pace or choice in assignments, etc.</p>
<p>Summary of contents</p>	<p>Topics of content</p> <p>1. A Technical Analysis of Digital Financial Assets: this is the mathematical approach of reading charts and graphs and base future prediction upon the past.</p> <p>2. A Fundamental Analysis of Digital Financial Assets: here we analyses underlying core elements of the asset. Uses quantitative and qualitative analysis, also includes non-financial fundamental elements ("integrated reporting").</p>

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Target group	Open for all. We have seen many different types of students in the minor so far, from Art students to IT'ers.
Entry requirements	There are no entry requirements, but it will help to have intermediate English. Assignments may be submitted in Dutch, but classes & content are done in English. Prior knowledge is not necessary, the minor takes students from scratch. Basic knowledge in project management, process control, strategy, and IT may give the student a possible lead.
Final objectives/ competencies	<p>Desired competencies. These competencies can be traced back to the professional (domain) competencies for the programme(s) offering the minor. Competencies are always on the university of applied sciences level. For a transfer minor, these competencies should be derived from the academic competency profiles.</p> <ol style="list-style-type: none"> 1. Provide a contribution to the design of the management control system aimed at the management, control and monitoring of an organization, such that the (strategic) goals are achieved. 2. Selecting and applying appropriate analysis methods aimed at taking the right decisions by an organization. 3. Finance professionals can translate practical questions in organizations on the basis of a critical analysis into a concrete knowledge need and answer these with practical, feasible advice or designs (e.g. product, process, model), focusing on decision making that leads to improvement or renewal of practical situations . 4. Finance professionals are advisory. This means, among other things, that they are communicative in word / and writing, also in an international context. Finance professionals are agile because they can reflect on their own actions and their own learning process and can adjust their actions accordingly. <p>The above are the Finance & Control Program Learning Outcomes (PLO's)</p>

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	<p>LO1: The student is able to evaluate (15 ECT) and create (30 ECT) entry and exit trading points based on fundamental as well as technical aspects of trading</p> <p>LO2: The students is able to apply trading skills into practice and will be able to actively manage a trading/investing portfolio (15 ECT) and participate in trading research field projects (30 ECT)</p> <p>LO3: The student will learn the fundamentals of financial markets, macro-economic tendencies, their history and their implications on the world economy (15 ECT) and evaluate them with global market tendencies (30 ECT)</p> <p>LO4: The student will be able to analyse (15 ECT) and evaluate (30 ECT) the financial results of companies (listed on stock exchanges)</p> <p>LO5: The student learns extensive risk and investment management strategies and apply them in a live trading competition for 10 weeks (15 ECT) or 20 weeks (30 ECT).</p> <p>LO6: The student will learn to work in a team of traders, collectively and actively managing a portfolio and act as advisors to employers and/or trading/investment funds (15 ECT). Students can create a trading strategy based, based on this portfolio managing (30 ECT)</p> <p>LO7: The student will learn how to recognize and improve Psychologic elements of trading (15 ECT) and how to apply them in TA and FA (30 ECT)</p>
<p>Description of tests and minimum pass rate</p>	<p>Forms of assessment</p> <ol style="list-style-type: none"> 1. In the lessons, written tests are administered, of which four must be sufficiently completed (> 5.5). If students have not missed more than three lessons and have completed more than four tests, they are allowed to do the video assignment, which determines the grade. In the video assignment, the student must explain a minimum of two subjects of the curriculum. (20%). 2. Students will actively manage a trading portfolio in which both theoretical knowledge and practical skills are tested. This part must be completed off >5.5 as well (50% + competition elements may be applied where preferred). 3. Students participate in a trading competition, keep a journal of their trading activities, and reflect upon it. (30%) <p>All three parts must at least score higher than the standard >5.5 rule (in THB). Deviation is necessary because, on the one hand, sufficient understanding of each individual component is essential for the overall understanding of trading and managing digital assets and, on the other hand, because the Minor program is offered on a transboundary basis (where possibly other rules apply).</p> <p>Grade</p> <p>20% Tests + Video, 50% Portfolio, 30% Journal.</p> <p>Bonus: n/a</p>
<p>Teaching methods + study load</p>	<p>Teaching method(s):</p>

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Trading Digital Financial Assets minorbeschrijving PDF - 15 ECT.docx

	<p>Blended learning, classical education, individual and team assignments, presentations, portfolio's and reports. Tokenized education.</p> <p>Study load:</p> <ul style="list-style-type: none"> - Web colleges + tutorials + lectures guest speakers. - Intensive contact with industry, i.e. advisory report. - Application of blended learning where students prepare the material at home and come to class to discuss the material. In addition, the homework assignments for the portfolio are related to the teaching material. - We strongly encourage ecosystem learning (on- and offline) via KOIOS. - Minor is considered to be intensive but instructive by students. 																																																								
	<table border="1"> <thead> <tr> <th>Contact time</th> <th>Weeks</th> <th>Hours</th> <th>Total hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>10</td> <td>12</td> <td>120</td> </tr> <tr> <td>Video assignment</td> <td>1</td> <td>0,5</td> <td>0,5</td> </tr> <tr> <td colspan="4">Selfstudy</td> </tr> <tr> <td>Reading time</td> <td>6</td> <td>20</td> <td>120</td> </tr> <tr> <td>Watching time</td> <td>6</td> <td>6</td> <td>36</td> </tr> <tr> <td>Test preparation</td> <td></td> <td></td> <td>12</td> </tr> <tr> <td colspan="4">Assignments</td> </tr> <tr> <td>Portfolio assignments</td> <td>6</td> <td>12</td> <td>72</td> </tr> <tr> <td>Trading Journal</td> <td>3</td> <td>5</td> <td>15</td> </tr> <tr> <td>Competition</td> <td>3</td> <td>14</td> <td>42</td> </tr> <tr> <td>Video assignment</td> <td>2</td> <td>0,5</td> <td>1</td> </tr> <tr> <td colspan="3">Total in hours</td> <td>418</td> </tr> <tr> <td colspan="3">Total in studypoints (ects)</td> <td>15</td> </tr> </tbody> </table>	Contact time	Weeks	Hours	Total hours	Lectures	10	12	120	Video assignment	1	0,5	0,5	Selfstudy				Reading time	6	20	120	Watching time	6	6	36	Test preparation			12	Assignments				Portfolio assignments	6	12	72	Trading Journal	3	5	15	Competition	3	14	42	Video assignment	2	0,5	1	Total in hours			418	Total in studypoints (ects)			15
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Contact hours per week	<p>There are three contact moments of each 4 hours per week.</p> <p>One of these will be facilitated by guest lectures and external entities.</p>																																																								
Study and other aids	<p>In addition to the Koios.world platform (see https://app.koios.world/#/worlds), which supports online content sharing, community building and field /network connecting, other aids are coming from:</p> <p>Required Reading:</p> <ul style="list-style-type: none"> - How to Make Money in Stocks – William K. O'Neil - Thinking Fast & Slow – Daniel Kahneman - Market Wizards – Jack D. Schwager - Insider Buy Superstocks – Jesse C. Stine 																																																								

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Trading Digital Financial Assets minorbeschrijving PDF - 15 ECT.docx

	<p>Recommended Reading:</p> <ul style="list-style-type: none"> - Investopedia.com - Fidelity.com - Discord community - Other online trading communities - Tradimo online technical analysis course 										
<p>Partners</p>	<p>Connected Lectors: New Finance (M. van der Linden) & via internal field assignments other lectorates and CoE's as well (cross-functional assignments, like for example trading with the digital assets (New Finance) that are built by the hardware mining rig (IT) that runs on sustainable energy (Energy)</p> <p>Networking:</p> <p>Integration of <u>external</u> field assignments, guest lectures, external specialised digital tools (software as well as hardware!), cross-functional with other programs like projects from New Finance Lectorate such as the sustainable investment bank, the blockchain minor and all the other Web 3.0 minors.</p> <p>Partners:</p> <ul style="list-style-type: none"> • Multiple network partners like Blockchain Investment (affiliated with Nasdaq) and other companies with assignments • Partners of the blockchain minor (> 35 partners), New Finance Lectorate and BFM programs. • Odyssey • Yes!Delft, Municipality The Hague, The Hague Tech • Possibly: University of Derby 										
<p>Minimum and maximum participation Full-time/ part-time and term</p>	<p>Minimum number of students: 5 Maximum number of students: 150</p> <ul style="list-style-type: none"> - full-time minor, 4 terms, starts at the official date of the academic year - Three contact moments' of 4 hours (per week) 										
<p>Subject themes (more than one possible)</p>	<p>Students can search for minors in OSIRIS student based on the following themes. Indicate within which category/ categories the minor falls by ticking one or more of the following options:</p> <table border="1" data-bbox="600 1447 1240 1588"> <tr> <td><input checked="" type="radio"/> Economics and Market</td> <td><input type="radio"/> People and Culture</td> </tr> <tr> <td><input type="radio"/> Health and Sports</td> <td><input type="radio"/> Law, Security and Society</td> </tr> <tr> <td><input type="radio"/> ICT and Media</td> <td><input type="radio"/> Technology and Design</td> </tr> <tr> <td><input type="radio"/> International themes</td> <td><input type="radio"/> Work, Welfare and Education</td> </tr> <tr> <td><input type="radio"/> Management and Organisation</td> <td></td> </tr> </table>	<input checked="" type="radio"/> Economics and Market	<input type="radio"/> People and Culture	<input type="radio"/> Health and Sports	<input type="radio"/> Law, Security and Society	<input type="radio"/> ICT and Media	<input type="radio"/> Technology and Design	<input type="radio"/> International themes	<input type="radio"/> Work, Welfare and Education	<input type="radio"/> Management and Organisation	
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<p>Miscellaneous</p>	<p>Main goal Minor (student): The student applies technical and fundamental characteristics of digital assets and relates this to socio-economic (macro & micro) behaviour. They will build up a comprehensive understanding of fundamental and technical analysis and the managing of digital assets and apply this theory in practice with field partners. In other words, the student can recognize opportunities and threats regarding the</p>										

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	trading and managing of digital assets and can relate this to field practice, macro-economic tendencies, and psychology and behaviour. Main goal Minor (Finance & Control): We started this minor because we believe that trading, and therefore this minor, can act as a gateway for students to investigate further (new & old) financial systems.
OSIRIS code	BFM-HMVT21-TRADE

Format minor description_THUAS/Education, Knowledge & Communication/Unit Education/IF9-9-2016

9. Module Descriptions Marketing Management

Marketing 6 Export Marketing	
Credits	1,5
Code	Marketing 6 (CE-S301-21)
Entry requirements	Basic knowledge of Marketing. NB. The Marketing 6 module consists of 2 courses. Export Marketing and Intercultural Management. The course cannot be taken separately.
Semester	2 term 3
Method	Lecture
Lecturer(s)	Mr. Kollee. Mr. de Vos, Mr.Vogel, Mrs. Leemeijer
Learning outcomes	<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. • 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.
Recommended or required reading/tools	A reader. Material will be posted in Blackboard/Brightspace
Assessment methods	<ul style="list-style-type: none"> • By the end of term 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: Insufficient, Sufficient, Good • Minimum grade: In order to pass the Marketing 6 module Export marketing must be completed with a Sufficient or Good AND the Intercultural Management (ICM) course must be completed with a minimum of 5,5 (on a scale of 10).
Level	Third year (for regular bachelor student)
Course content	<ul style="list-style-type: none"> • Marketing • Country selection • Entry strategies • Foreign financial policies • International trade & logistics

Marketing 6 Intercultural Management

Credits	1,5
Code	Marketing 6 (CE-S301-21)
Entry requirements	Basic knowledge of marketing. NB. The Marketing 6 module consists of 2 courses. Export Marketing and Intercultural Management. The course cannot be taken separately.
Semester	2 term 3
Method	Lectures
Lecturer(s)	Mrs Dammers, Mrs, Berklaar, Mr. de Vos
Learning outcomes	<ul style="list-style-type: none"> • The student is able to explain and apply the theory of Hofstede to different marketing and management situations • The student is able to explain and apply the theory of Trompenaars • The student can explain the effect of culture on doing business using specific characteristics of Chinese and Indian culture as examples • The student is able to list the characteristics of various communication theories (Lewis, Hall and Meyer) • 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
Recommended or required reading/tools	All course material will be published in Blackboard/Brightspace
Assessment methods	Ex.: Written exam (80%), attendance & participation (20%)
Level	First, second, third or fourth year (for regular bachelor student)
Course content	<ul style="list-style-type: none"> • Intercultural competence • Cultural dimensions Hofstede • Cultural dimensions Trompenaars • Communication styles • Legal systems and culture

Export Plan	
Credits	3
Code	Export Plan (CE-S300-20)
Entry requirements	Basics of Marketing
Semester	2 term 3
Method	Project supported by lectures
Lecturer(s)	Mr. Kollee. Mr. de Vos, Mr. Vogel, Mrs. Leemeijer
Learning outcomes	<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. • 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. <p>All applied in a project as a company assignment.</p>
Recommended or required reading/tools	A reader. Material will be posted in Blackboard/Brightspace
Assessment methods	<ul style="list-style-type: none"> • SWOT 20%) • Portfolio 50% • Presentation 30%
Level	Third year (for regular bachelor student)
Course content	<ul style="list-style-type: none"> • Marketing • Country selection • Entry strategies • Foreign financial policies • International trade & logistics

Financial Management

Credits	3
Code	Financial Management FM3 (CE-S302-20)
Entry requirements	First year basic knowledge of financial matters related to the Balance sheet and Income Statement
Semester	2 term 4
Method	Project supported by lectures
Lecturer(s)	Mr. Sirks
Learning outcomes	<p>At the end of the course students are able :</p> <ul style="list-style-type: none"> • to understand and interpret annual reports • to apply the accrual principle • to make cash-flow statements and income-statements • to interpret financial matters related to the Balance sheet and the Income statement with the help of a ratio-analysis • to calculate the value of a firm • to describe the different ways how intangible assets are reported on balance sheets
Recommended or required reading/tools	A reader. Material will be posted in Blackboard/Brightspace
Assessment methods	Weekly assignments finished by an Individual written exam
Level	Third year (for regular bachelor student)
Course content	<ol style="list-style-type: none"> 1. Introduction <ul style="list-style-type: none"> • Basics of accounting • Balance sheet and Income Statement • Accruals 2. Balance sheet and income statement <ul style="list-style-type: none"> • Statement of retained earnings • Intangible assets • Value of the firm 3. Cash-flow statement 4. Cash-flow statement <ul style="list-style-type: none"> • Ratio-analysis 5. Ratio-analysis <ul style="list-style-type: none"> • Liquidity, solvency and profitability ratios and investment ratios

Business Communication	
Credits	3
Code	Business Communication (CE-S304-21)
Entry requirements	The course is taught on B2 level
Semester	2 term 3 and 4
Method	Weekly lectures and assignments
Lecturer(s)	Mr. Santalla, Mrs. Dammers
Learning outcomes	<ul style="list-style-type: none"> • Business English • Job Application • Employability • Communication • Negotiations Workplace
Recommended or required reading/tools	A reader. Material will be posted in Blackboard/Brightspace
Assessment methods	<p style="text-align: right;">Assignment: CV of LinkedIn profile</p> <p style="text-align: center;">Oral exam: job interview, video application of negotiation Timed online.</p> <p style="text-align: right;">Exam: Application letter of graph description</p> <p style="text-align: right;">Timed online assessment:</p>
Level	Third year (for regular bachelor student)
Course content	<p>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.</p>

Communication Methods (Creative writing)

Credits	3
Code	Communication Methods (CE-S305-20)
Entry requirements	NA
Semester	2 term 4
Method	Weekly lectures
Lecturer(s)	Mr. Hoppen, Mrs. Belt
Learning outcomes	<p>The student...</p> <ul style="list-style-type: none"> • Knows 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
Recommended or required reading/tools	A reader. Material will be posted in Blackboard/Brightspace
Assessment methods	self-study, digital lessons, writing assignments, giving and receiving peer feedback, teacher feedback
Level	Third year (for regular bachelor student)
Course content	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.

CE Electives

Students are asked to choose 2 out of the seven electives mentioned below. For the electives we reserved 5 spots of exchange student. The other students attending will be regular Dutch students. Once an elective is full the students will be asked to select a different one.

Elective Asian Studies	
Credits	3
Code	Asian Studies (CE-VKAK-17)
Entry requirements	NA
Semester	2 term 3
Method	Weekly presentations
Lecturer(s)	Mr. de Vos
Learning outcomes	Students gain insight in the geo-political and macro-economic shift towards Asia with focus on India and China. The two nations are compared on various levels mentioned in the course content section below.
Recommended or required reading/tools	Weekly assignments will be published in Blackboard.
Assessment methods	<ul style="list-style-type: none"> • Weekly presentations (25%) • Weekly assignments (15%) • Individual paper (60%)
Level	Third year (for regular bachelor student)
Course content	<ul style="list-style-type: none"> • History India & China until 1947 and 1950. • Economic developments of India & China: The role of the state • Joint ventures & FDI's in India & China • Asian multinationals. Business cases from Tata to Huawei • Foreign (trade) policy of India & China: resources and markets • Case studies Korea, Japan & Taiwan • The future: India & China as global powers.

Elective Inclusive Entrepreneurship

Credits	3
Code	KV-IE (CE-KVIE-15)
Entry requirements	NA
Semester	2 term 4
Method	Assignments and a field trip to Romania (TBD)
Lecturer(s)	Mr. La'Met
Learning outcomes	<p>Developing a group report covering two assignments: Assignment one: What are the impact and effectiveness of the European Union policies on global citizenship in connection with the above topics and inclusive entrepreneurship? The main learning outcomes of assignment one is an understanding and insight into EU entrepreneurship and initiatives.</p> <p>Assignment two: Looking specifically at Romania and The Netherlands, what advice would you give to their respective governments to improve youth inclusive entrepreneurship and global citizenship as part of the goals of an European initiative and global citizenship?</p>
Recommended or required reading/tools	Assignments will be published in Blackboard.
Assessment methods	Developing a group report covering two assignments.
Level	Third year (for regular bachelor student)
Course content	<p>Inclusive entrepreneurship is about a set of attitudes, competences and skills which allow people to turn their dreams into concrete projects or enterprises and then see these through to fruition. It is about more than starting an individual business. Inclusive entrepreneurship can be applied to self-employment, starting or growing micro or small enterprises and to social enterprises using business-based approaches driven by a social mission. Indeed, the personal qualities required for entrepreneurship are essential for success in the knowledge economy – whether this is in the private or public sectors.</p> <p>Global citizenship has evolved as historically human beings always have organized themselves into groups and communities based on shared identity. Such identity gets forged in response to a variety of human needs - economic, political, religious, and social.</p> <p>As a result, inclusive entrepreneurship plays an important role in the natural development of global citizenship and its importance to us all.</p> <p>In this course you will learn and understand what are the impact and effectiveness of the European Union policies on global citizenship in connection with above topics and inclusive entrepreneurship. Students, working in a project team, will develop a report covering two assignments, self-assessment and a final presentation.</p>

Elective City Marketing

Credits	3
Code	KV-CMI (CE-KVCM1-15)
Entry requirements	Basic knowledge of Marketing
Semester	2 term 3
Method	Assignments and a field trip to Romania (TBD)
Lecturer(s)	Mrs. Barkmeijer
Learning outcomes	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.
Recommended or required reading/tools	Assignments will be published in Blackboard.
Assessment methods	Assignment and an exam
Level	Third year (for regular bachelor student)
Course content	<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. 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>

Elective Creative Facilitator	
Credits	3
Code	(CE-VKCREA-20)
Entry requirements	NA
Semester	2 term 4
Method	<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
Lecturer(s)	Mrs. Barkmeijer, Mrs. Belt
Learning outcomes	<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
Recommended or required reading/tools	Weekly assignments will be published in Blackboard.
Assessment methods	Workshops, assignments
Level	Third year (for regular bachelor student)
Course content	<p>Creativity is 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>

- 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

Elective Hero's Journey

Credits	3
Code	(CE-VKHJ-18)
Entry requirements	NA
Semester	2 term 3
Method	Weekly classes and presentations
Lecturer(s)	Mr. Tijdgat
Learning outcomes	<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
Recommended or required reading/tools	Assignments will be published in Blackboard.
Assessment methods	Assignments: <ul style="list-style-type: none"> • Analyze 2 movies • Analyze a meaningful personal story
Level	Third year (for regular bachelor student)
Course content	<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.</p> <p>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. By learning the phases of the hero's journey you will see more patterns in the plot line of movies.</p> <p>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>

Elective Neuro-Marketing & Psychology of advertising

Credits	3
Code	(CE-VKNMP-19)
Entry requirements	NA
Semester	2 term 4
Method	Lectures and assignments
Lecturer(s)	Mrs. Barkmeijer, Mrs. Bruinsma
Learning outcomes	<p>The student demonstrates understanding of the neuro-marketing theory and principles. (Bloom 3)</p> <p>The student analyses how this knowledge and knowledge of how the brain functions is used in advertisements. (Bloom 4)</p> <p>The student develops the perfect advertisement. (Bloom 7)</p> <p>In this module you will..</p> <ul style="list-style-type: none"> - 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 neuromarketing 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.
Recommended or required reading/tools	Weekly assignments will be published in Blackboard.
Assessment methods	4 portfolio assignments
Level	Third year (for regular bachelor student)
Course content	<p>How to hack a brain?</p> <p>Neuro marketing is becoming a hot topic in the advertising world. Neuromarketeers make use of the insights from neuroscience or more simply ask "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

In this course we will discuss the first two sources. Next to that, we will also discuss the ethical side of neuro marketing developments.

This is a very active module where you will work on a duo portfolio.

Marketing 7 (Strategic Marketing Cases)

Credits	3
Code	Marketing 7 (CE-S303-22)
Entry requirements	Knowledge of basic marketing models is required
Semester	2 term 4
Method	<ul style="list-style-type: none"> • Weekly lectures • Instruction lessons • Group collaboration • Self study
Lecturer(s)	Kollee, Vogel, Ladders, Leemeijer and Otto
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
Recommended or required reading/tools	A reader containing Harvard business cases must be bought by the students.
Assessment methods	<ul style="list-style-type: none"> • Weekly presentations
Level	Third year (for regular bachelor student)
Course content	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.

Social Value Creation

Credits	3
Code	Social Value Creation (CE-S306-22)
Entry requirements	NA
Semester	2 term 4
Method	<ul style="list-style-type: none"> • Workshops • Group work • In-class discussions • Videos • Self-study
Lecturer(s)	Luc Beurskens, Tiffany Dammers, Arno van Dijk, Angela Groeneveld, Tim Hoppen, Sandra de Koning, Frans Lodders and Araceli Marti-Fernandez
Learning outcomes	<ul style="list-style-type: none"> • World citizenship • Value creation • Creativity • Personal Leadership
Recommended or required reading/tools	All course material will be available on Blackboard/Brightspace
Assessment methods	<ul style="list-style-type: none"> • Weekly vlogs • Weekly discussion with lecturers • Project completed before deadline • Documentary • Participation evaluation and event
Level	Third year (for regular bachelor student)
Course content	<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>